

FROM START-UP TO SCALE-UP IN THE SPACE SECTOR

#UKSPACE2015



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LIVERPOOL FROM SPACE DMCii



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Scale-up Essentials

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- **PLAN B**
 - Entirely under your control
 - Not dependent on external funding

Scale-up Essentials

- **PLAN B**
- **THE RIGHT PEOPLE**
 - At the right time
 - In the right place
 - Known quantities are best

Scale-up Essentials

- **PLAN B**
- **THE RIGHT PEOPLE**
- **GOOD TO GREAT CULTURE**
 - Open, honest, modest, down-to-earth
 - Lincoln, Gandhi, Atlee, not Patton, Caesar, Churchill

Scale-up Essentials

- **PLAN B**
- **THE RIGHT PEOPLE**
- **GOOD TO GREAT CULTURE**
- **DETERMINATION AND PERSISTENCE**
 - Try, try and try again

Scale-up Essentials

- **PLAN B**
- **THE RIGHT PEOPLE**
- **GOOD TO GREAT CULTURE**
- **DETERMINATION AND PERSISTENCE**
- **KNOWLEDGE OF YOUR MARKET**
 - Understand your customers' needs
 - Do your product marketing well

Scale-up Essentials

- **PLAN B**
- **THE RIGHT PEOPLE**
- **GOOD TO GREAT CULTURE**
- **DETERMINATION AND PERSISTENCE**
- **KNOWLEDGE OF YOUR MARKET**
- **ENOUGH CAPITAL TO EXPLOIT IT**
 - Especially in a fast-moving market with a window of opportunity

Scale-up Essentials

- **THE RIGHT PEOPLE**
- **GOOD TO GREAT CULTURE**
- **DETERMINATION AND PERSISTENCE**
- **KNOWLEDGE OF YOUR MARKET**

Then

- **ENOUGH CAPITAL TO EXPLOIT IT**

and

- **PLAN B (just in case)**