### HELLO MASTERCLASS

DON'T JUST GO THROUGH LIFE, JUST GROW THROUGH LIFE

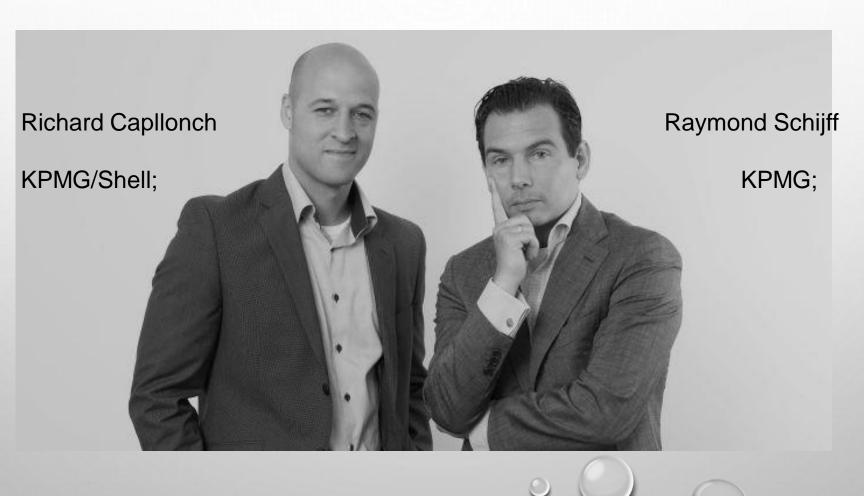
31-03-2016
MADE BY: STATUS FINANCE



- INTRO STATUS FINANCE
- OUR GROWTH PATH
- OUR LEARNINGS
- THE NEED FOR CHANGE
- CONCLUSION

### INTRO OF STATUS FINANCE

THE DREAM TEAM...READY TO CHANGE THE ACCOUNTING BUSINESS



#### HISTORY: GROW VIA TAKE-OVERS



# WHAT WAS THE PATTERN WITHIN OUR CLIENTS WRT GROWTH

- RED OCEAN CLIENTS
- TRADITIONAL BUSINESS MODEL
- NOT IT DRIVEN
- NOT USING DATA TO ANALYSE
- THERE IS NO PLAN
- COMPETITIVE MARKET

- BLUE OCEAN CLIENTS
- DATA DRIVEN
- FOCUS ON ONLINE MARKETING
- STICK TO THE PLAN
- PERFORMING THROUGH OTHERS
- FLEXIBEL TO ADAPT

GENERIC ITEMS IN BOTH CLIENT GROUPS: HARD WORK/BUDGET

# OUR LEARNINGS

- BUILD A TEAM WITH ENTHUSIASTIC COLLEAGUES;
- FOCUSSING ON BETTER BEFORE CHEAPER;
- FOCUS MORE ON DATA & ONLINE MARKETING;
- WE WERE THE BOTTLENECKS OF OUR OWN GROWTH -> PERFORMING THROUGH OTHERS!

### THE NEED FOR CHANGE?

- OUR BUSINESS MODEL WAS NOT .......
  - SUSTAINABLE;
  - SCALABLE;
  - DATA DRIVEN;
  - ADDING "EXTRA" VALUE TO OUR CUSTOMERS.
- NEW COMPETITORS ENTERING OUR MARKET.

# CONCLUSION: GROW OR STAY BEHIND!

IF TODAY YOUR DOING THE SAME THINGS AS YESTERDAY,
THAN TOMORROW YOU MIGHT BE OUT OF BUSINESS FOUNTAINHEADS

### LAST BUT NOT LEAST

 IF YOU ARE NOT PART OF THE SOLUTION, YOU'RE PART OF THE PROBLEM -AFRICAN PROVERB.

SO PLEASE BE A PROBLEMSOLVER FOR YOUR CUSTOMERS



## THANK YOU

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