

BREAKING ALL THE RULES - GOING GLOBAL FROM THE START



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12 - 1PM
UNIVERSITY CENTER
310**

ABOUT THE WORKSHOP:

Paul Ruppert will dive into the fast-paced strategy for growing startups at lightning speed. He will explore the idea of achieving exponential growth by prioritizing speed over pursuing efficiency. He will outline the core principles of start up Blitzscaling, walking students through each growth stage.

Topics to be discussed include:

- How to design startups that embrace uncertainty
- Leveraging network effects to capture markets
- Staying responsive to market signals
- Adapting strategy at each stage of Blitzscaling
- Balancing the drive for growth with responsible business practices