

# BLITZSCALING

Book Trailer

You're probably familiar with the prototypical Silicon Valley startup story...

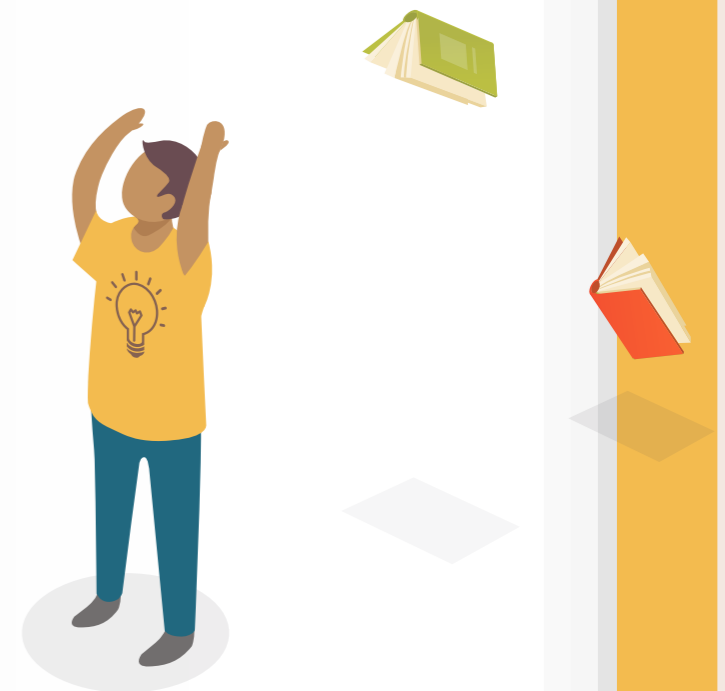
THE  
STARTUP  
STORY

**Discover an incredible opportunity.**



Discover an incredible opportunity.

**Drop out of college.**



Discover an incredible opportunity.

Drop out of college.

**Gather a small team.**



Discover an incredible opportunity.

Drop out of college.

Gather a small team.

**Set up shop in a humble garage.**



Discover an incredible opportunity.

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**Raise money from sage investors.**



Discover an incredible opportunity.

Drop out of college.

Gather a small team.

Set up shop in a humble garage.

Raise money from sage investors.

**And change the world.**





**IT'S AN EXCITING AND INSPIRING STORY.**

**BUT**

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**IT'S AN ~~EXCITING~~ AND INSPIRING STORY.  
INCOMPLETE**

# BUT

IT'S AN ~~EXCITING~~ ~~AND~~ ~~INSPIRING~~ STORY.

INCOMPLETE

MISLEADING

# BUT

IT'S AN ~~EXCITING~~ AND ~~INSPIRING~~ STORY.  
INCOMPLETE MISLEADING

Because starting a company  
is only **half the story**.

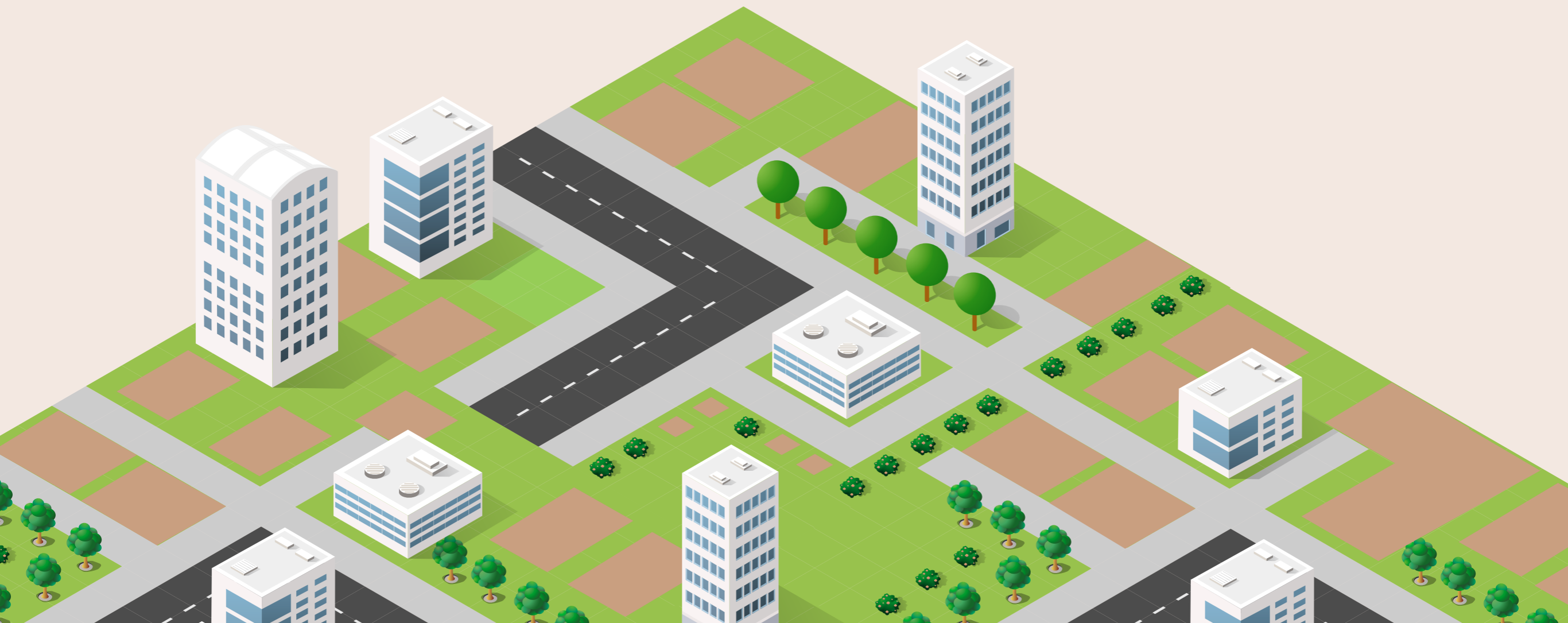


Many entrepreneurs try.





Many entrepreneurs try.  
Few startups **survive.**



So when your startup survives,  
it feels like **you've made it.**



So when your startup survives,  
it feels like **you've made it.**  
But if your startup develops  
a successful product or service,



So when your startup survives,  
it feels like **you've made it.**  
But if your startup develops  
a successful product or service,  
you'll reach a point where there are  
**more customers than you can serve.**

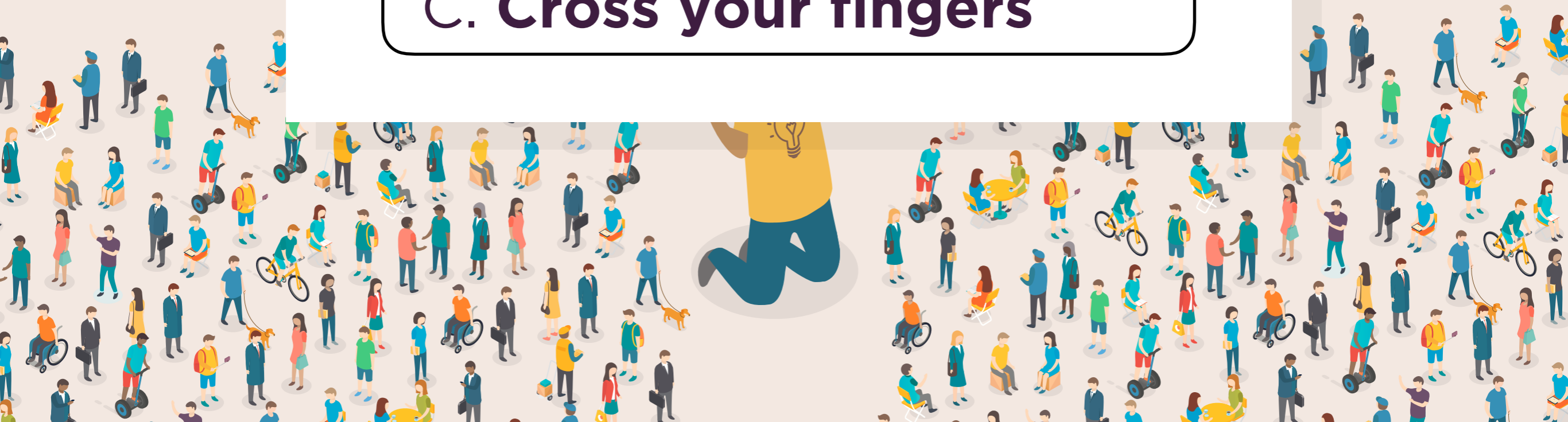


# What do you do?

**A. Grow the company**

**B. Turn away customers**

**C. Cross your fingers**

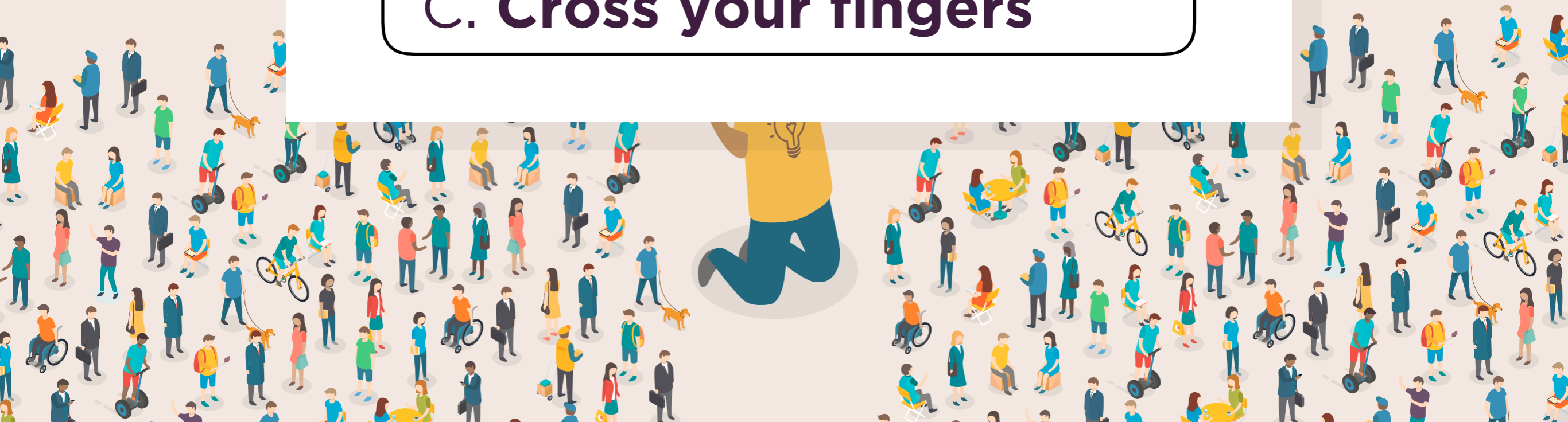


# What do you do?

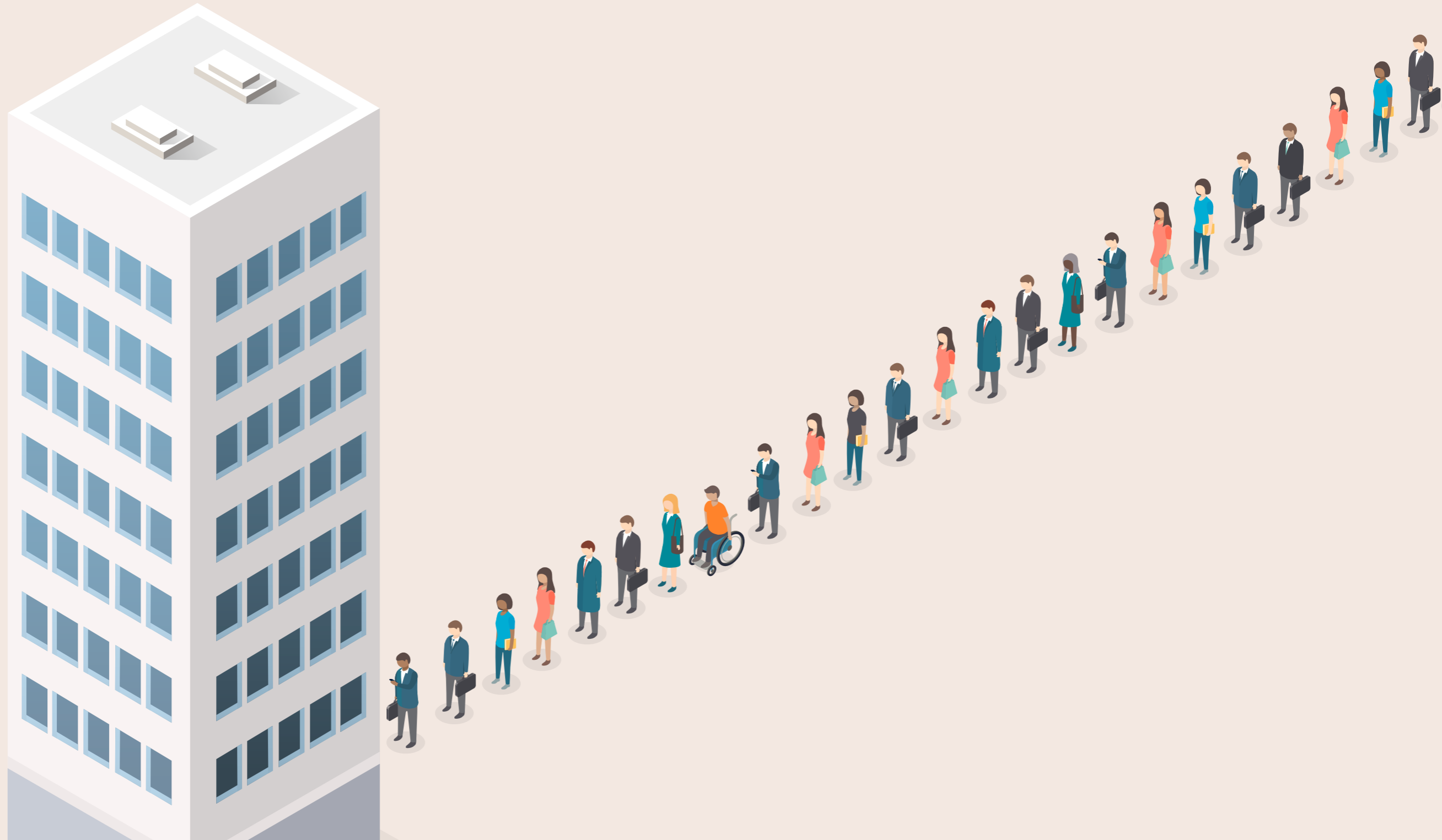
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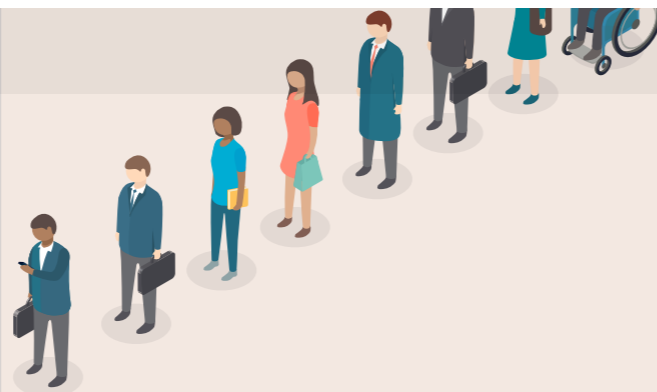
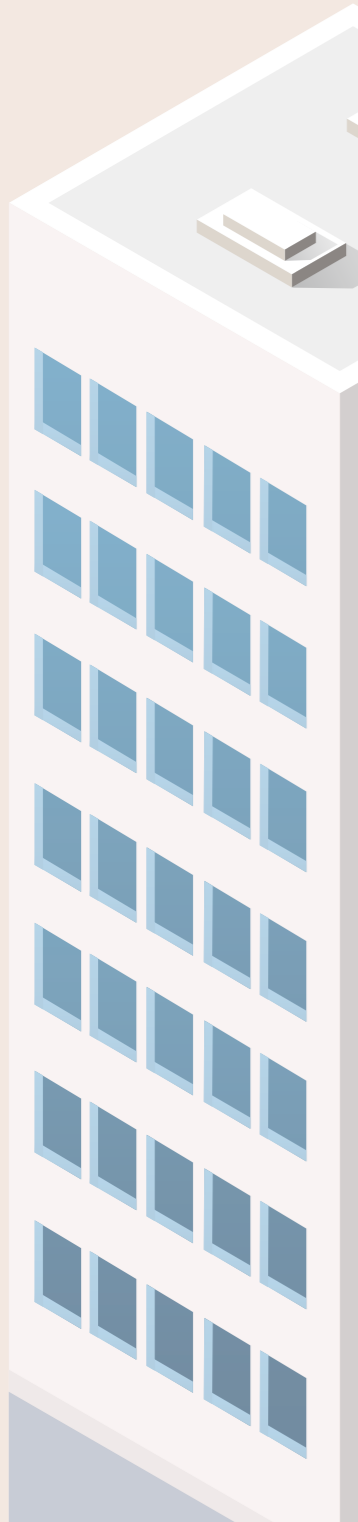


# Obviously, you **grow the company!**





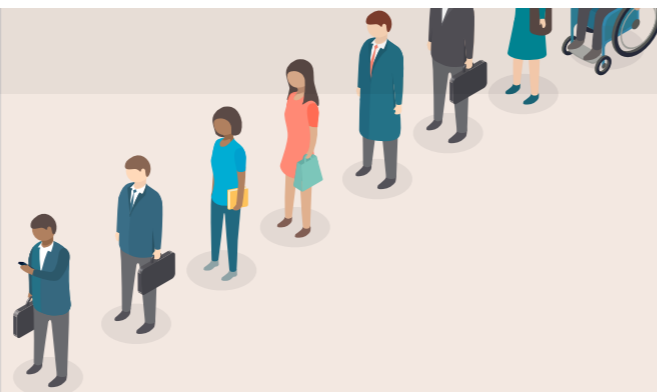
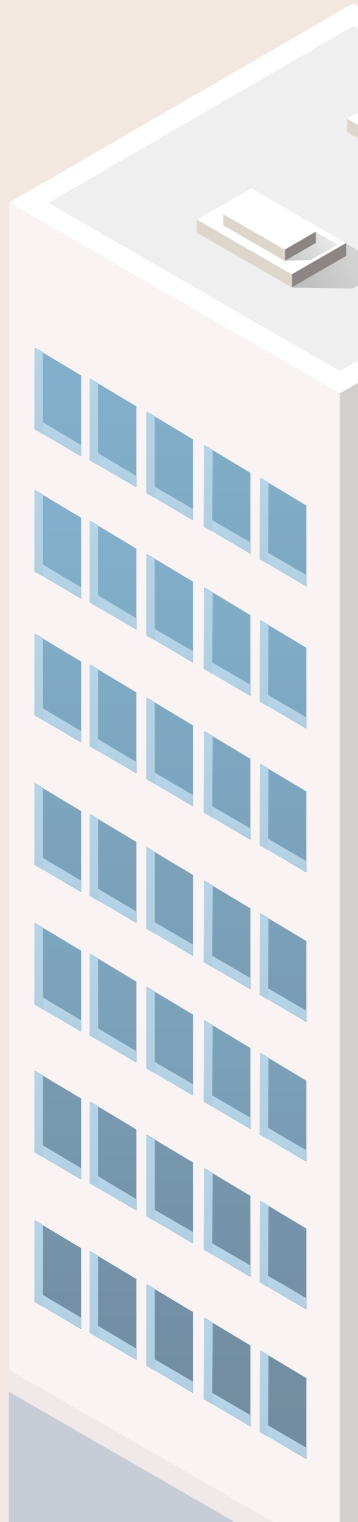
And yet, growing a  
company is **not so simple.**





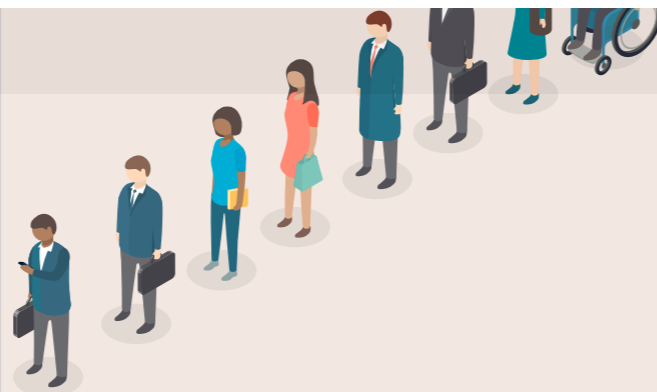
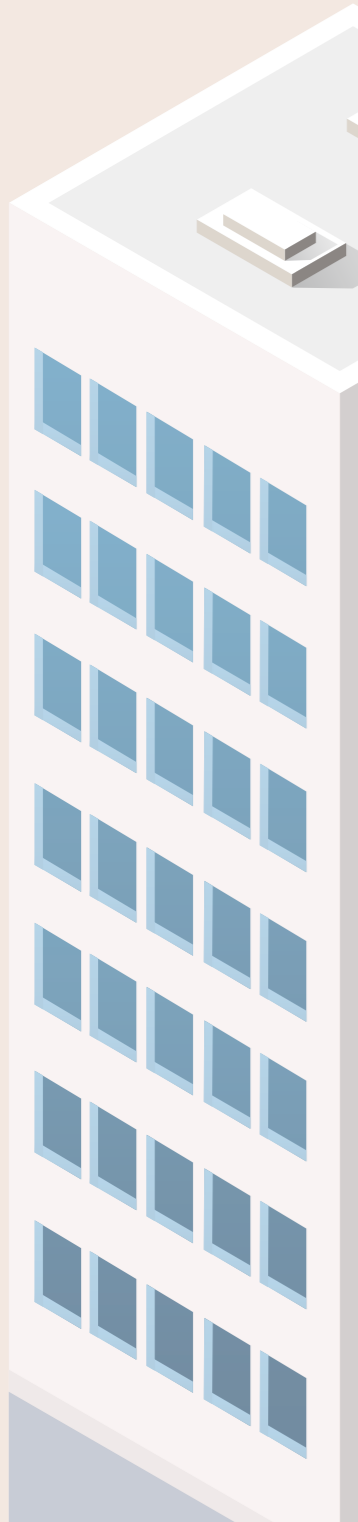


Because a company  
is a **complex** system.





Like all complex systems, a company will **react to growth** in unexpected ways.





So when we talk about  
**scaling a business,**  
we're not just talking  
about growing it.

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**scaling a business,**  
we're not just talking  
about growing it.

We're talking about  
improving its ability to  
**handle growth.**

So...

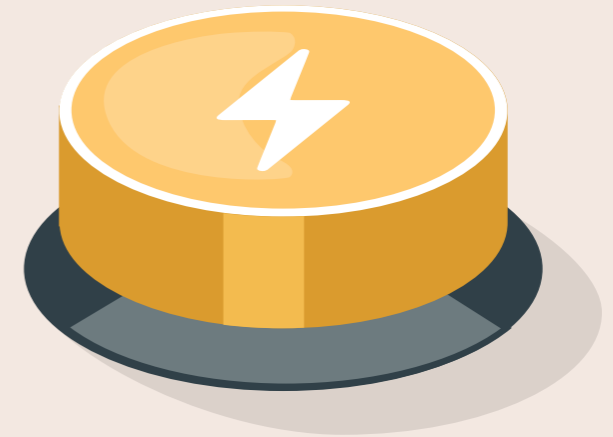
So...

What is **the best strategy**  
for scaling a business?

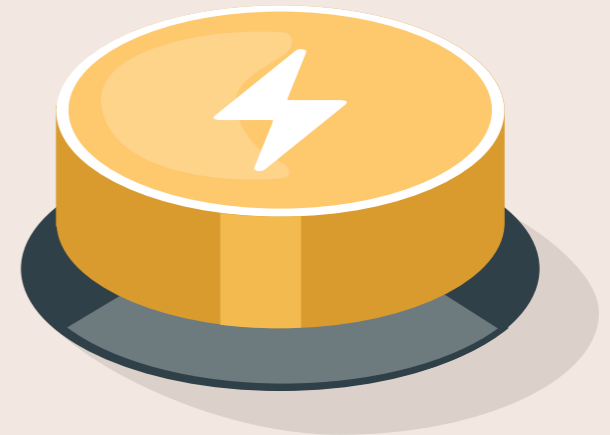
Traditionally, there have been 2 choices...



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Traditionally, there have been 2 choices...



## **Efficient scaling**

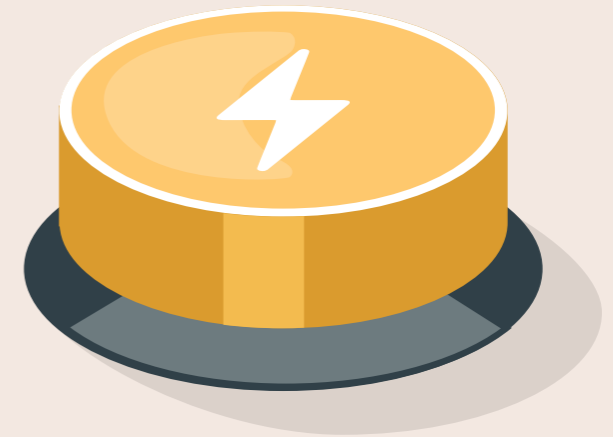
if you prioritize **efficiency**

Traditionally, there have been 2 choices...



**Efficient scaling**

if you prioritize **efficiency**



**Fast scaling**

if you prioritize **speed**

But here's the thing,

But here's the thing,  
both strategies make  
the same assumption...

That you have  
**CERTAINTY**  
about your environment.



- ✓ **Predictable** costs
- ✓ **Known** competitors
- ✓ **Stable** markets



But what do you do  
when the world changes?





How do you scale  
in the face of **uncertainty**?



Enter

**B L I T Z S C A L I N G**

# BLITZ • SCALING

To be the first to reach critical scale.

# BLITZ • SCALING

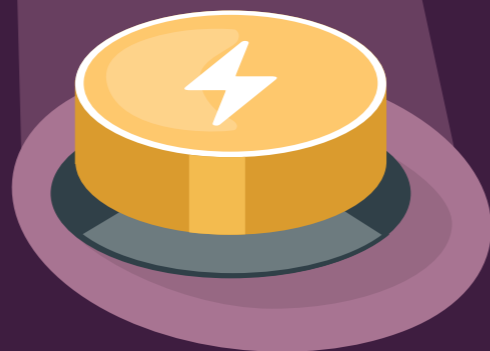
A sudden, all-out effort.

# BLITZ • SCALING

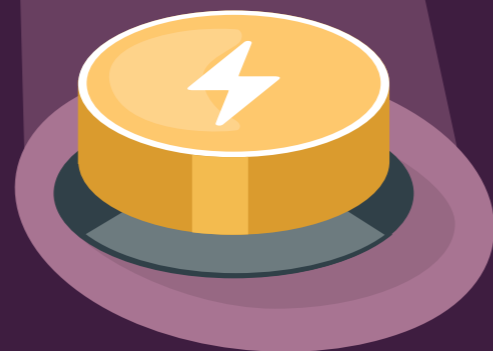
Improving the ability  
to handle growth.

Blitzscaling is more than  
just **all-out growth**...

Blitzscaling is prioritizing  
**speed** over efficiency



Blitzscaling is prioritizing  
**speed** over efficiency  
in the face of **uncertainty**.





What does it mean to prioritize  
**SPEED** over **EFFICIENCY**?



It means throwing out many of the  
**normal rules of business.**





- ✓ Careful planning
- ✓ Cautious investment
- ✓ Solving all problems

- ✓ Careful planning
- ✓ Cautious investment
- ✓ Solving all problems



may end up being tossed aside in favor of...

- ✓ Careful planning
- ✓ Cautious investment
- ✓ Solving all problems

may end up being tossed aside in favor of...

- ⚡ Rapid guesstimates
- ⚡ Inefficient investment
- ⚡ Letting small fires burn

I've often said that  
**starting a company**  
is like...

Jumping off a cliff

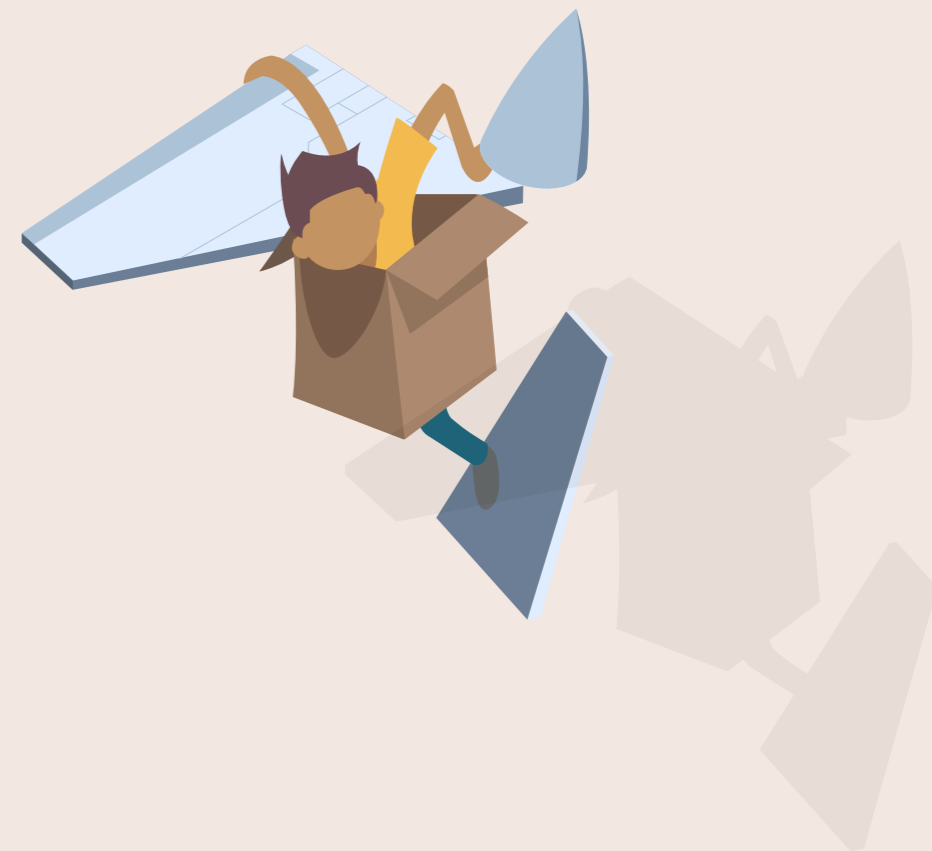


# Jumping off a cliff and assembling a plane





Jumping off a cliff  
and assembling a plane  
on the way down.



**B L I T Z S C A L I N G**

is like...

Assembling that plane faster



Assembling that plane faster  
then strapping on and igniting  
a set of jet engines,



Assembling that plane faster  
then strapping on and igniting  
a set of jet engines,  
while still building the wings.



**IT'S DO OR DIE**

**IT'S DO OR DIE**

with either success or failure  
in a remarkably short time.

Gut-wrenching

**UNCERTAINTY**





Gut-wrenching

**UNCERTAINTY**

High risk of

**FAILURE**



Gut-wrenching

**UNCERTAINTY**

High risk of

**FAILURE**

Painful

**DIFFICULTY**



Why would you ever want to pursue such a **risky** and **unintuitive** strategy?

If the prize is big enough,





If the prize is big enough,  
and the competition is intense enough,



If the prize is big enough,  
and the competition is intense enough,  
blitzscaling becomes the  
**optimal** strategy.



Now you know what **blitzscaling** is...

Now you know what **blitzscaling** is...

Prioritizing **SPEED** 

over **EFFICIENCY** 

in the face of **UNCERTAINTY.** 

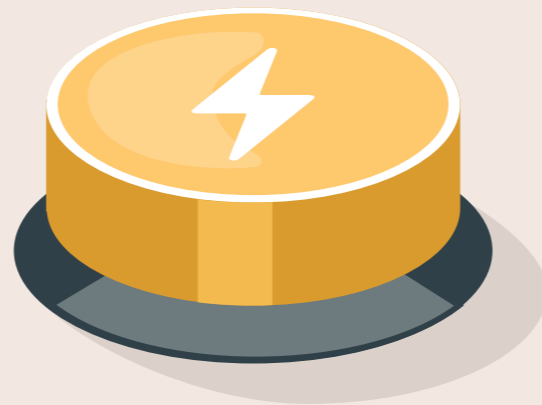


And now you have 3 strategies for scaling...

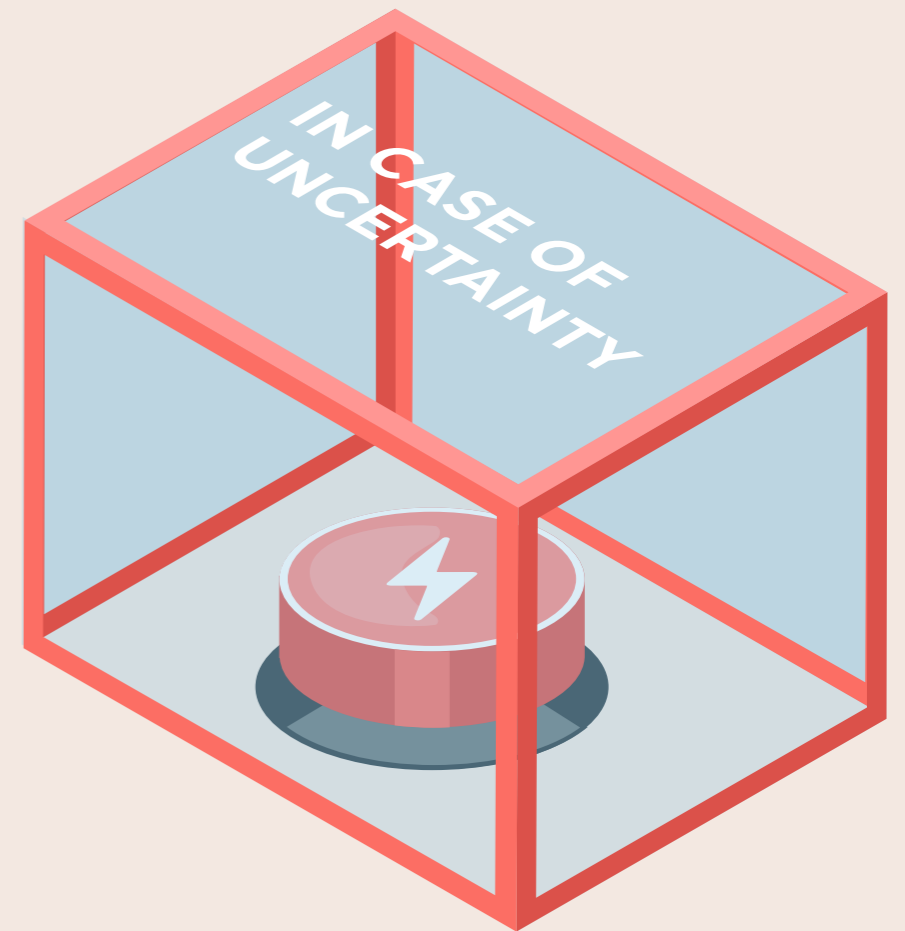
And now you have 3 strategies for scaling...



**Efficient  
scaling**



**Fast  
scaling**



**Blitzscaling**

Well, there's one more thing  
you should know...

 **SPEED** and

 **UNCERTAINTY**

are the **new normal**.


Often, **the greater risk**  
for a growing business  
is to move too s l o w l y .



The world is changing  
**faster and faster...**



and the only way to thrive is to  
accept the **inevitability of change.**

A stylized illustration of a person climbing a rock face. The person is depicted as a dark silhouette, clinging to the side of a light-colored rock formation. The rock face is composed of several overlapping, rounded shapes, suggesting a crag or cliffside. The background is a solid, dark purple color.

If you're willing to  
**accept the risks**  
when others aren't...



and learn how to  
**navigate those risks**  
responsibly...

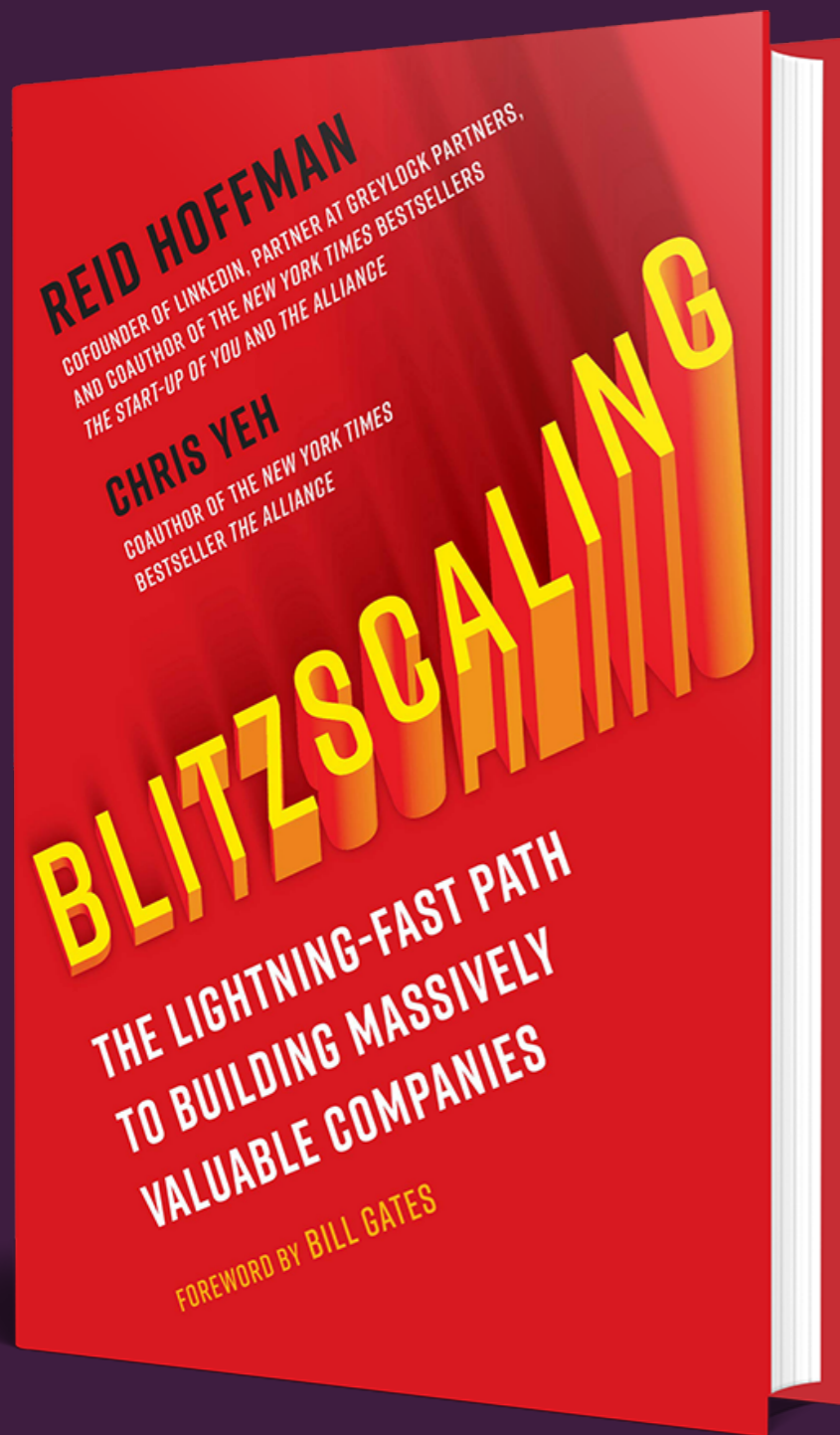


you'll be able to  
**move faster**  
than your competition...





AND RACE TO THE FUTURE.



For anyone who wants to make better decisions in an uncertain world where speed is the competitive advantage.

[Get the book today](#)