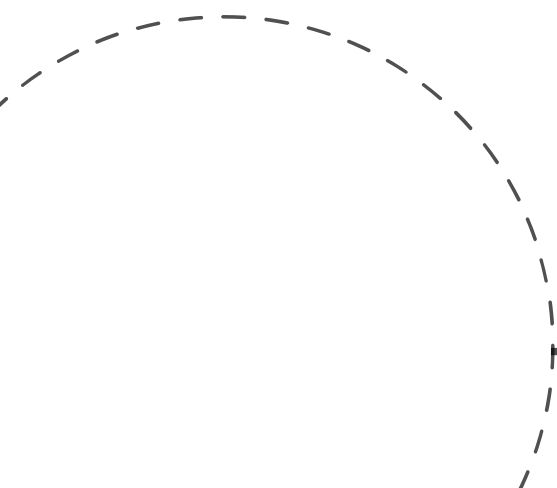




THE PATH TO HYPER GROWTH.

New Markets and Product Expansion.

By Scott C. Eneje



New Markets and Product Expansion.

IF EXPLORING NEW MARKETS AND GROWING YOUR PRODUCT IS A WAY TO HYPER GROWTH, WHAT IS HYPER GROWTH?

Hyper growth is the rapid, high speed or exponential growth of a company's business.

Hyper Growth processes can also known be as blitzscaling

Market Analysis

For a business to be classified to have experienced hyper growth, it has to have experienced a compound annual growth rate of at least 40% and above.

- Normal growth - 20% or less.
- Rapid growth - 20% to 40%.
- Hyper Growth - 40% and above.

Hyper Growth is also referred to as the “unicorn rearing” of a business,

This simply means the stage in a business where it experiences rapid and great expansion.

Hyper Growth of a company is divided into 3 major stages:



The Edison Stage.

This is the stage where the company sees a proper growth process for its products or service. This phase emphasizes product development and proper project management. (Consider the Product/Market fit as you build)



The Model T Stage. (The Market Fit Stage)

This is the stage where your product\market fit starts working towards the plan and direction of scaling while trying to figure out the best way to get more customers. This stage is time-consuming and involves proper strategy. This is where many companies get stuck



The P&G Stage. (The Hyper Growth Stage)

In this stage, the business faces high-end scaling of the product or service, dealing with competition, requiring innovation to remain viable, introduction of new products to support growth and maintaining a balance as it grows globally. This stage requires true leadership.



Some Ways to Achieve Hyper-Growth

- 01 Sell First, win the Market**
- 02 Product Innovation**
- 03 Product-led Growth Process**
- 04 Customer Centricity**
- 05 Scalable Business Systems**
- 06 Stakeholder management and definition**
- 07 Technology Inclusion**



Some Challenges of Hyper-Growth

Scaling of the Business

Expansion

Transformation

Systems Impeding Growth

General People Issues

Founding (Founders/CEOs)

Sustaining Growth

Increasing Cost

Overworking Team Members

Some Emerging Industries To Consider

Artificial Intelligence

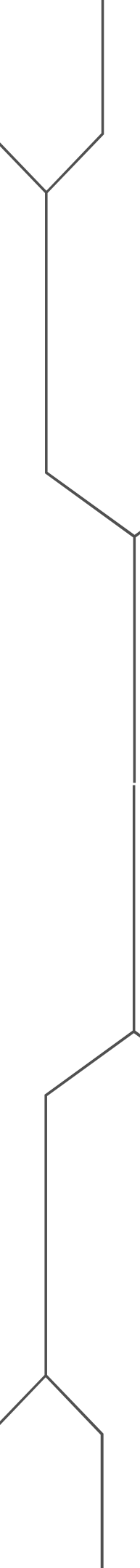
Virtual Reality

Renewable And Alternative Energy

Big Data Analytics

Cybersecurity

Cloud Computing



Resources / Links

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/04/19/2021s-top-six-emerging-industries-to-invest-in/?sh=5a56160d6703>

<https://abhigoihar.com/hypergrowth-companies-stages-strategies-and-best-practices/>

<https://esginvest.co/top-5-advanced-industries-in-emerging-markets/>

<https://www.oysterhr.com/library/the-highs-and-lows-of-managing-a-hyper-growth-startup-in-2021>

<https://www.bizjournals.com/washington/blog/techflash/2012/12/four-challenges-of-hypergrowth.html>

<https://rhrinternational.com/blog/solutions-board-ceo-founder/five-challenges-that-can-derail-hypergrowth-start-ups/>

<https://hbr.org/2008/04/managing-hypergrowth>



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