

# Growth and Scaling Through AI (GSAI)

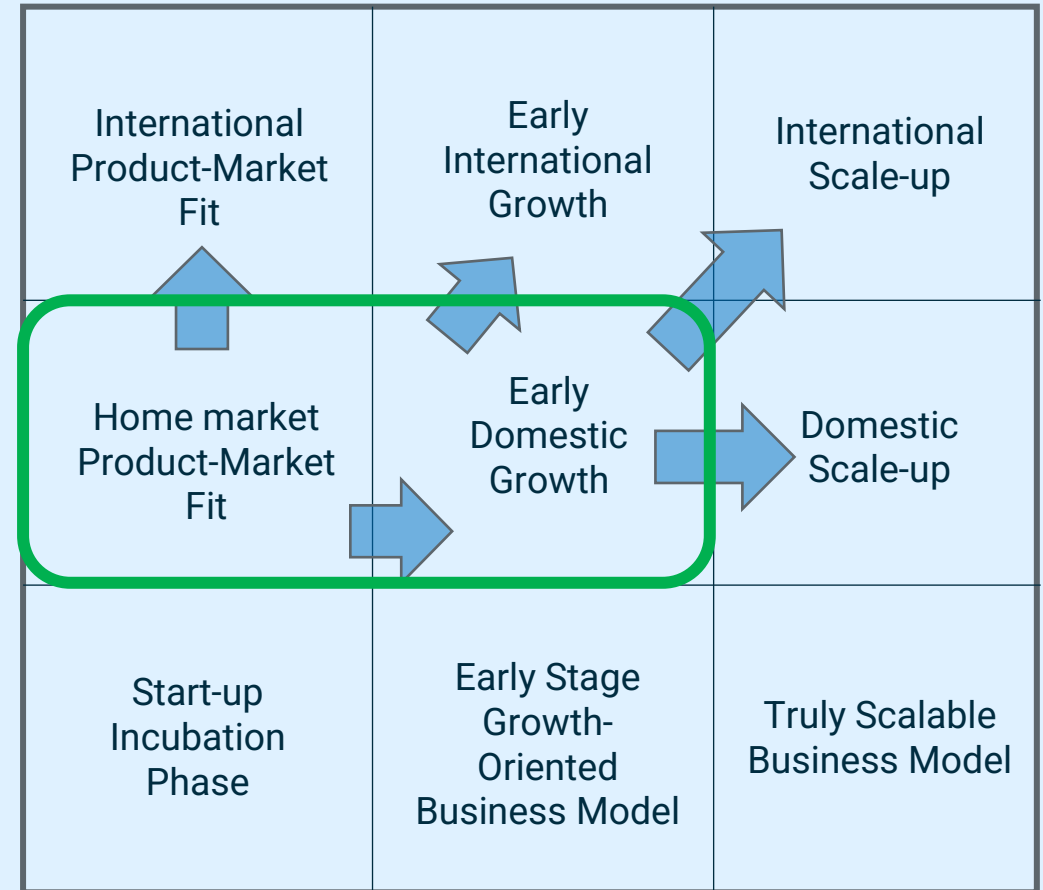
Building Successful Scaleups in the Central Baltic Area

April 1, 2025 – March 31, 2028

# Start-up Growth and Scaling Progression

- Start-ups if they are successful progress at different rates but through similar stages or pathways
- The growth and scaling progression for start-ups from smaller, export-oriented countries is often different from the progression of start-ups that have large domestic markets.

Value  
Proposition  
Development



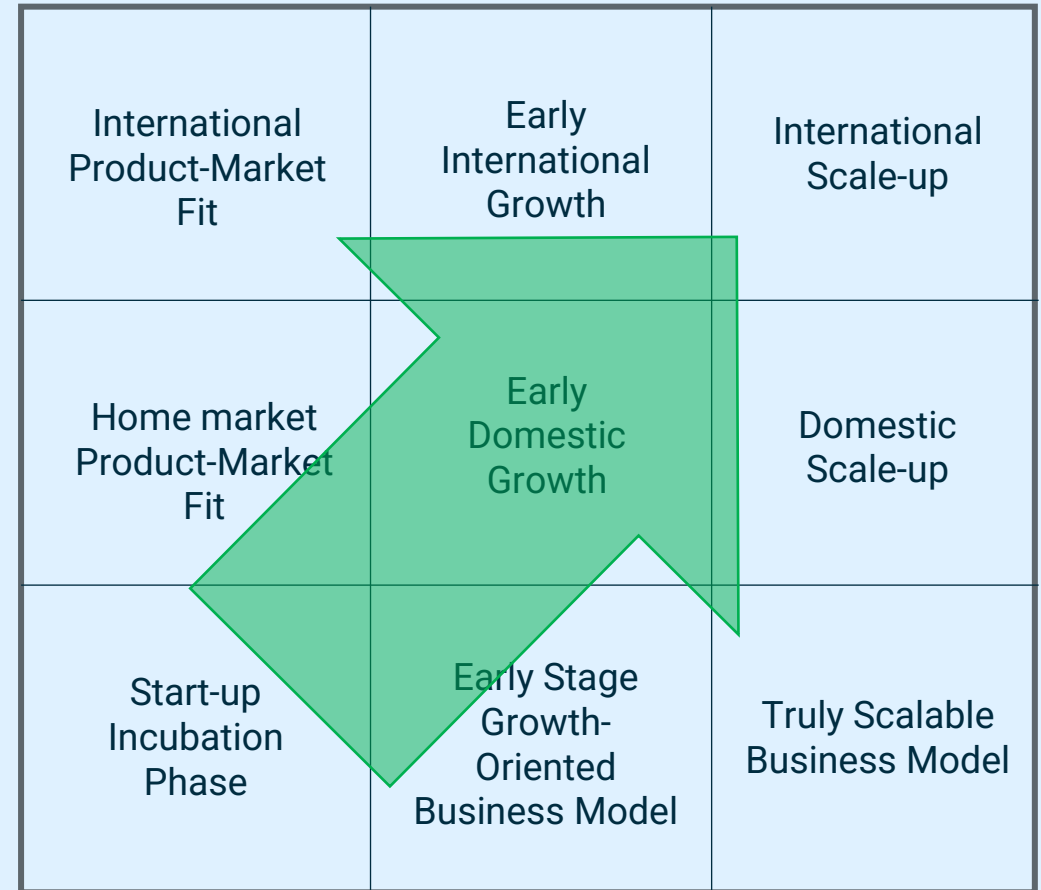
Business Model Development



# The Expected Impact of AI

- Start-ups if they are successful progress at different rates but through similar stages or pathways
- The growth and scaling progression for start-ups from smaller, export-oriented countries is often different from the progression of start-ups that have large domestic markets.
- LLMs, machine learning and possibly other technologies will rapidly drive the growth and scaling progression of some start-ups that embrace these.

Value  
Proposition  
Development



Business Model Development



# Participant Journey

## 1) Scaling Launchpad

Principles of growth and scaling with scalability self-assessment and identifying where to improve value proposition and business model for growth and scaling

## 2) AI Studio

Introduction/review of advanced AI in practice covering: tools and techniques, performance gap analysis, data availability. This sprint also focuses on participants actual AI applications to improve value propositions and business models.

## 3) Growth Essentials

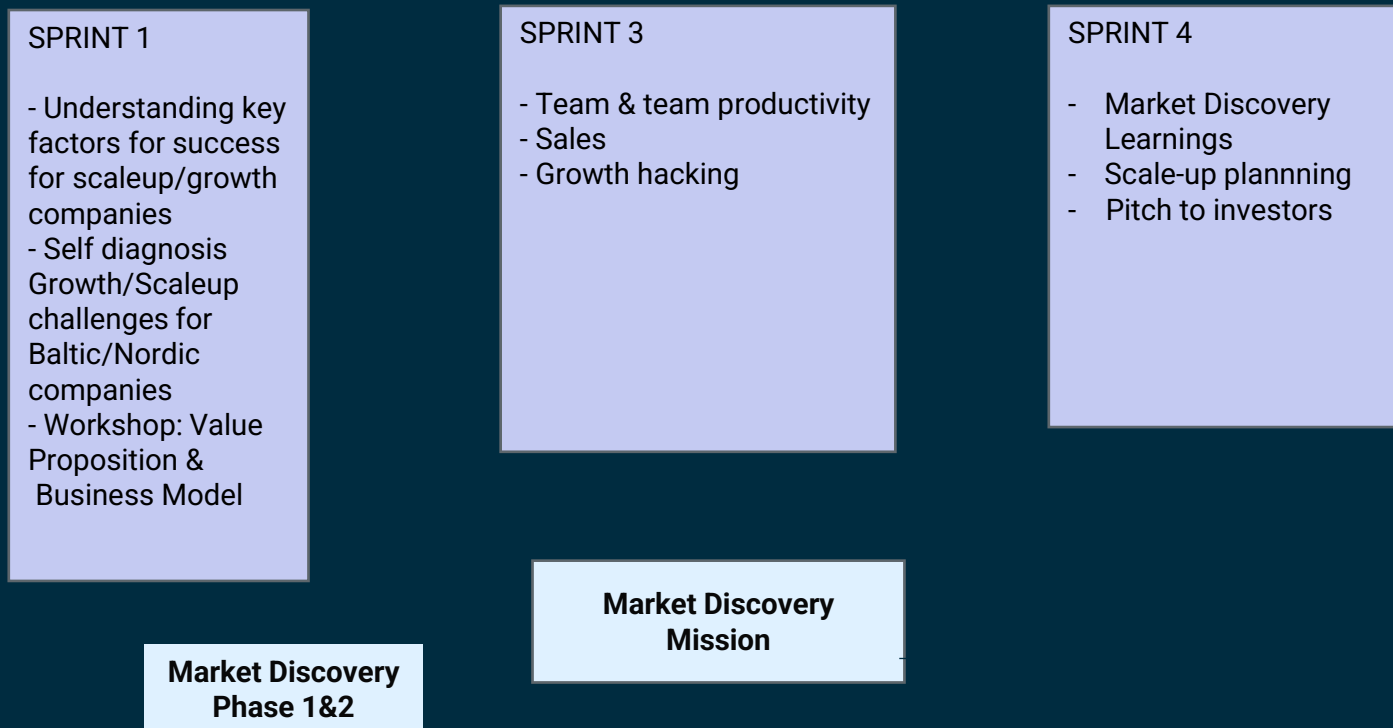
Providing insight and knowledge in growth hacking, sales, team and leadership to address scalability challenges.

## 4) Growth Convergence

Addresses market discovery learnings, integrating the new value proposition or business model into growth planning, and pitching to investors for feedback.



# Addressing Scale-up Preparation & Internationalisation Alone



# Addressing AI-augmentation Alone

Freestanding  
SPRINT AI 101 -  
Online  
**AI Sweden**

Basic AI  
- Overview of AI  
- Requirements  
for AI agent  
development  
- Define your AI  
challenge

## SPRINT 1

- Define AI  
challenge

## SPRINT 2

Advanced AI  
- performance gap  
analysis  
- Data availability  
- AI dev. challenge  
output of AI Studio  
- BM applications &  
VP applications of AI  
- AI agent case study

## SPRINT 3

- AI progress report

## SPRINT 4

- AI Development  
Results

AI Implementation

# Project Intervention Logic - GSAI

