



# Hyper growth on low resources

Alexis Soulopoulos, Mad Paws

A photograph of two young women with long blonde hair, seen from the chest up, engaged in a conversation outdoors. The woman on the left is in profile, looking towards the right, while the woman on the right is seen from the back/side, looking towards the left. They are both wearing light-colored tops. The background is a soft-focus view of green foliage. Overlaid on the right side of the image is white text.

**Take a few moments  
to **CONNECT** with  
your neighbour**

#QBConnect | WiFi: QBConnect Password not required

# Today's speaker



**Alexis Soulopoulos**  
CEO, Co-founder | Mad Paws  
@Alexissoulopoulos



# HYPER GROWTH ON LOW RESOURCES


HOW TO SCALE A BUSINESS WITH  
MINIMUM SPEND



@Alexissoul




@Alexissoulopoulos

A black and white photograph of a dog, possibly a Weimaraner, looking through a chain-link fence. The dog's face is centered, with its eyes looking directly at the camera. The fence's diamond pattern is prominent over the dog's face. In the top right corner, there is a teal-colored rectangular box containing white text.

“YOU WOULDN’T  
LEAVE YOUR  
KIDS BEHIND  
BARS, WOULD  
YOU?”



A black and white photograph of a dog's face pressed against a chain-link fence. The dog's eyes are looking directly at the camera. In the upper right corner, there is a teal text box with white text. In the lower left corner, there is a tilted, color photograph of a man and a woman sitting together.

“YOU WOULDN’T  
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BARS, WOULD  
YOU?”





@Alexissoul

@Madpawsau

@Intuitquickbooksau



@Alexissouloupoulos

@Madpawsau

@QuickBooksAU



# 1. GOOD IS GREAT, PERFECT IS TOO MUCH



## 2. GROWTH HACKING IS EARLY STAGE DIFFERENTIATOR



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## 2. GROWTH HACKING IS EARLY STAGE DIFFERENTIATOR



# 3. MEASURE EVERYTHING



# 4. LASER FOCUS ON 1 METRIC

**For everything else;**

**1. “good is great, perfect is too much”**

## 4. LASER FOCUS ON 1 METRIC

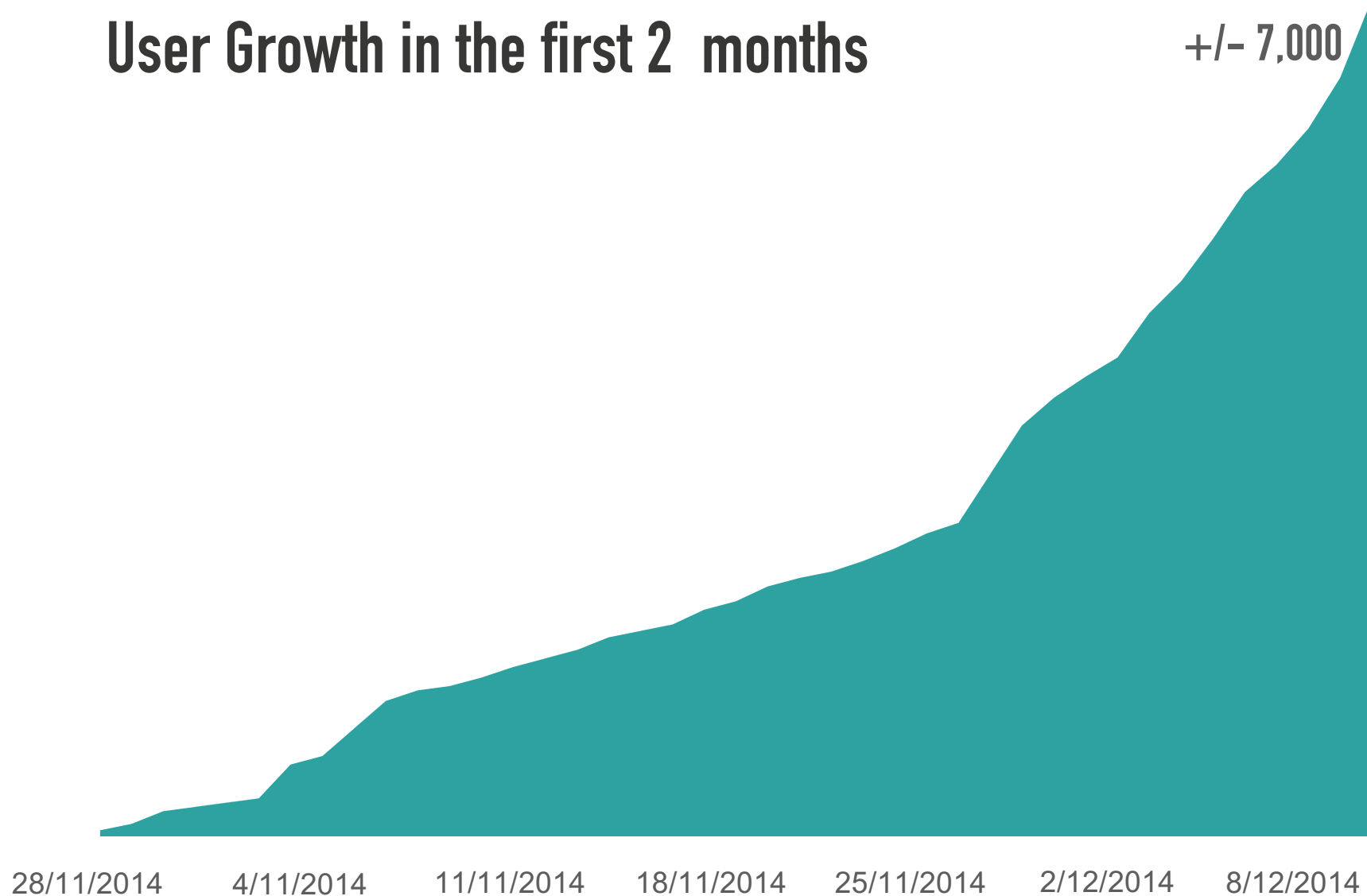




## 4. LASER FOCUS ON 1 METRIC



User Growth in the first 2 months



# THE PRESS LOVES MAD PAWS





# THE PRESS LOVES MAD PAWS



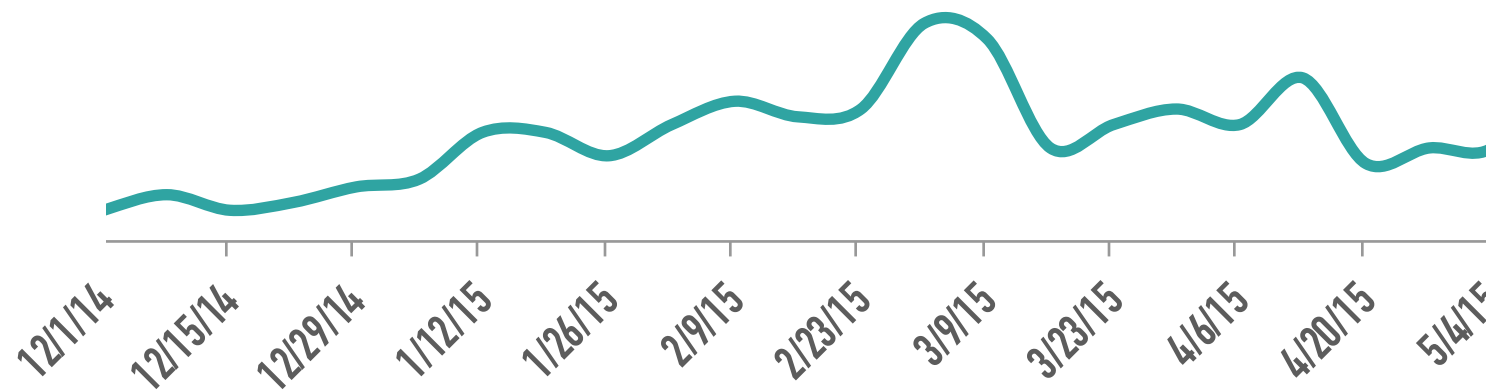
# ALL SOUNDS GREAT HOWEVER...



## 4. LASER FOCUS ON 1 METRIC



### Paid bookings in first 6 months



## 4. LASER FOCUS ON 1 METRIC



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# PAWSHAKE RAISES \$1.5 MILLION IN SEED FUNDING TO EXPAND PET CARE SERVICES

AFR WEEKEND

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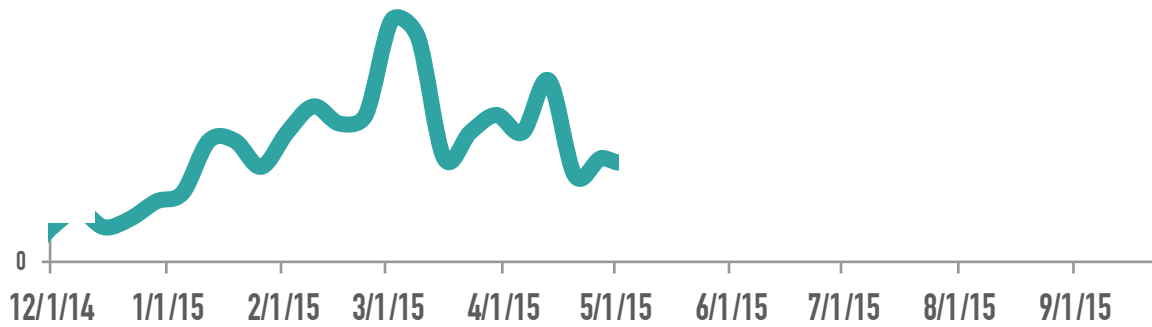
## AirTree Ventures supports pet-sitting service Pawshake

## 5. PICK UP THE PHONE



# WOW YOUR USERS

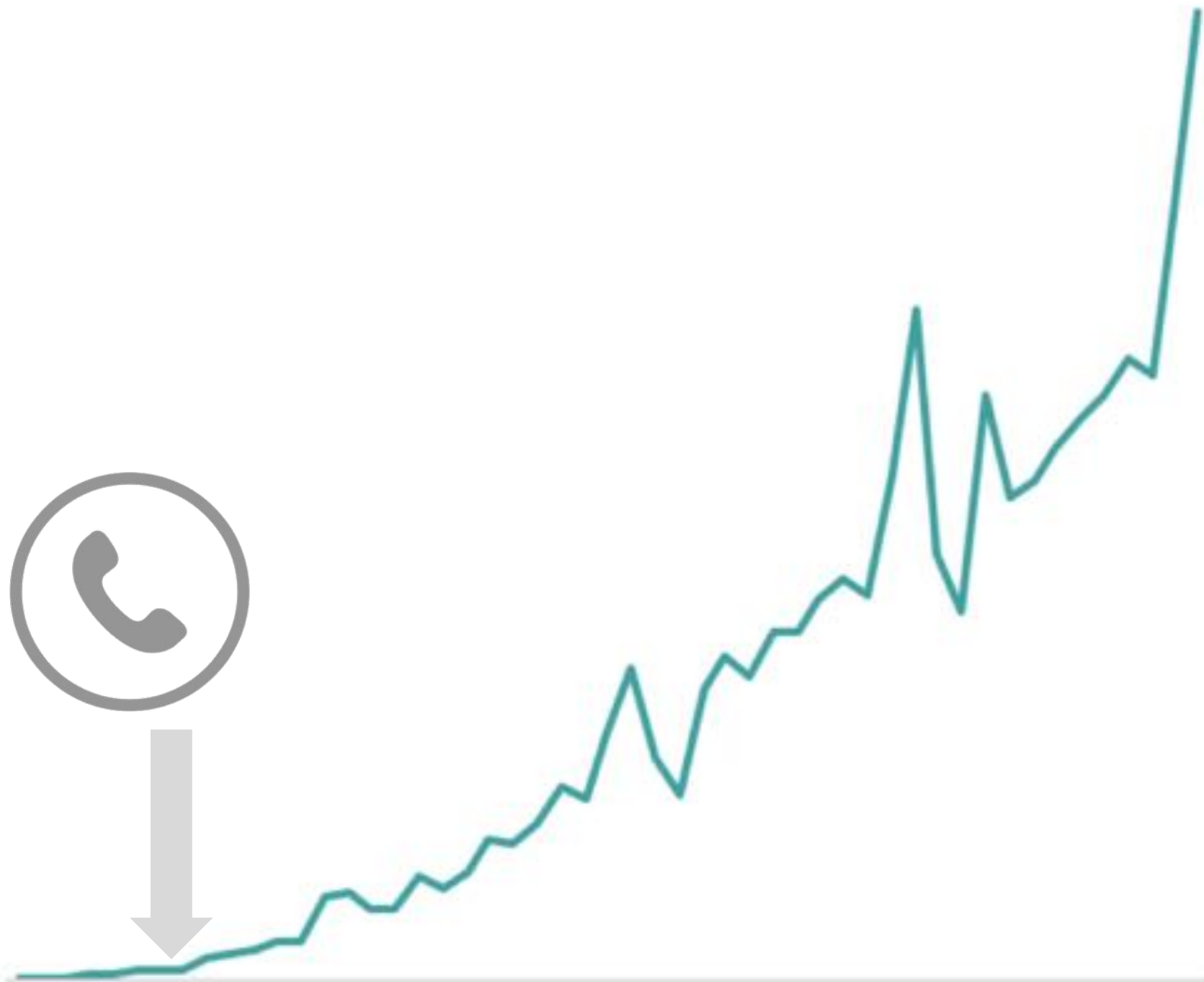
## 5. PICK UP THE PHONE





## 5. PICK UP THE PHONE







# BUILDING A CONSUMER BRAND, QUICKLY & COST EFFECTIVELY



# 5. CONTENT CONTENT CONTENT



# THE STORY OF THE DOG LOVER SHOW















**FIND OUT**

**WHAT YOUR USERS LOVE**

# Australia's

Dog Of The Year



#AusDog17 MAD:paws

# 6. CREATE PR-ABLE CONTENT



# 6. CREATE PR-ABLE CONTENT





## 6. CREATE PR-ABLE CONTENT

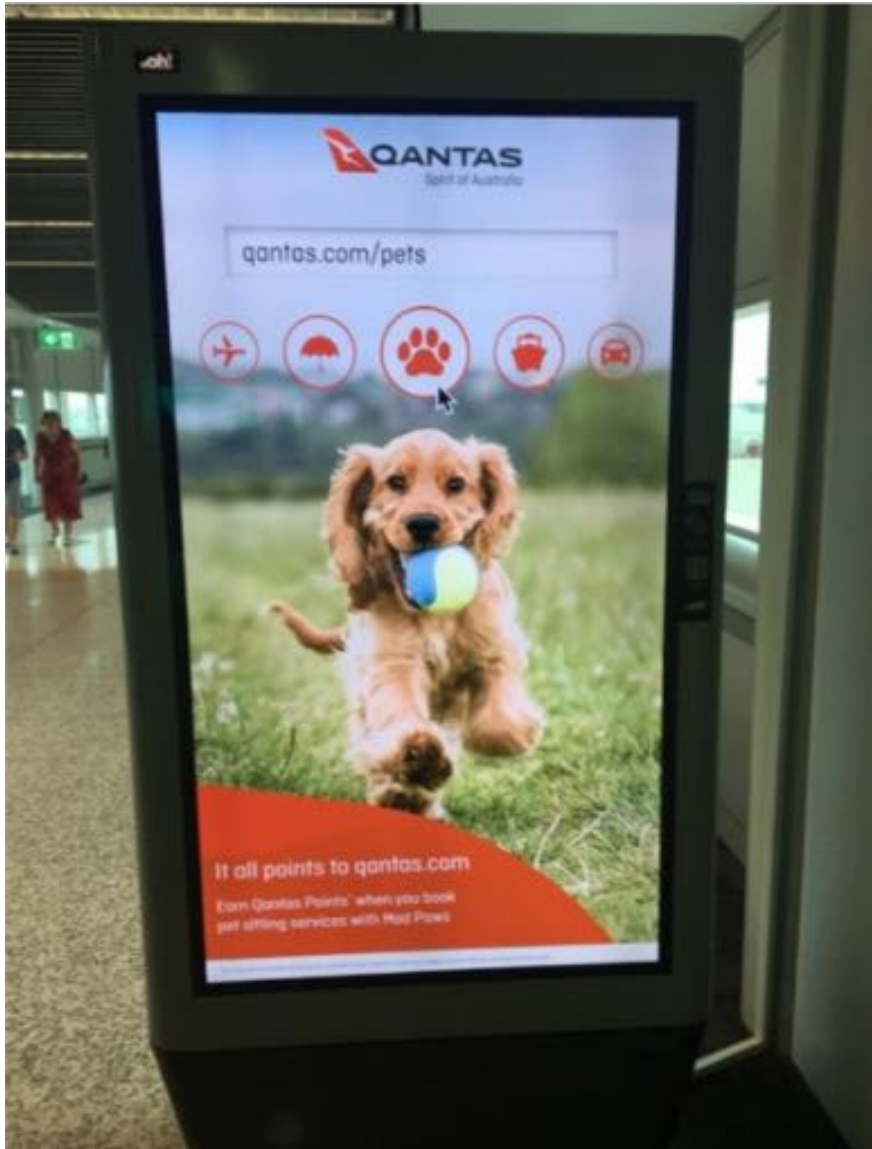


# 6. CREATE PR-ABLE CONTENT





# 7. PARTNERSHIPS TO ACCELERATE BRAND AWARENESS





# 7. PARTNERSHIPS TO ACCELERATE BRAND AWARENESS



# 8. INVESTMENT: PEOPLE CONNECTIONS IS EVERYTHING



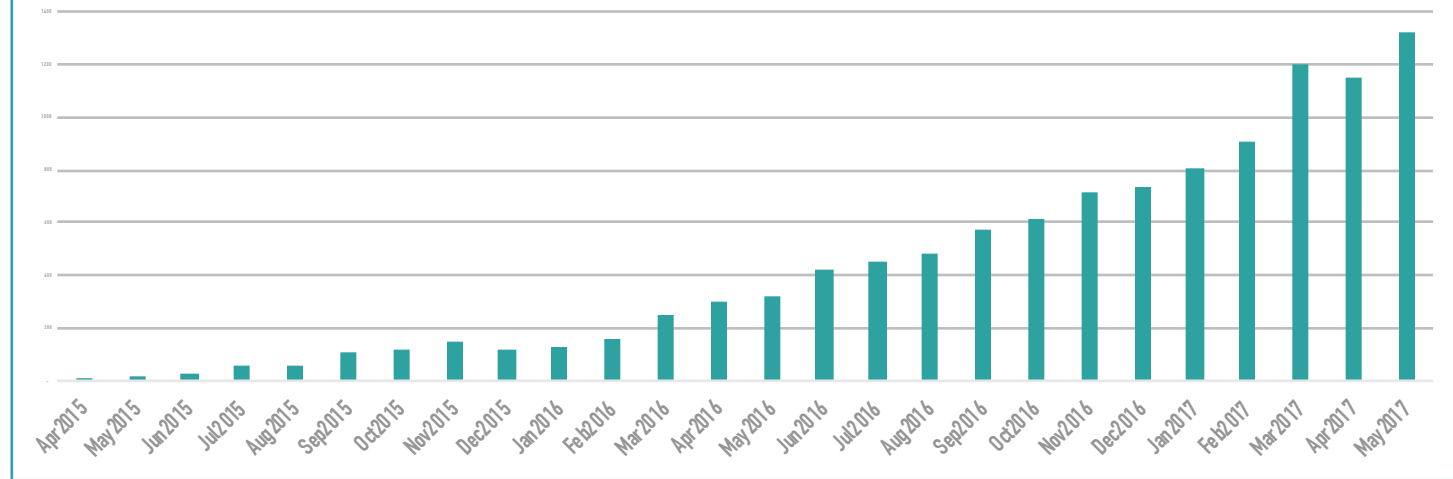
## HOW TO FIND INVESTORS

- Everything else is much harder than capital raising (Marc Andreessen, AH)
- HUSTLE “Ask for advice if you want investment, ask for investment if you want advice”
- Update — it’s a relationship

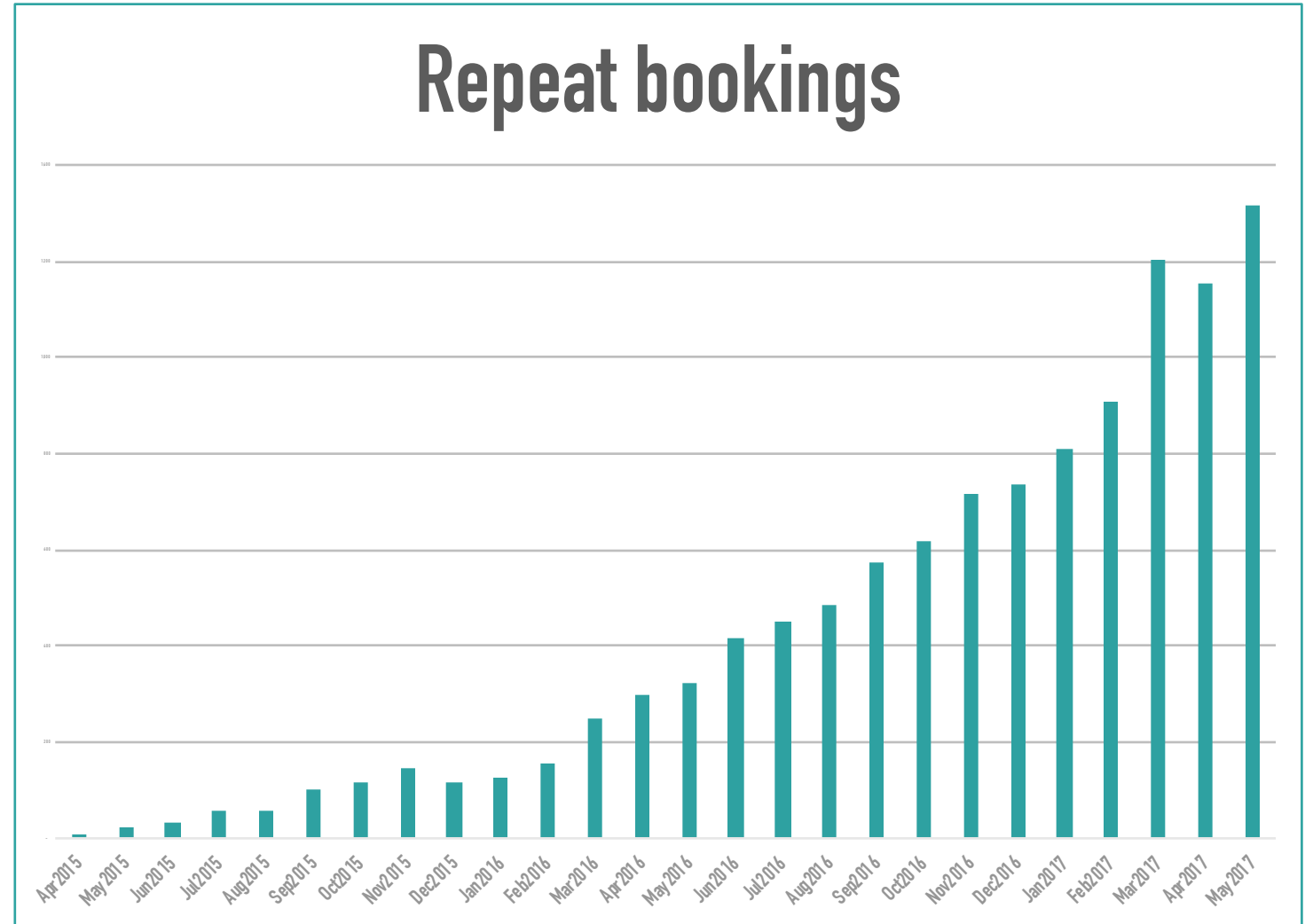
# 9. PITCH



## Repeat bookings

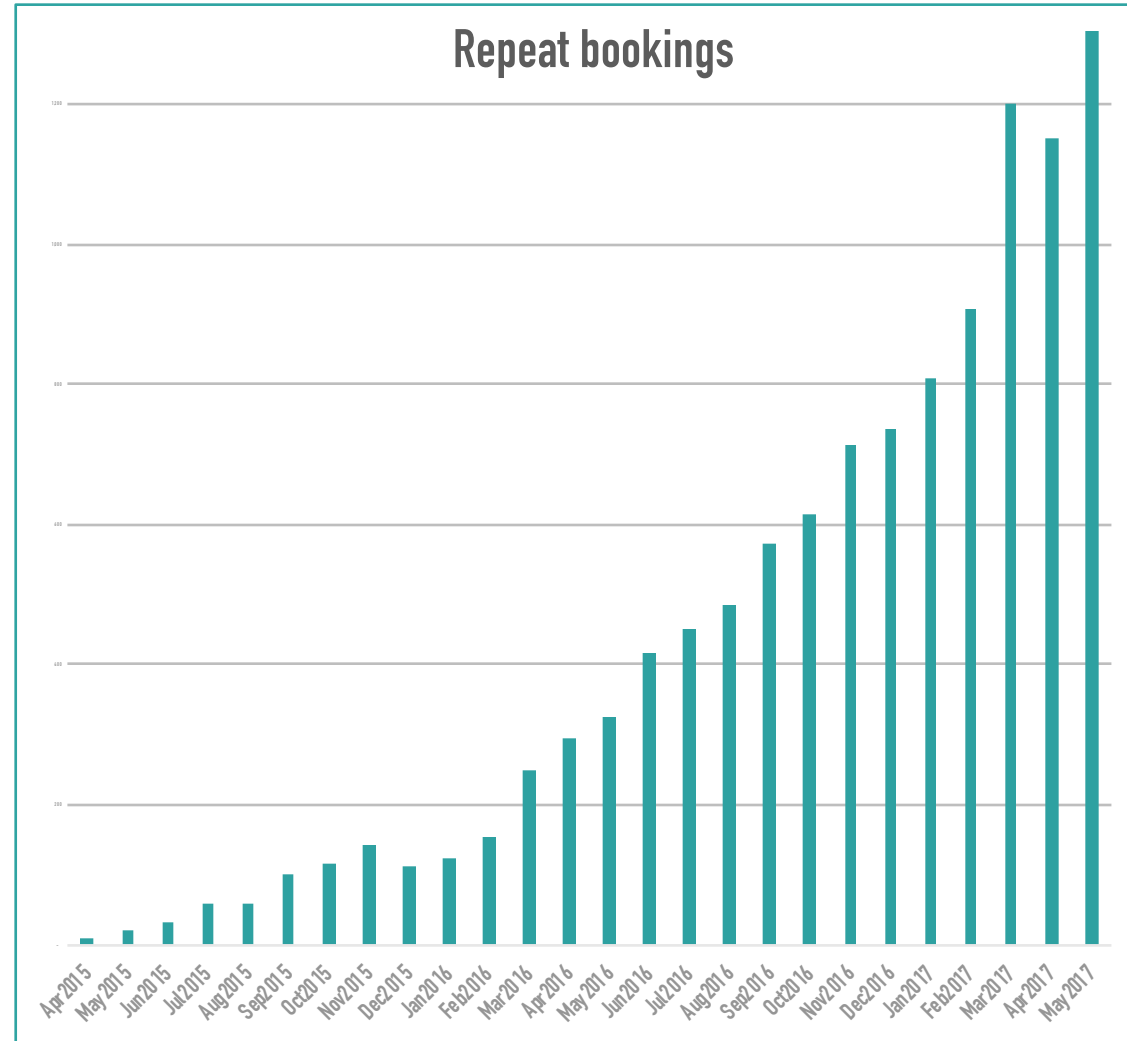


## STEP 1

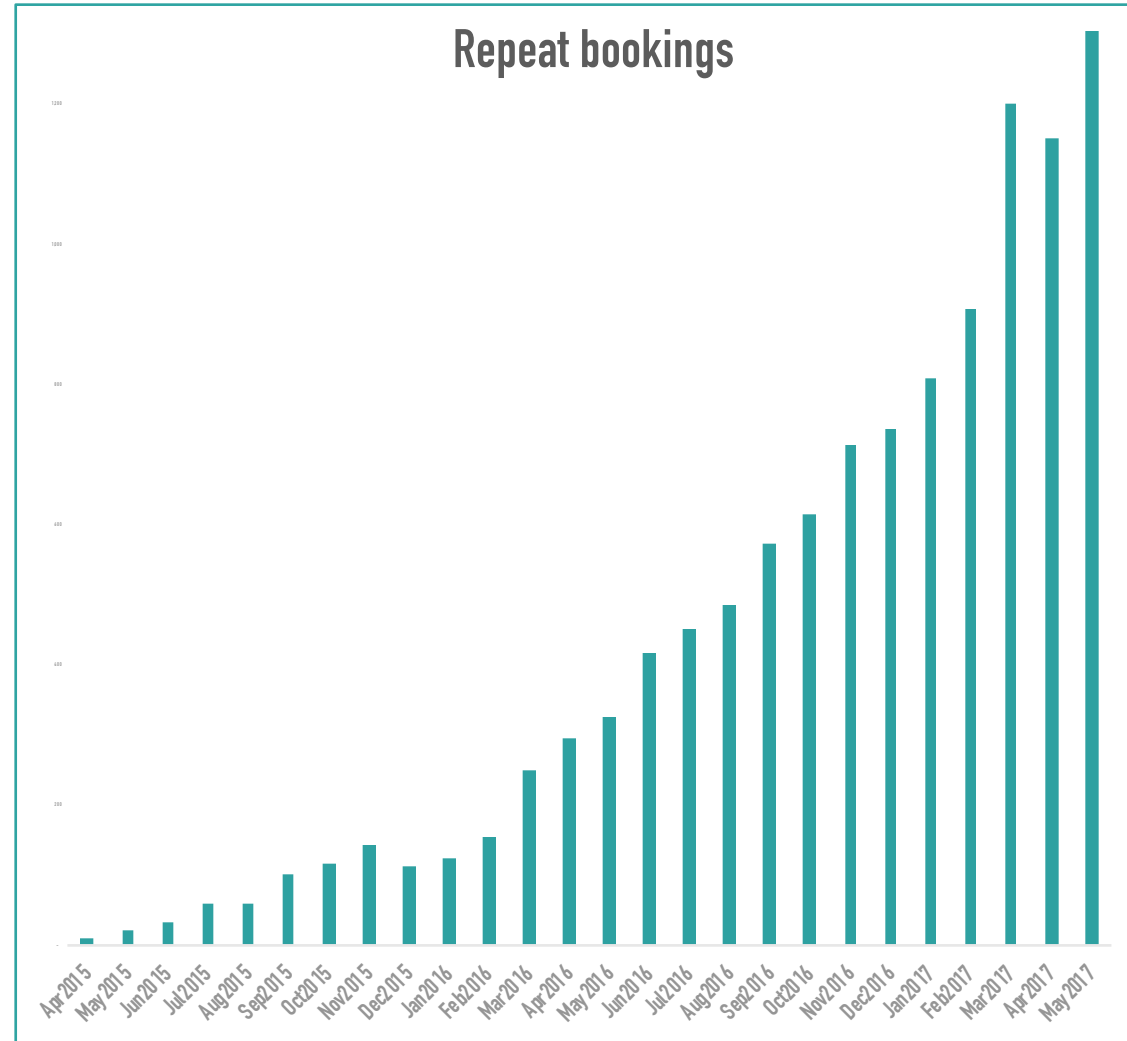




## STEP 2



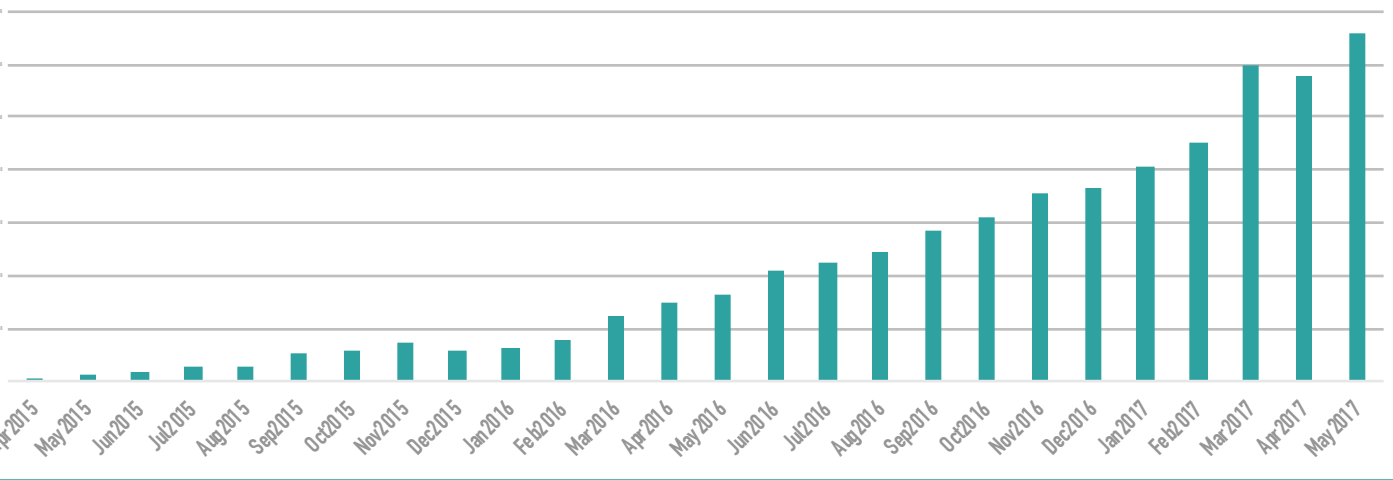
## STEP 3



# 9. PITCH



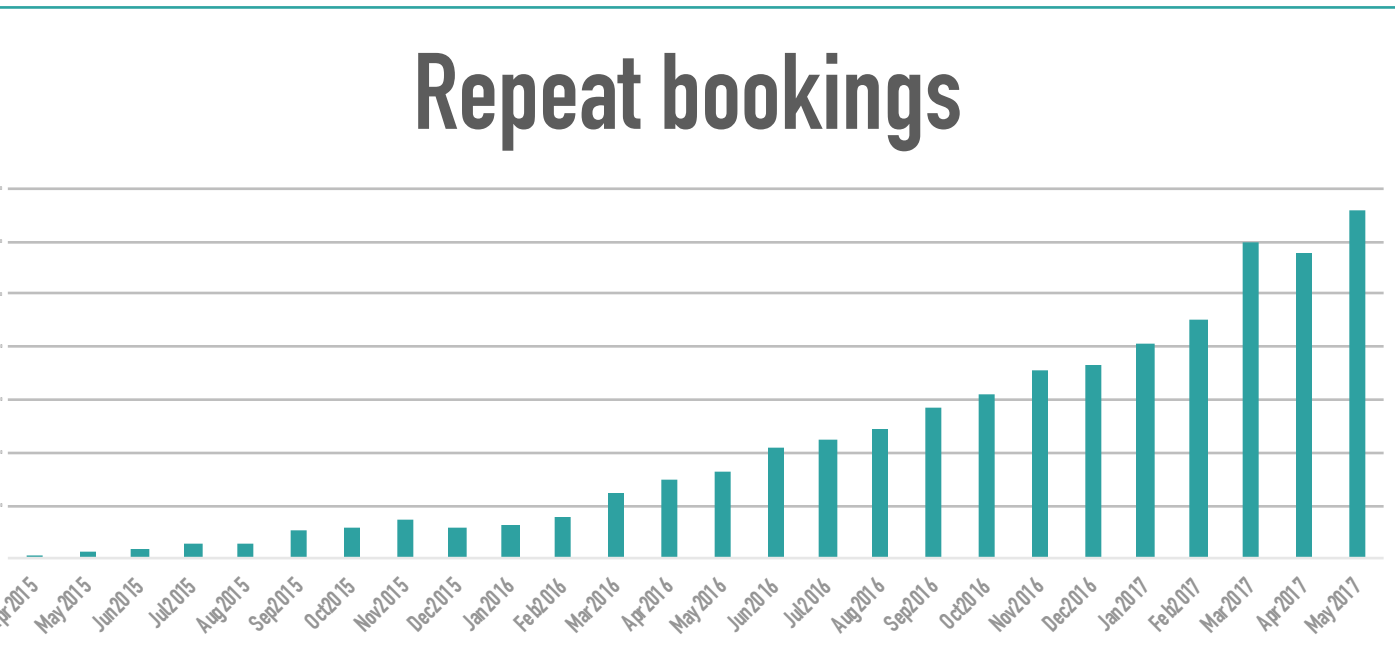
## Repeat bookings



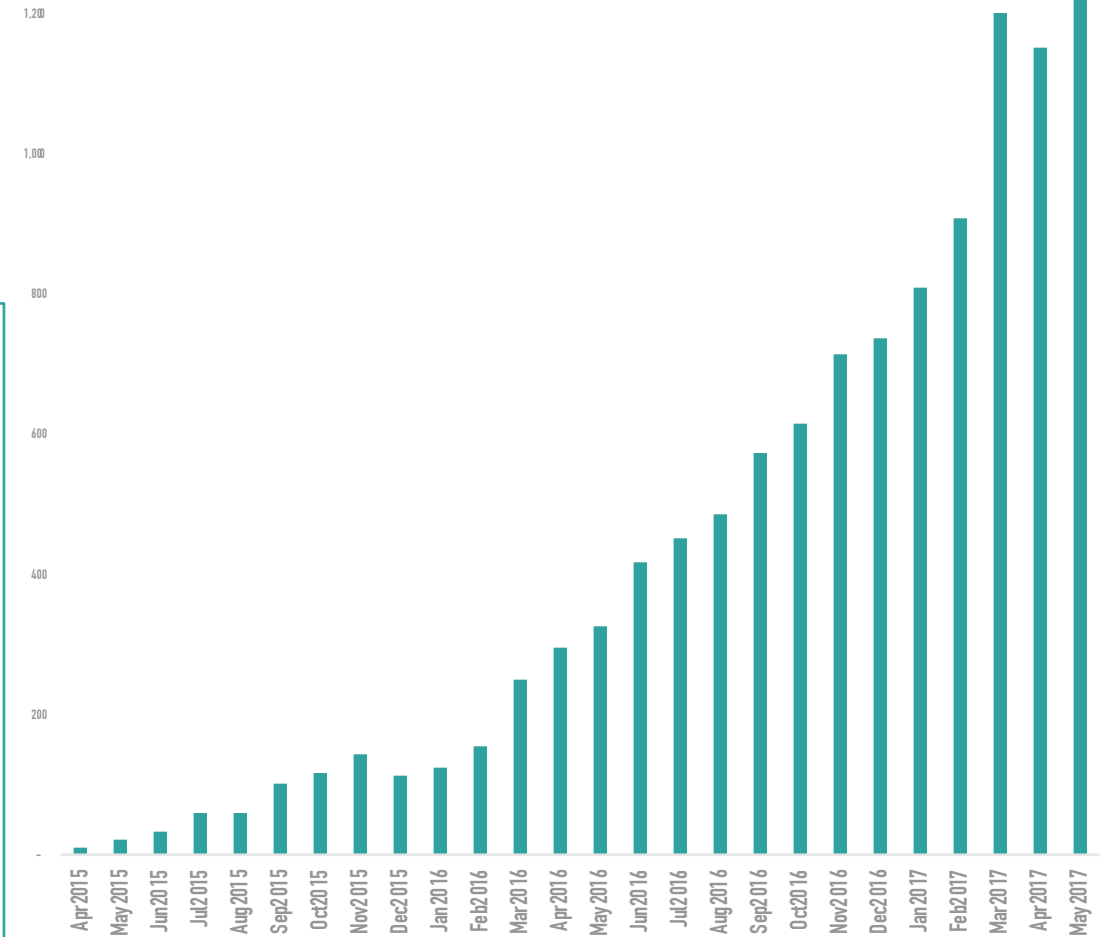
# 9. PITCH



## Repeat bookings



## Repeat bookings





JOKES,  
REALITY IS:  
IT'S HARD. AND IT'S ALL ABOUT THE

**NUMBERS**



# 9. MOVE FAST & FAIL FAST

**TIME IS A FIXED ASSET,  
SPEED IS A LEARNED SKILL**



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# The Easiest Way To Keep Your Dog Active and Healthy

With Fetch, book Dog Walks at the date and time of your choosing. An Experienced, Trusted, and Vetted Dog Walker will be selected for you.

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**On-Demand, in advance, or recurring walks**

We can find you a walker whether it's last minute, for a short period of time or even regularly.

**Don't Break the Bank**

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This ensures supervised, personalised care.





Time to find you your dog walker!

What kind of a walk would you like to book? \*

☐ One-Off  
☐ Weekly Ongoing

Starting Date  

dd-mm-yyyy

Ending Date \*

dd-mm-yyyy

Select the Days you'd like to book the walks \*

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

☐ Monday  
☐ Tuesday  
☐ Wednesday  
☐ Thursday  
☐ Friday  
☐ Saturday



# 9. MOVE & FAIL FAST



## The Agile Manifesto a statement of values

Individuals and  
interactions

over

Process and tools

Working software

over

Comprehensive  
documentation

Customer  
collaboration

over

Contract negotiation

Responding  
to change

over

Following a plan

# 10. ONE TEAM



# 11. THE POWER OF DISTRIBUTED TEAMS



# 12. RESILIENCE





# Qantas Innovation shut down, staff let go

By [Sarah Thompson](#) and  
[Anthony Macdonald](#)

Nov 1, 2018 — 12.15am



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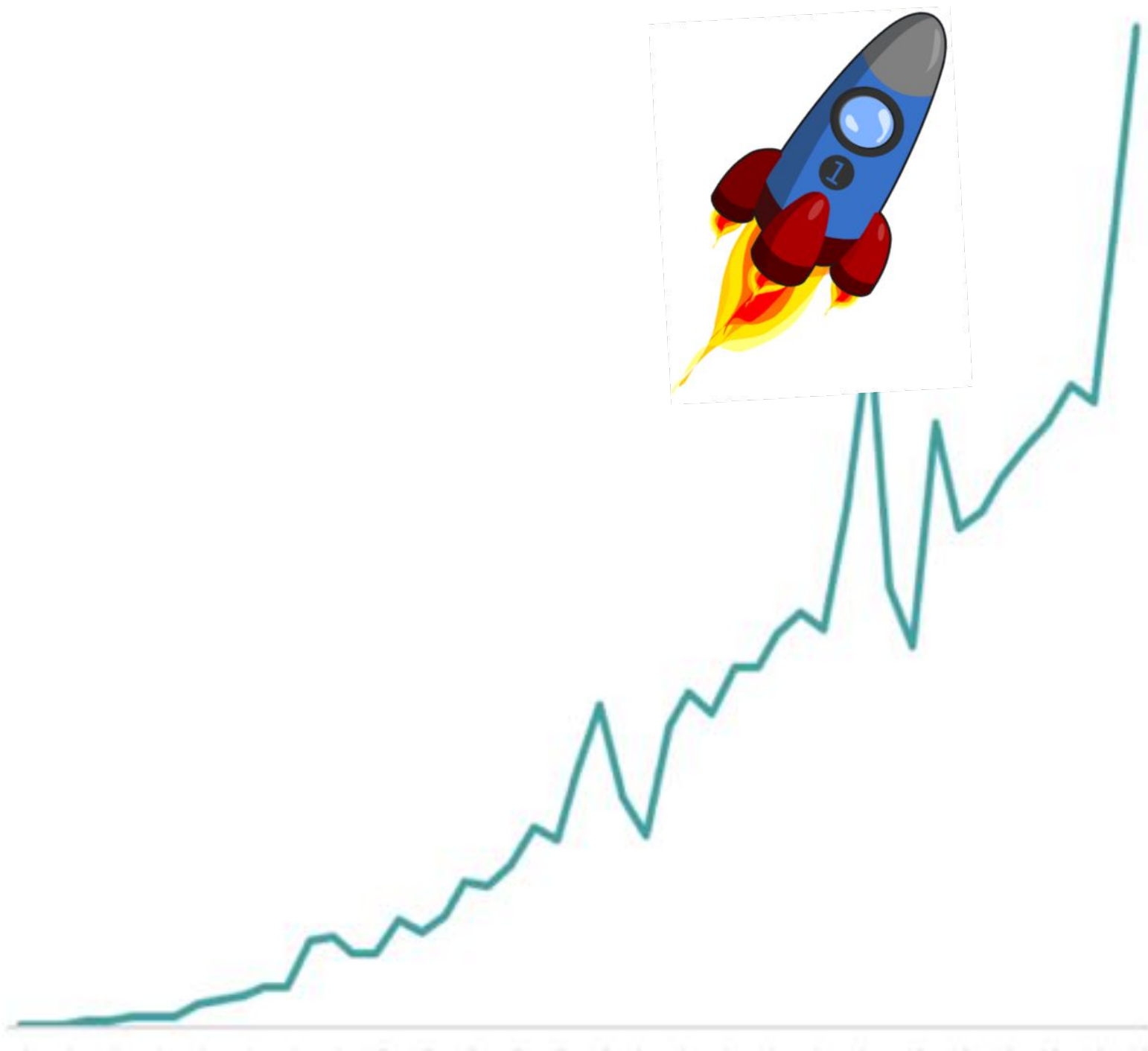
Qantas Airways has shut down its "Qantas Innovations" unit and laid off its employees on Wednesday, sources told Street Talk.

It is understood the business, run by Rob Marcolina, was shut down and its functions were to be absorbed into other parts of Qantas.

Marcolina, who was in charge of the unit as head of strategy, transformation and IT, will remain with the business.











# MAD PAWS STORY



## Pet-sitting start-up Mad Paws raises \$5m from Qantas and Airtasker's Tim Fung

✉ G+ f t in



Mad Paws founders Jan Pacas and Alexis Soulopoulos (right) with a Qantas staff member, after the airline invested in the business.

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9 mins ago



**BankWest ha and flick' cult**

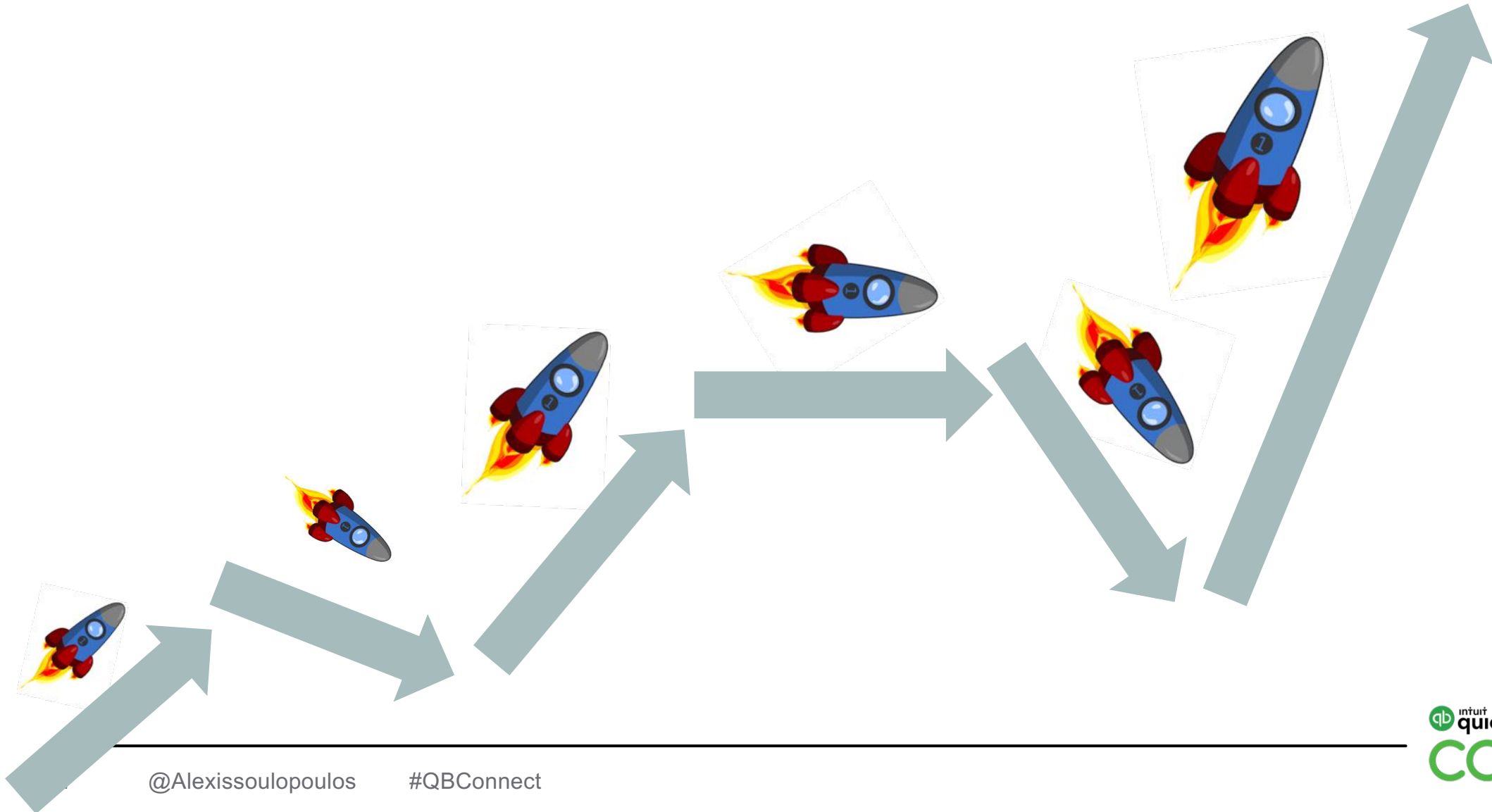


**Appointing accountant v warning was says CBA's Co**

**LIVE**

Executive Jobs in Australia

# MAD PAWS STORY



@Alexissouloupoulos

#QBConnect





@Alexissoul



@Alexissoulopoulos



@Madpawsau



@Madpawsau

Do we need this appendix?

# APPENDIX



# FLYWHEELS OVER FUNNELS

- Funnel = Linear. Flywheel = Cyclical
- **Increase velocity in the flywheel** by reduce friction and increase force



# FRICTION

- **“Full” Service**
  - Traditional Bed Mattress - Full Service Store.
    - Full Service = Handoffs. **Hand Off = Friction**
  - 80% of the touches with your customers are handled by employees.
- **Lighter Service**
  - Koala - Easy to Buy Online, Easy to Try, 4hr Delivery, 120 Night Guarantee
  - 80% of your customer touches need to be self-service
- ***How do we fire ourselves and hire the product (or our sitters) to do our jobs?***

# FORCE

- Biggest forces:
  - 1990s = Sales.
  - 2005 = Marketing.
  - **Today = Raving, Delighted Customers**
- Proven: we don't need to do much to ask customers to talk about us

## Mad Paws - Pet Sitting Service 4+

Find Pet Sitters, Pet Boarding

[Mad Paws](#)

#111 in Travel

★★★★☆ 4.6, 731 Ratings

## Mad Paws - Pet Sitting and Dog Walking Services

Mad Paws Pty. Ltd. Travel & Local

★★★★☆ 304

## Mad Paws

level 3/55 Pyrmont Bridge Rd, Pyrmont NSW

4.7 ★★★★★ 480 reviews



**Gabriel McCarthy**

Local Guide · 162 reviews · 526 photos

★★★★★ 2 days ago

Great App! Like AirBnB for cats, dogs and other pets! Would highly recommend trying it out for getting your pet looked after, or for signing up to look after pets. It's a revolutionary service and will only get better as time goes on. Well done, great idea Mad Paws!



Reply Like



## Mad Paws

[www.madpaws.com.au](http://www.madpaws.com.au)

★★★★★ 4.7 from 817 reviews

[Reviews \(817\)](#) | [Q&A \(4\)](#)



2602

EMERGENCY EXIT



madpaws.com.au

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PET SITTING  
COMMUNITY

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Scroll for details



0:05 / 0:15

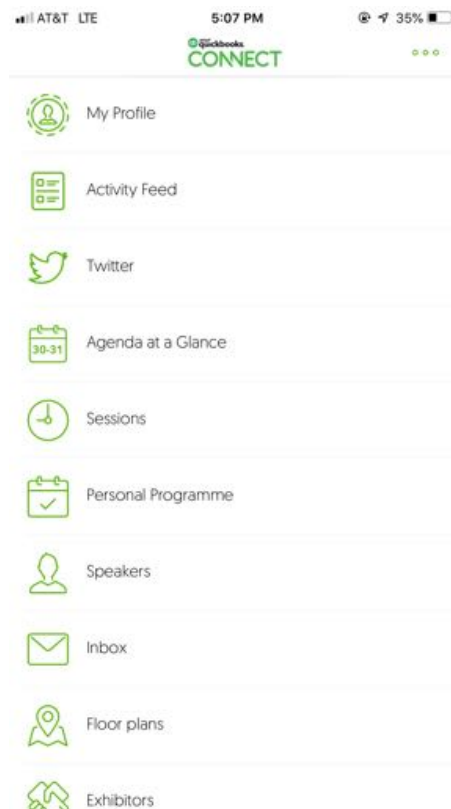


# Questions?

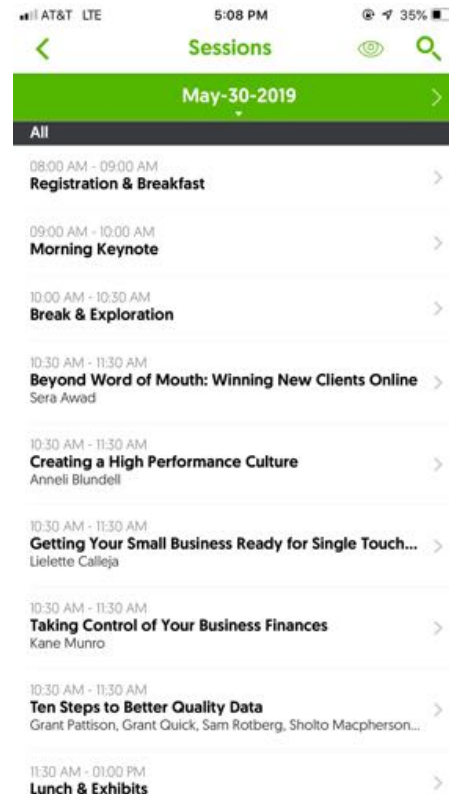
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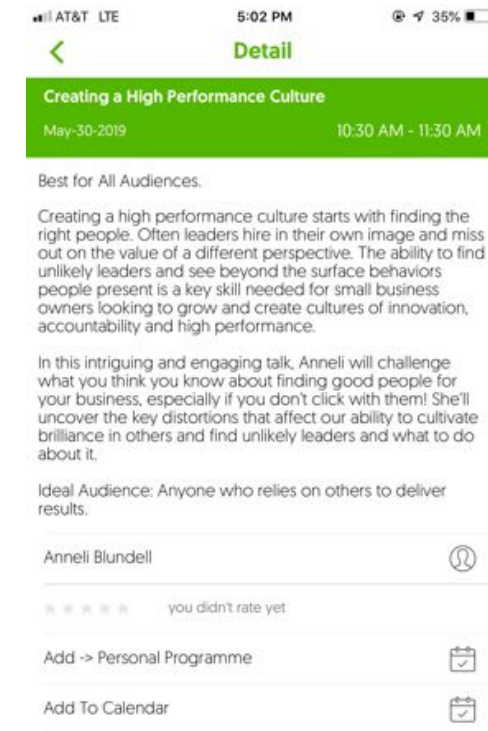
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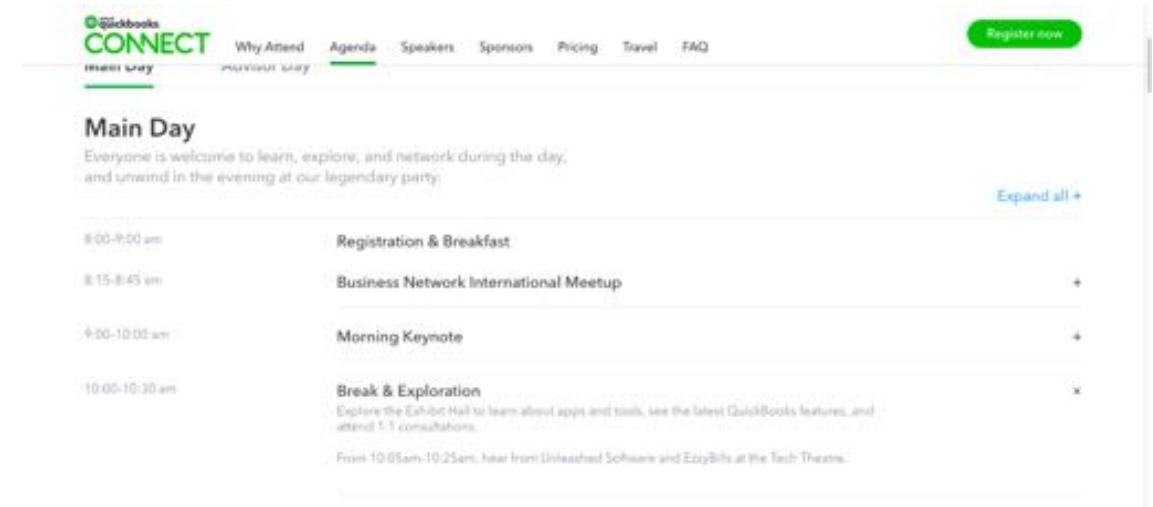
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