

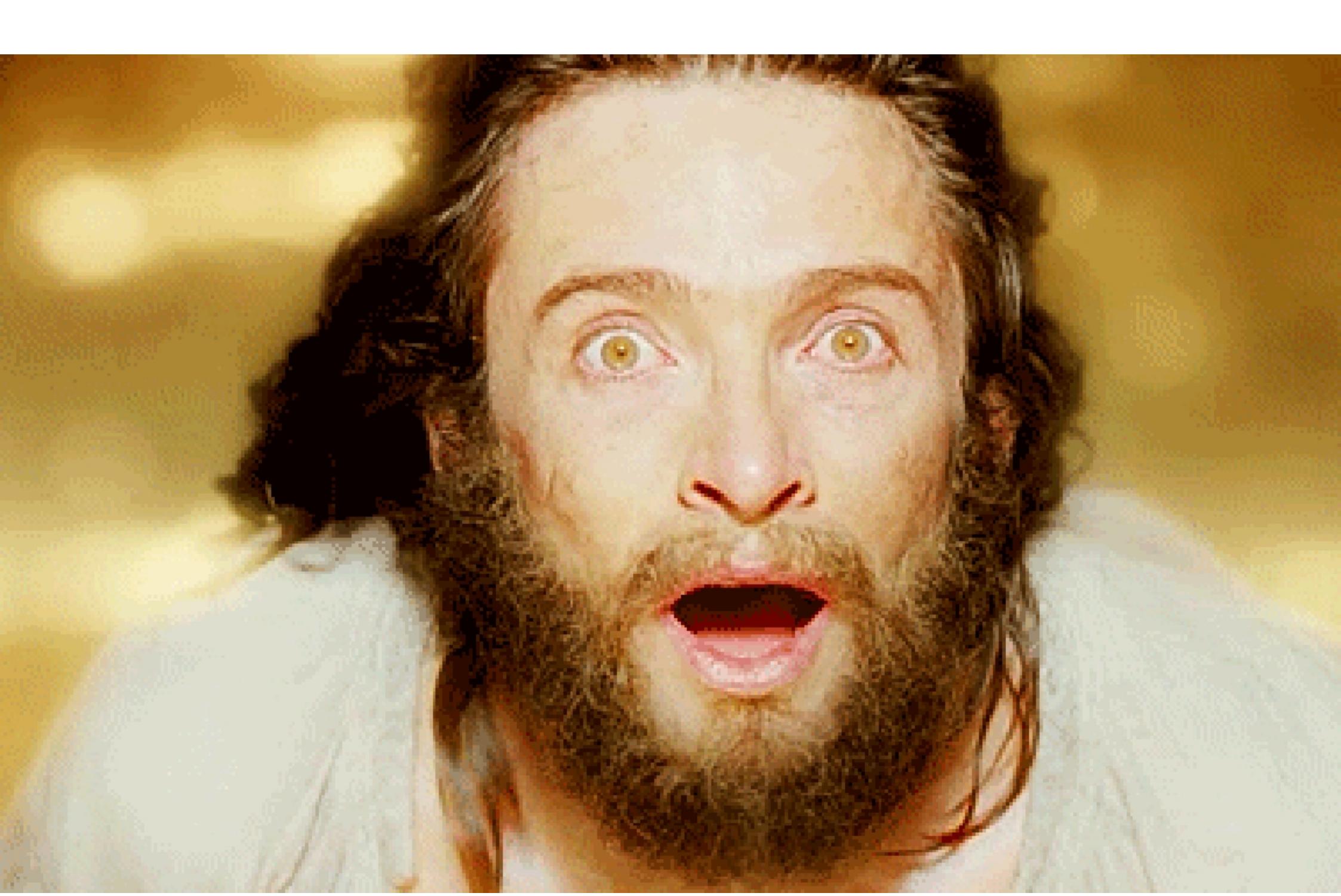


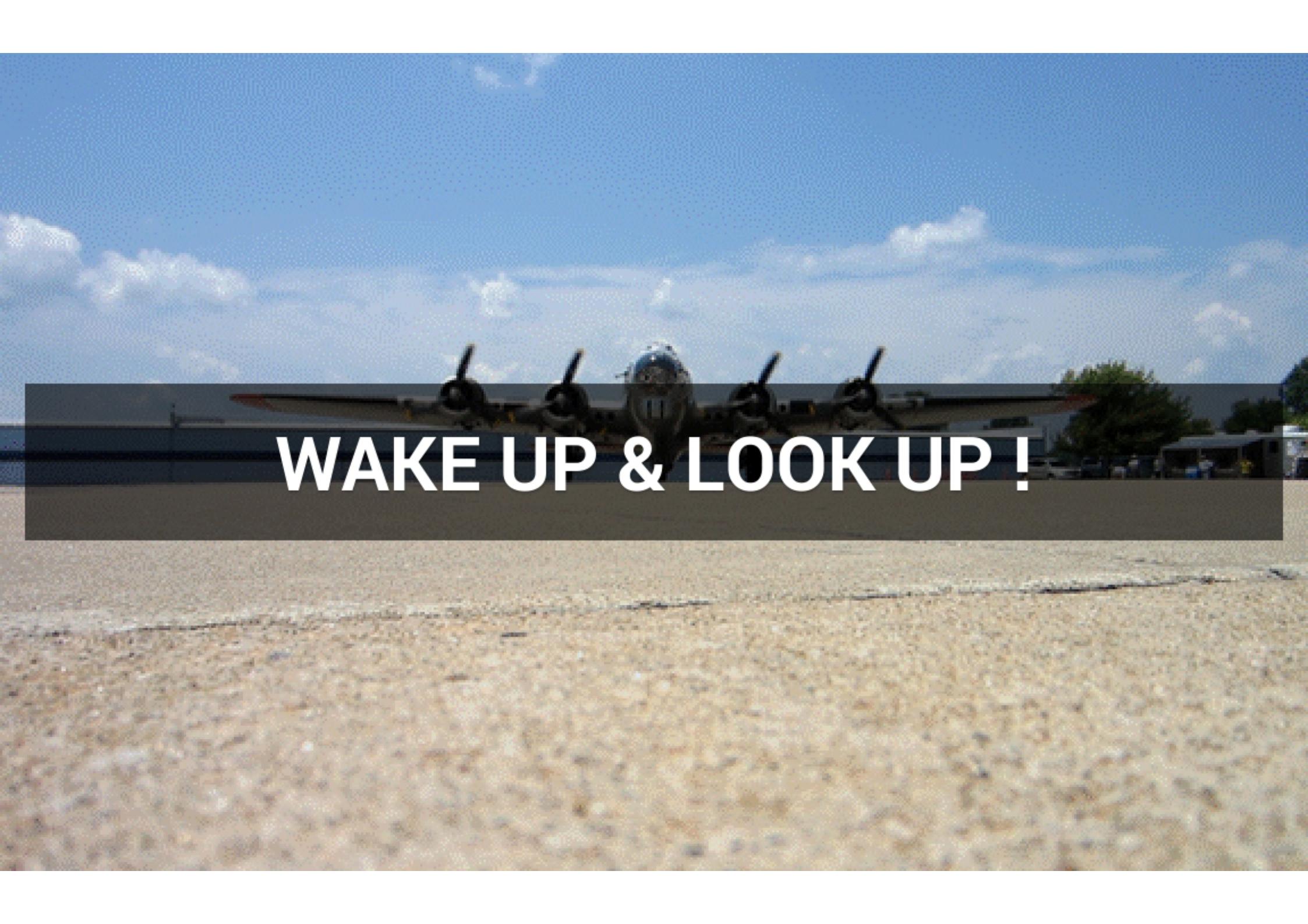
GROWTH & SCALABILITY 0 TO 1

@2lr #koudetat

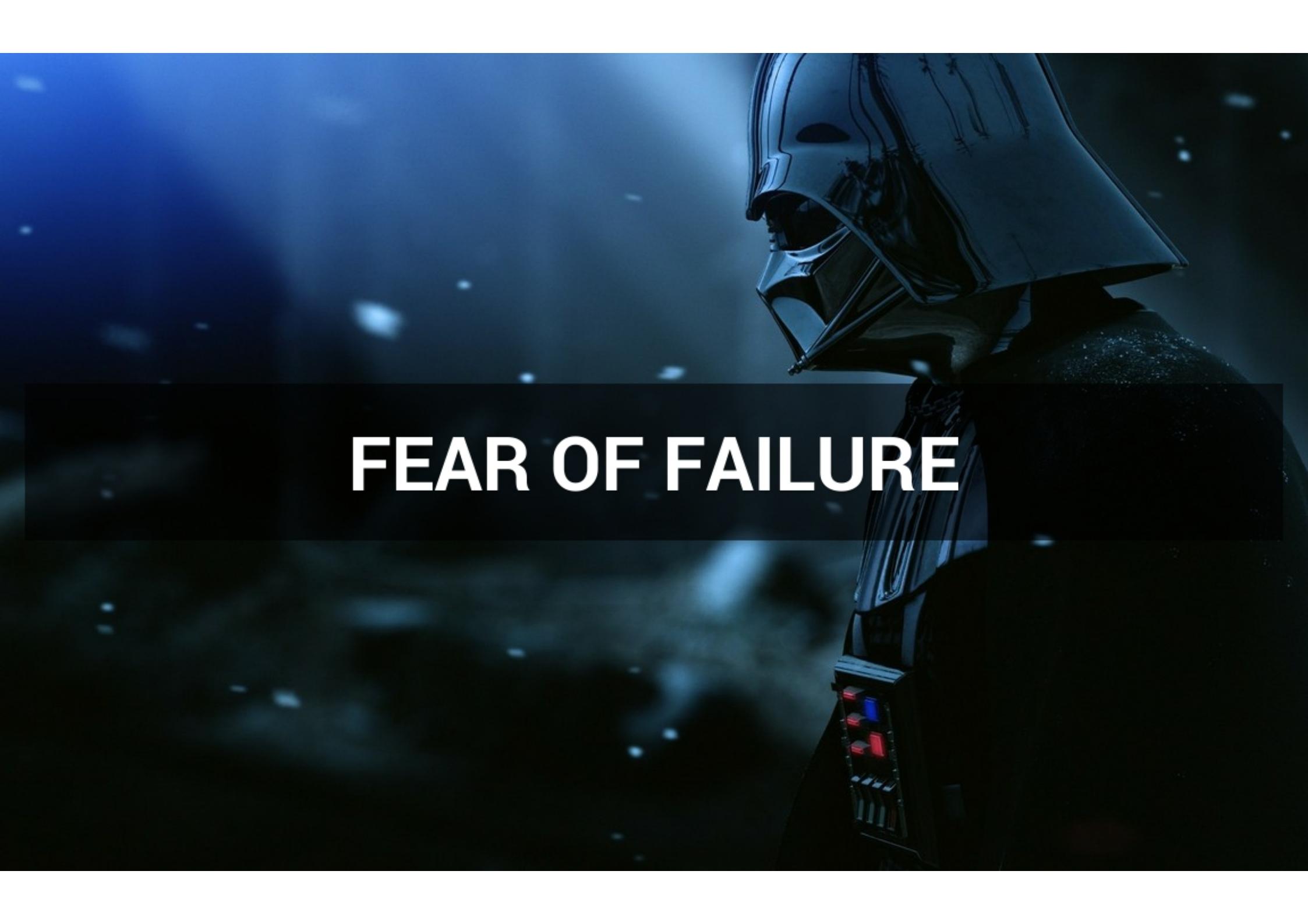
A wide-angle photograph of a food truck market at night. The scene is filled with a large crowd of people walking between various food trucks. The sky is dark, and numerous string lights are strung across the area, illuminating the scene. In the background, there are buildings and trees. The word "MARKET" is overlaid in large, white, sans-serif capital letters.

MARKET



A vintage Boeing B-17 Flying Fortress bomber is parked on a tarmac under a blue sky with white clouds. The aircraft is viewed from the front, showing its four radial engines and distinctive tail fin. It has a dark fuselage with light-colored markings. In the foreground, there's a paved surface with some scattered debris or small objects.

WAKE UP & LOOK UP !



FEAR OF FAILURE

A close-up photograph of a man with a green face and a yellow suit. He is holding a large fan of US dollar bills in front of him. The background is dark and out of focus, showing some colorful lights.

MONEY BURNS
throughout time, not actions

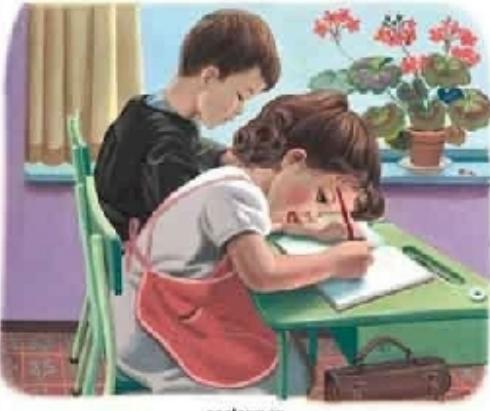
A close-up photograph of a brown bear's face. The bear has dark brown fur with lighter, tan-colored patches on its forehead and around its muzzle. Its nose is dark and moist, and its mouth is slightly open, showing its tongue and lower teeth. A solid black rectangular bar is positioned horizontally across the middle of the image, obscuring the bear's eyes and mouth. The background is blurred, focusing attention on the bear's facial features.

MINDSET

GILBERT DELAHAYE - MARCEL MARLIER

martine

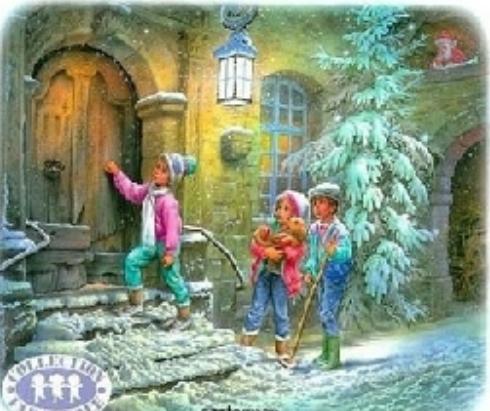
Fait un Business Plan



GILBERT DELAHAYE - MARCEL MARLIER

martine

Does things that don't scale



GILBERT DELAHAYE - MARCEL MARLIER

martine

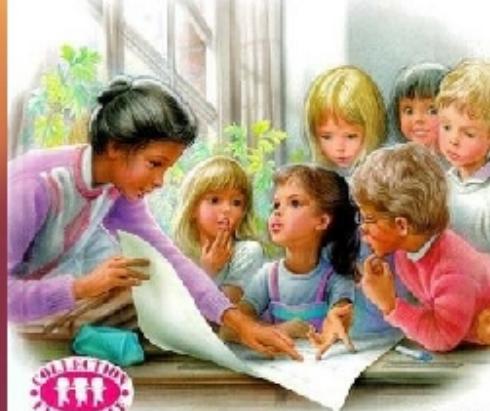
Lit un bouquin sur le Lean Startup

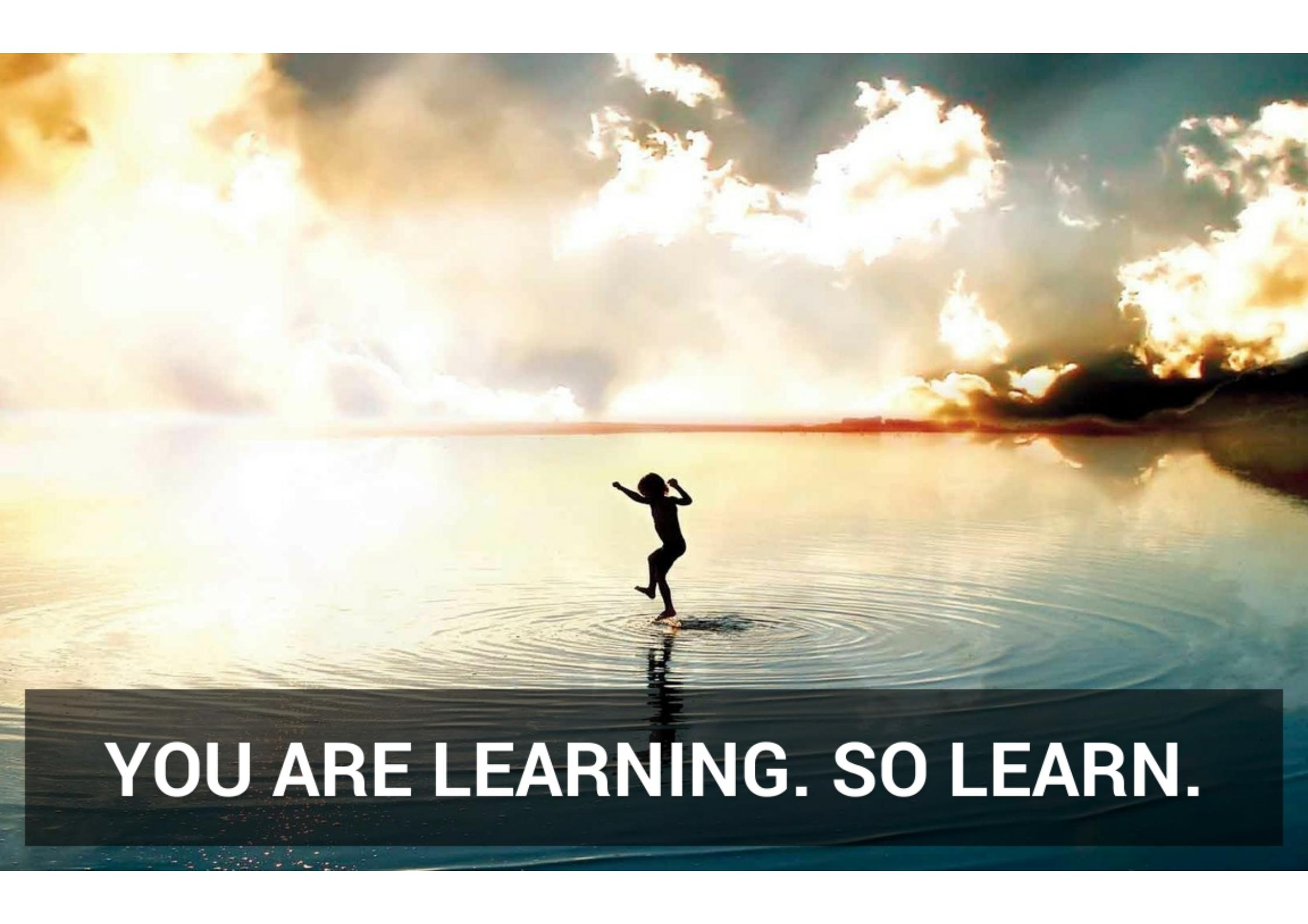


GILBERT DELAHAYE - MARCEL MARLIER

martine

Brainstorm





YOU ARE LEARNING. SO LEARN.



LEAN TRAP WARNING

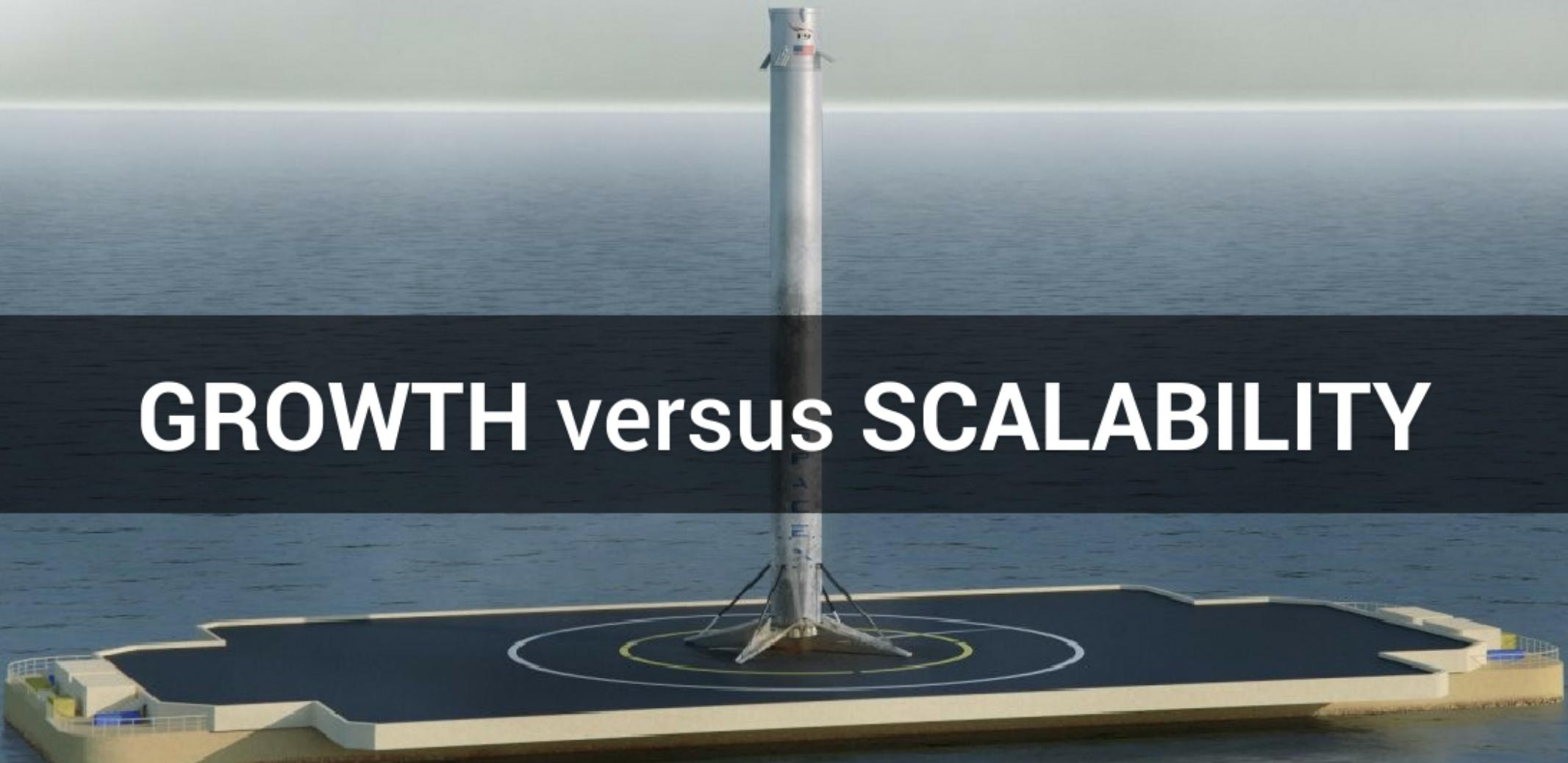


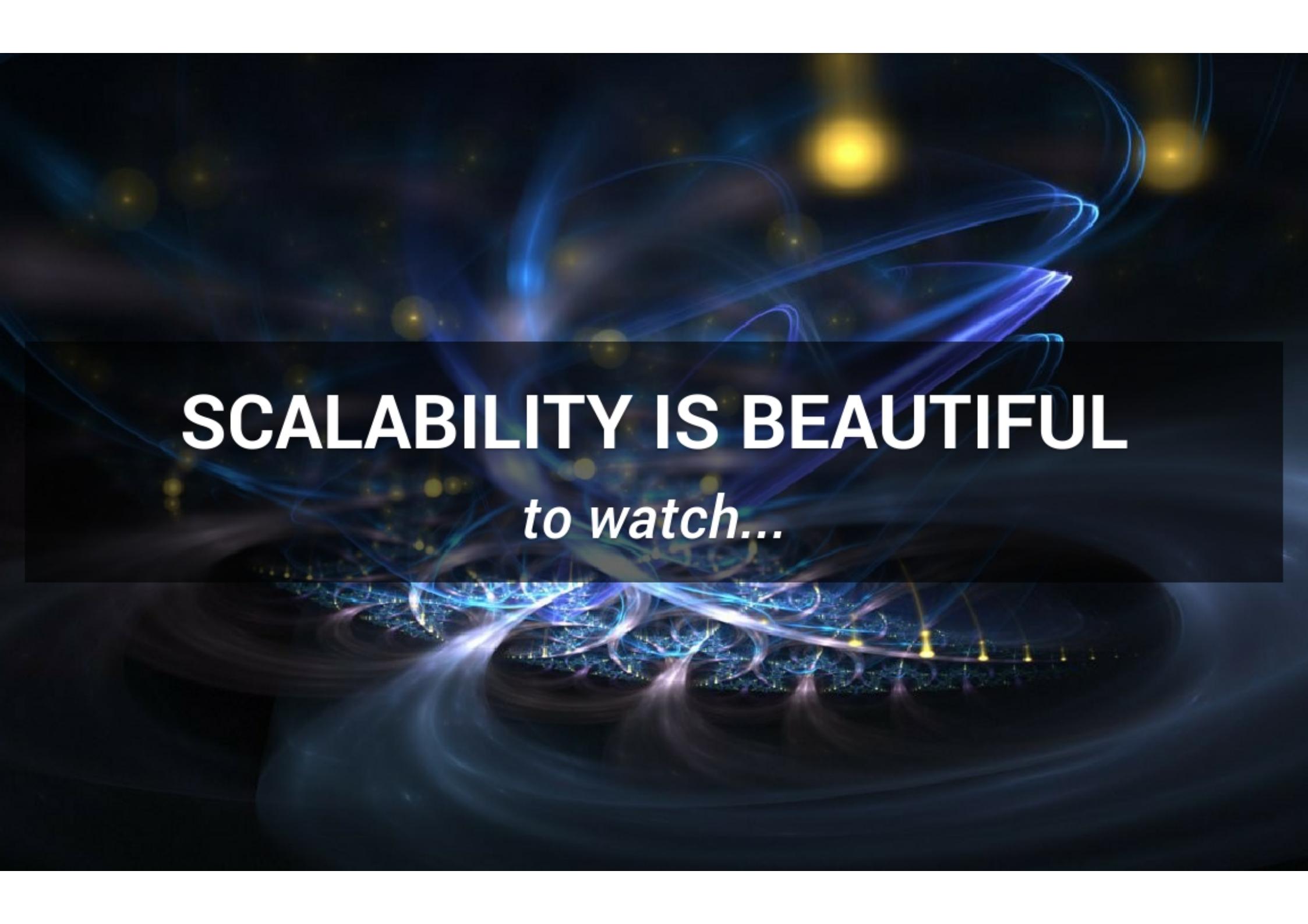
Things that don't scale
DO NOT SCALE



Lean Startup & Do things that don't scale
ARE APPRECIATION PATTERNS !

GROWTH versus SCALABILITY





SCALABILITY IS BEAUTIFUL
to watch...



GROWTH IS SCARY
to imagine...

A close-up photograph of a man with dark hair and a pink shirt, looking out from the open driver's side door of a dark-colored car. The car's interior and the city skyline are visible through the windows.

GROWTH, LEGISLATION,
SCANDALS... *Better run or ?*



AMBITION IS NOT
A FUCKIN' OPTION !



**COMPOUND GROWTH
IS THE SHIT !**

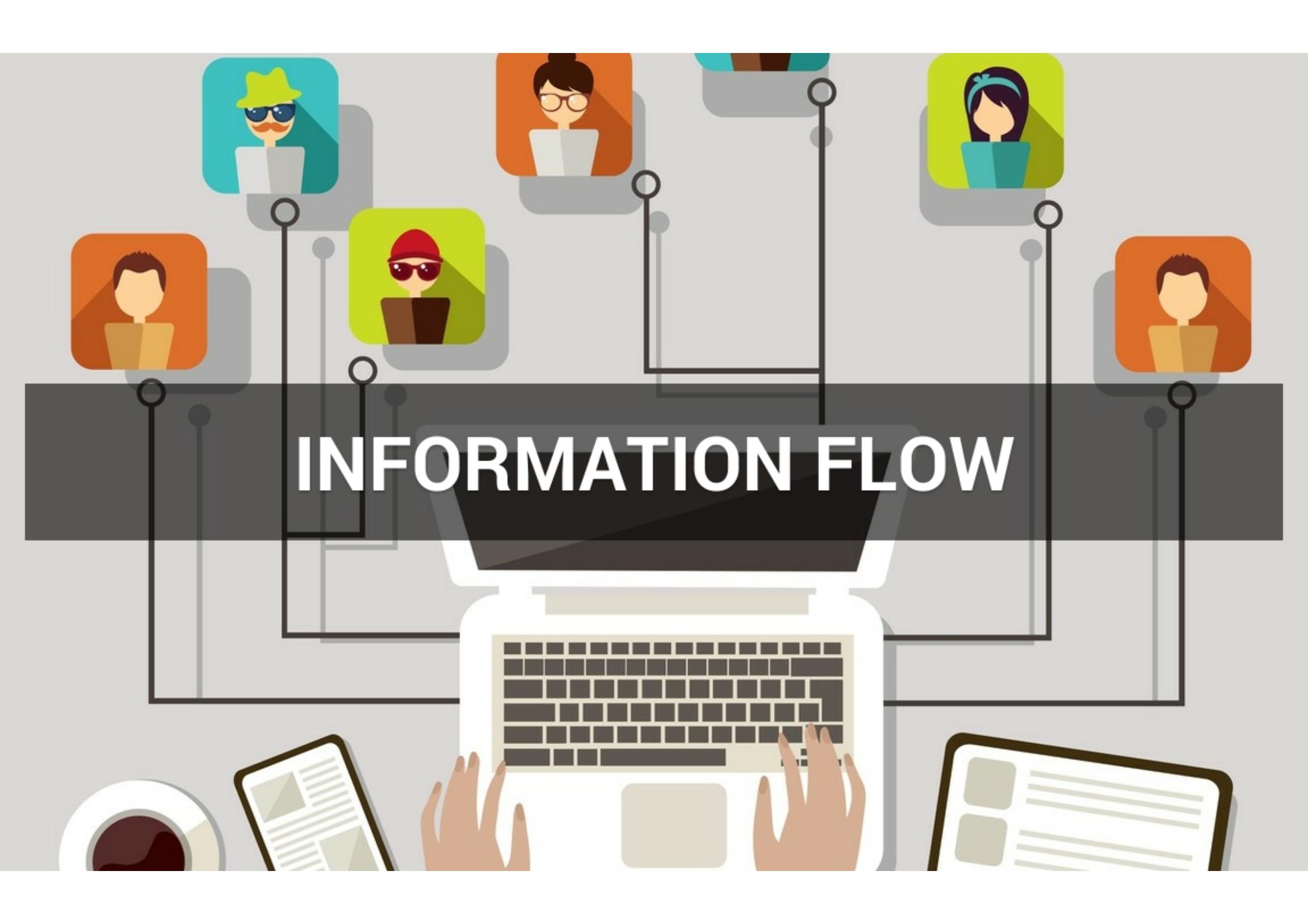


LEARN TO GROW



A photograph of a man in a red t-shirt riding a colorful bicycle in a park. He is looking towards the camera. Another person is visible on a similar bicycle to his left. The background shows a grassy field, trees, and a building. A black rectangular overlay contains the text.

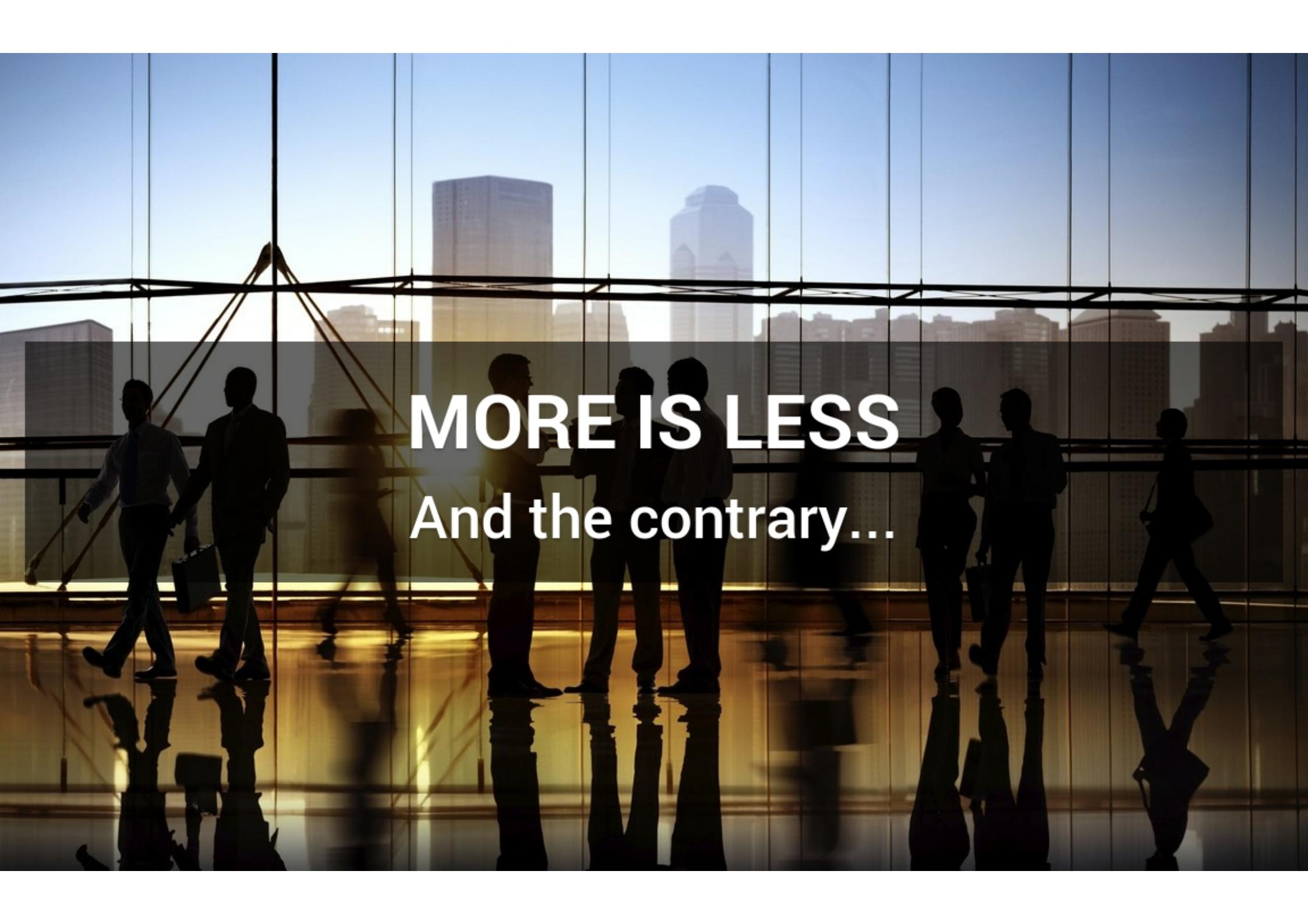
MANAGEMENT & LEADERSHIP



INFORMATION FLOW

A photograph of a poker game in progress at a high-stakes table. Six players are seated around the table, which is covered with a black felt surface. The table has a circular white chip tray in the center. The players are dressed in business attire; four are men and two are women. The background shows the ornate interior of a luxury casino with warm lighting and a balcony level above.

PRIORITY IS KEY

A photograph of a modern office lobby. In the foreground, several business people are walking in different directions, their silhouettes visible against a bright background. The background features a large window looking out onto a city skyline at dusk or dawn, with buildings reflected in the glass. The overall atmosphere is professional and dynamic.

MORE IS LESS
And the contrary...

A promotional image from the movie Minority Report. Tom Cruise's face is centered, looking directly at the viewer. He is wearing a dark suit and has his hands held out in front of him, palms up. On each hand, there is a glowing blue ring with a small light on top, resembling a futuristic interface or weapon. The background is a blurred, dark, and futuristic cityscape with glowing lights and screens.

KNOW THE LIMITS

Growth is non deficient by design

The background image shows a panoramic view of a city skyline during sunset or sunrise. The sky is filled with warm, orange and yellow hues. In the foreground, numerous skyscrapers are visible, with their windows reflecting the light. The Empire State Building is prominent in the center-left. To the right, there's a tall, thin antenna tower. The overall atmosphere is one of urban density and architectural complexity.

UBER / AIRBNB

The never-ending startup model

How to scale growth

A large, light-colored rock formation stands prominently in the ocean. A single tree with dense green foliage is perched on the very top of the rock. The water is a deep blue, with white-capped waves crashing against the base of the rock. In the background, a range of mountains is visible under a sky filled with wispy, orange and yellow clouds, suggesting a sunset or sunrise.

STACK UP & DOWN

INTERNATIONAL

Launch & Scale Remotely. With resources. Grow Locally.

A fighter jet is shown from a low angle, flying towards the viewer. It is positioned centrally, with its engine exhaust visible at the top. A vibrant, multi-colored rainbow arches across the sky behind the jet, starting from the upper left and curving down towards the lower right. The background is a clear, light blue.

CONTINUOUS INCREDIBILITY