

Get to know Fuel



Entrepreneurs



Fuel

A MCKINSEY COMPANY

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The disruptive impact of entrepreneurial innovation is impossible to ignore. And so are the opportunities. That's why we created Fuel — to give startups the data, insights, and confidence needed to work toward greater impact, higher valuations, and faster finishes.

Building a business is all about acceleration. Our team is composed of experienced entrepreneurs who understand startup timelines and can deliver fast, actionable results. We've taken our 90+ years of management consulting knowledge and tailored it to needs the needs of entrepreneurs like you.

Here are some ways we work with you

Tailor your engagement for your needs. Depending on your challenges, get introduced to experts across sectors with deep experience in everything from pricing to product positioning to valuation.

- Fuel 1-2 month consulting sprints
- Fuel Access (by the hour expertise)
- Fuel Ignition for seed-stage startups

Leverage the platform. Access Fuel's knowledge and data about best practices, emerging trends and technologies, competitive insights, and more.

- Comprehensive benchmarking data to help guide your decision-making
- A rich content site with insights on pricing, go to market, organizational health and more
- A community where startup leaders can get support

Invest in your people. Get world-class online management training from McKinsey Academy.

- Communicating for impact
- Sales Manager Academy for coaching and pipeline management
- Tailored webinars and workshops to hone your startup's core capabilities

Get access to top executives at large corporates and other institutions. You'll get to know others in the startup community at our exclusive events. And at our Innovation Bootcamps, we connect leaders of established and emerging companies to learn how you can help each other. Bootcamps are structured to help the C-Suite of large corporates understand how technology is disrupting their industry and how you can partner with them to achieve common goals.

Offerings

Fuel Consulting | Fuel Access | Fuel Ignition Clubs | McKinsey Academy | ConsumerRadar | SalesDNA SaaSRadar | Pricing Quick Diagnostic | Innovation Bootcamps | Commercial Capability Assessment

Still in the seed stage?

Join our Fuel Ignition Club. A great way to get started, in our global network of very early-stage startups (pre \$10 million in funding or revenue), you'll work with office-based club members to develop your business model and value proposition. We have locations around the world where we host group problem-solving sessions and exclusive networking events.

Participate in Fuel's proprietary data studies. As experts in the field, it's our mission to build the largest database of startup knowledge, so we can help entrepreneurs like yourself discover the right pricing structure, measure your sales performance and more.

Fuel's Impact

- A SaaS company with >\$100M in VC funding doubled growth in the enterprise segment by halving sales onboarding time, increasing rep productivity by 50-100%.
 - A leading healthcare technology SaaS company providing clinical IT solutions saw a 10x increase in revenues and a rapid IPO by better articulating their customer value proposition.
 - A big data company clarified their value proposition and quantified their path to 70% growth, leading to a \$50M Series D round.
 - Performed a comprehensive growth and cost diagnostic followed by execution support for a subscription box e-commerce company, driving a 10-15% EBIDTA improvement over 12 months.
 - Sized the market and 5-year growth-trajectory for Identity-as-a-Service market by three dimensions: geography, use case and industry vertical for a leading Identity Management startup
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The future belongs to you

As today's innovators, you have the unique opportunity to shape the future. You'll advance society with technology. You'll change culture with your decisions. We're excited to be a part of that change and help the next generation of disruptors create better lives for all. Let's make your diverse dreams of the future the realities of tomorrow.

 **Get in touch with a Fuel representative to learn more about we can help you accelerate.**

Contact Fuel_ASEAN@McKinsey.com or visit us on the web at FuelByMcKinsey.com