

## **Challenges of Growth**

### **1. Growth challenges**

*“I think the biggest challenge is now knowing when to scale your team, when to scale into certain areas or not to go into certain areas. So, I think you've built so hard between the startup phase and the growth phase that when you reach that growth space, you physically have outgrown the previous stage, and that in itself brings a lot of operational challenges, because suddenly your systems by that time needed to scale already, because in the beginning or between startup phase and growth phase, what you do is you just sort of put more and more customers on your on your plate that you're believable to the market, you're believable to investors. Like what's happened to us; and then you sign over \$100 million contract and now suddenly you need to deliver. Now some would say that is a great problem to have. It might be so. It is definitely a very stressful problem to have because now you're facing the challenge of potentially not being able to deliver and that is very stressful. So, I think the biggest challenge is from being in the start up and going into growth phase, it's like being between two dress sizes.”*

## **Benefits of AIT Swiss Africa program**

### **1. A push in the right direction**

“I would first say the vision from local to global. I would always say this is the one thing that the programme has given me. It increased my vision from making a local to an international or a global difference. And the structure that the mentor brought; International exposure to other markets. And then I would say the access, not just the access but the mentorship support within the programme and while you're part of the programme, if it's especially in the early stages, that was definitely the things that made you not give up.”