



# PwC Scale

Accelerating your commercial readiness  
through expert insights and PwC industry  
mentoring.



# Who we are – PwC Scale

At the PwC Startup Hub, we help you overcome go-to-market challenges and successfully close deals with corporates. By tapping into our GTM expertise, deep industry insights, and global corporate network, you'll unlock strategic partnerships and accelerate your path to scale.

## PwC Scale Overview & Criteria



**2 intakes per year:**  
Spring & Fall



**Seed-Stage**



**Fully virtual  
sessions**



**B2B tech startup-  
and scaleups**



**12-week program**



**Digital business  
models**

### Business Growth

Partner with our experts who've guided hundreds of European startups to scale. Benefit from our hands-on experience and tap into PwC's industry knowledge.

### Masterclasses & 1:1 Sessions

Join masterclasses and benefit from personalized, expert-driven sparring sessions designed to stress-test your go-to-market strategy, challenge your assumptions, refine your ideas, and help you sharpen your strategic vision.

### Innovation Ecosystem

Leverage our network of startups, corporates and investors to foster continuous learning, peer exchange, and gain access to exclusive ecosystem events across Europe.

### Industry Insights

Get introduced to PwC's industry specialists who understand your market inside out. Our experts provide tailored insights and hands-on guidance to help navigate sector-specific challenges, and lay the groundwork for sustainable growth.

Apply [here](#) to join the PwC Scale Program!

# Roadmap & Program Content

Our dedicated schedule allows you to continue running your business while strengthening your scalability and preparing for corporate market growth.

## Here is what our 10-week Scale Program includes:

### GTM Assessment

We evaluate your startup's GTM maturity and key areas of improvement.

### Masterclasses

Join knowledge sessions with PwC subject matter experts.

### 1:1 Support & Intros

Address your individual questions and meet our innovation ecosystem.

### GTM-Survey

Fill out a guided assessment covering your business model, market, pricing, sales strategy, and customer success.

### Sales Deck

Receive a playbook for structuring a sales deck that resonates with corporate clients.

### Targeted 1:1 Sessions

Deep-dive sparrings to work on your most important development areas guided by the GTM Assessment.

### GTM-Report

Receive insights into strengths, development areas, and recommended focus topics.

### Customer & Market Fit

Gain insights to sharpen your business model, value proposition, ICP, target market, and buyer personas.

### Expert Feedback

Receive expert input to strengthen your approach and support your scaling progress.

### Development Plan

Work with our startup team to translate the results into a customised plan for your scale journey.

### Data-Driven Marketing

#### Funnels

Build data-based funnels to attract qualified leads.

### Network Introductions

Matching with PwC experts and exposure to relevant corporates.

### Program Alignment

Define the most relevant areas for your 1:1 sparrings and masterclasses based on your GTM maturity.

### Sales Strategy & After Sales

Develop a scalable sales process and strengthen long-term customer success.

### Exclusive Community Access

Empower your growth through ecosystem integration and our extensive partnership network.

### Navigating Pricing

Get insights into pricing strategies, pricing models, and negotiation best practices.

# Key References

Our Scale Program empowers B2B tech startups to accelerate growth and secure strategic partnerships. Previous participants have achieved significant funding and market traction through our proven approach and strong corporate network.

**+75%**

Of German Unicorns  
worked with us last  
year

**+800**

Startup x Corporate  
connections last year

**+1000**

Startups in our  
European Startup  
Community

**€13BN**

VC money invested  
in our community  
startups



“By taking part in the PwC Next Level Scale program, we became part of a large ecosystem of startups, corporates and investors. The resulting synergies and insights advanced us in many ways and helped with our scaling - the program therefore delivers real added value.”

**Jan Rabe, Co-Founder & CEO**

**engomo**



“We can recommend PwC's Scale program to all startups and young companies that are on a growth trajectory. The combination of informative masterclasses with experts, exciting insight sessions for exchanging ideas with entrepreneurs, and individual coaching sessions brought us great added value. The team at PwC is highly motivated and provided us with fantastic support in networking with exciting companies. We got to meet interesting people and learned a lot!”

**Kerstin Stier, Founder & CEO**

**FIBRE  
COAT**



“The PwC Scale program enabled us to simplify and accelerate important growth steps in our startup and establish key contacts for the next steps. In particular, the high-caliber experts and well-staffed workshops offered us surprisingly valuable added value. We were also impressed by the fast and competent support provided by the PwC team/network, as they were able to help us with even very specific and complex issues.”

**Robert Brüll, CEO**

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# PwC Startup Community

By becoming part of our community, we empower you through deep ecosystem integration and our extensive partnership network.

## Your contribution:

We do not take equity in your startup.  
We believe in keeping you fully in charge of  
your operations and charge a fixed fee of  
€9,500 (excl. VAT).

## Our commitment:

1st class support: We enhance your skills and  
connect you with key decision-makers in our  
corporate & investor network to accelerate  
commercial opportunities.



## Contact us:



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