



Success stories

## Strategy boosts technology

Australian innovations ready for more



### PolarSeven

If you have ever ordered coffee via an app, or purchased cinema tickets online, or had a replacement car delivered if you were involved in an accident - you have probably benefited from the services of PolarSeven.

However, like many growing organisations, they had too much going on at any one time. They joined the Entrepreneurs' Programme and with the support of their growth facilitator, Matt Trustrum, they were able to focus on the skills and processes needed to deliver their vision.

"The Entrepreneurs' Programme enabled us to increase our skills and deliver those in a focused way. This in turn has led to an increase in sales, and will lead to an increase in exports," Darrell King, CEO.

"Because we became focussed and strategic in our marketing approach, we generated new leads and converted new sales. We were able to execute on plan and deliver the results," said King.

We have created part-time roles, having those extra hands has allowed us to grow in revenue. – Darrell King

### Fuelling scale

PolarSeven runs the engine room for many Australian scale-up organisations, and by doing that efficiently, and exploiting the latest technologies, they enable those companies to innovate and deliver their services at a price point that benefits the average Australian.

### Strategic focus

The program provided a strategic perspective on the business and access to funding which enabled the team to access the services of a strategic marketing consultant, an alliance manager to build new paths to market and engage a technical writer to deliver collateral to support go-to-market activities.

The business is focused on continuing to build a unique portfolio of technical services and innovative approaches. With the support of the program, they are equipped to now grow and deliver at the rate they are ready for.