



# ESCP Business School

ESCP Option E London SCALE UP Project

# Davide Sola

Professor Entrepreneurship London  
*ESCP Business School*

Dr. Davide Sola is a Full Professor of Strategy and former Director of ESCP Europe's London campus. His teaching focuses on business strategy, transformation, and entrepreneurship, with a particular emphasis on scaling businesses, across graduate and post-graduate courses.



A native of Italy, Dr. Sola graduated from ESCP Europe and the University of Turin with a Master's in European Management, Diplom Kaufmann, Diplôme des Grandes Ecoles, and Laurea in Economia. He also holds a doctorate in Enterprise Economics from the University of Turin, where his thesis focused on organizational transformation. Dr. Sola has been involved in several technology startups, beginning with the Oxford Centre for Innovation and later in London with venture capital and private equity firms. He also served as Head of New Ventures at Hartley Investment Trust in London, specializing in corporate restructuring and fast-growth organizations.

In 2003, he joined McKinsey & Co. as Engagement Manager, leading projects from post-merger integration to turnaround of state-owned enterprises. That same year, he helped establish ESCP Europe's Turin campus and served as Vice-President of the Board until 2010. He became a permanent faculty member in 2007 after a sabbatical year at the London campus.

Dr. Sola's research focuses on corporate transformation, strategic renewal, and scaling businesses during exponential growth phases. He has authored numerous articles, book chapters, case studies, and papers presented at international conferences. He also leads the Jean-Baptiste Say Institute for Entrepreneurship in London and co-directs the Health Management Innovation research center.



# Course Overview

## The ESCP Option E SCALE UP Project



The **ESCP Option E SCALE UP** Project is an innovative initiative that offers businesses the opportunity to achieve sustainable growth through strategic consulting from a team of highly motivated final-year students in the Master in Management programme.

**ESCP's Master in Management ranks #4 globally in the Financial Times 2023 rankings, reflecting the program's excellence and global reach.**

Innovative consulting initiative designed to drive sustainable growth for businesses.

### Key Features

#### Expert-Led, Student-Driven

Teams of 4-5 final-year students specializing in entrepreneurship and scaling provide fresh perspectives and strategic consulting, supported by ESCP faculty.

#### Focus on Exponential Growth

Targeting businesses aiming for 10x revenue growth and 5x profit improvement through tailored, actionable recommendations.

#### Real-World Application

Thorough diagnostic of business scalability across key areas: value proposition, sales, operations, leadership, and funding. Solutions based on best practices and case studies.

#### Tailored for Scaling Businesses

Ideal for companies with product-market fit looking to scale or internal business units growing like startups.

#### Comprehensive & Free of Charge

No cost for participating businesses. Optional donation to support ESCP if satisfied with results.



[LEARN MORE](#)

- 1 Bespoke Coaching & Mentoring**  
Personalised guidance from experienced industry mentors throughout the program.
- 2 Access to Top Talent**  
Work with highly motivated and skilled final-year students backed by academic experts.
- 3 Fresh Insights:**  
Benefit from new perspectives and innovative approaches tailored to your specific growth challenges.
- 4 Scalability Assessment:**  
Receive a detailed analysis of your business's readiness to scale, including actionable steps for sustainable growth.
- 5 Real-World Solutions:**  
Learn from successful case studies and best practices to implement proven strategies.
- 6 No Financial Risk:**  
High-quality consulting at no cost, with the potential for long-term growth and profitability.
- 7 Network Expansion:**  
Gain access to ESCP's extensive alumni and partner network, providing opportunities for partnerships and collaborations.
- 8 Long-Term Strategic Support:**  
Continued engagement with ESCP faculty and experts to guide your scaling efforts beyond the scope of the project.

## Key Dates

- 1 Applications Open**  
Date: 21/10/2025
- 2 Applications Deadline**  
Date: 20/12/2024
- 3 Cohort Selection**  
Date: 20/12/2024
- 4 Programme Starts**  
Date: 14/01/2025
- 5 Programme End**  
Date: 24/03/2025

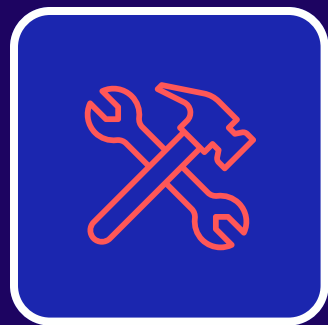
# Tailored Support from a Team of Student Consultants

The Option E is a 120 hours course focused on the teaching and the application of theories and best practices on how to SCALE UP promising businesses. It includes modules on the general theory of Scaling Up, growth hacking, Design thinking and Disciplined Experimentation, Leading and Organising for Growth, Innovative funding options. The students who are part of the Option E are selected through a process focused on motivation and skills to work in the context of Scale Ups.



## Dedicated Team

You will be assigned a dedicated team of 4-5 highly motivated final-year students from the Master in Management programme.



## Strong Motivation & Skills

These students are part of the Option E SCALE UP course, selected for their strong motivation and skills in helping businesses scale.



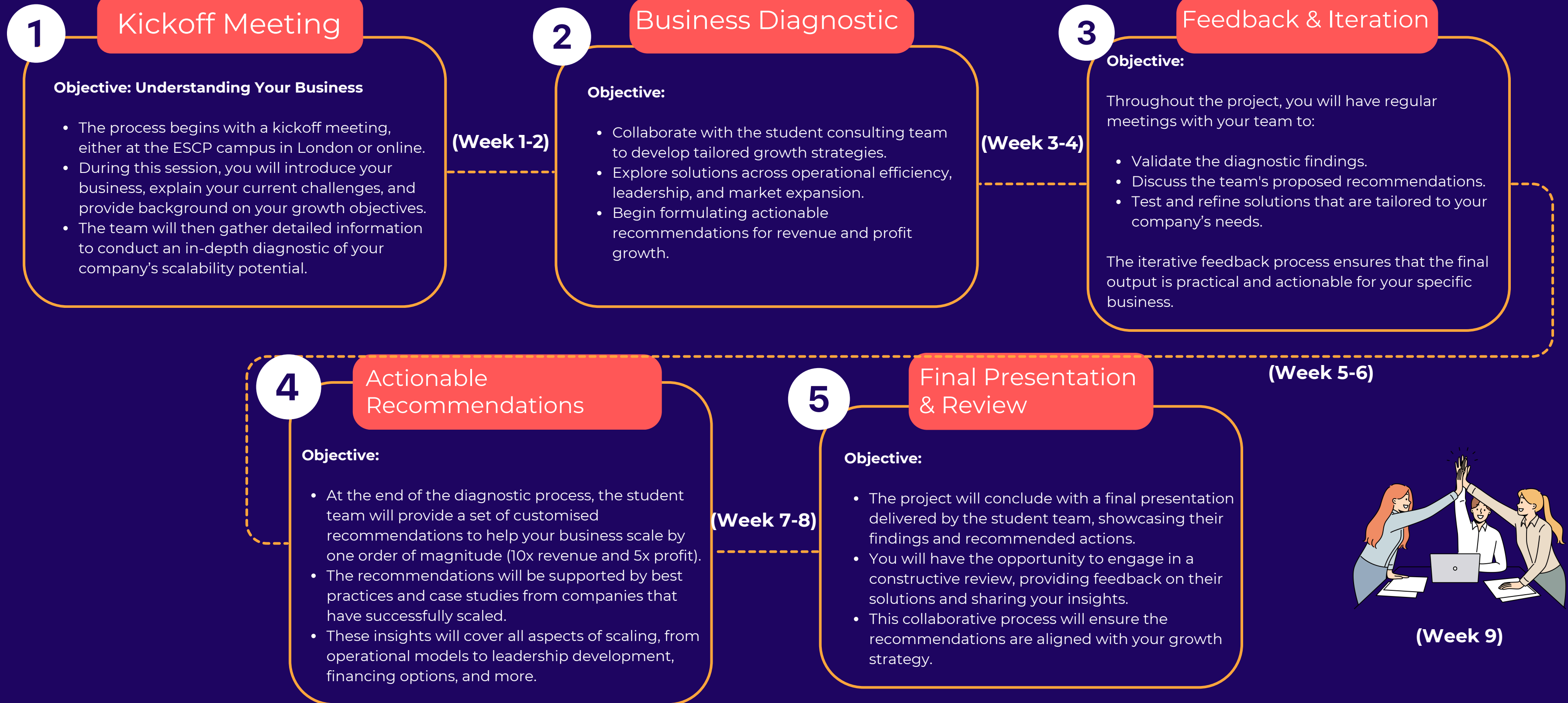
## Personal Consultants

The student team will work as your personal consultants throughout the project, bringing fresh insights and academic rigor to your business challenges.

The project will start mid-January and will be finished by late March. The team will commit around 300 hours of work spread during the period. The team will be working at ESCP premises in Finchley road, London. If you wish you can agree with the team to spend time in your offices during this period.



# How this service works?



# What You Get When You Complete the Programme

Upon completing the ESCP Option E SCALE UP Project, your business will receive a comprehensive, actionable growth plan developed through in-depth analysis and tailored consulting. You will also benefit from practical recommendations aimed at achieving exponential growth, backed by real-world case studies and best practices from companies that have successfully scaled.

## Duration 15 Weeks

A thorough diagnostic on the scalability of your current business as well as in depth review of the scalability of the following areas:

- ✓ Value proposition including product and services, route to market,
  - ✓ Revenue and sales including pricing and promotion
  - ✓ Operating and organisational model including insourced and outsourced activities
  - ✓ People and Leadership including your recruitment, development and retention of human capital
  - ✓ Finance and funding including your means of funding growth and the tracking of value creation (destruction)
- ✓ Recommendations of actions and a suggested plan on how to make the current business grow by ONE ORDER OF MAGNITUDE (X10 in revenue and X5 in profit). The recommendations will be including a set of examples and best practices of companies that have successfully SCALED UP.

In addition, you will have access to the knowledge and expertise of top ESCP students and faculty, along with a roadmap for sustainable long-term growth. By the end of the programme, your business will be equipped with clear strategies to tackle the challenges of scaling, helping you unlock new opportunities and drive substantial growth.

# Your Commitment

You and your company (the people you delegate to) need to commit on the following:



## INTRODUCTIONS

Introduce the team to your company and your business. We normally organise a kick off meeting at ESCP Finchley Road Campus in London or ONLINE.



## SHARE

Share and make available information that will enable the analysis to establish the current “scalability of the business”



## AVAILABILITY

Be available for interview with the team in order to validate, first the results of the diagnostic and to test the suggested actions



## FEEDBACK

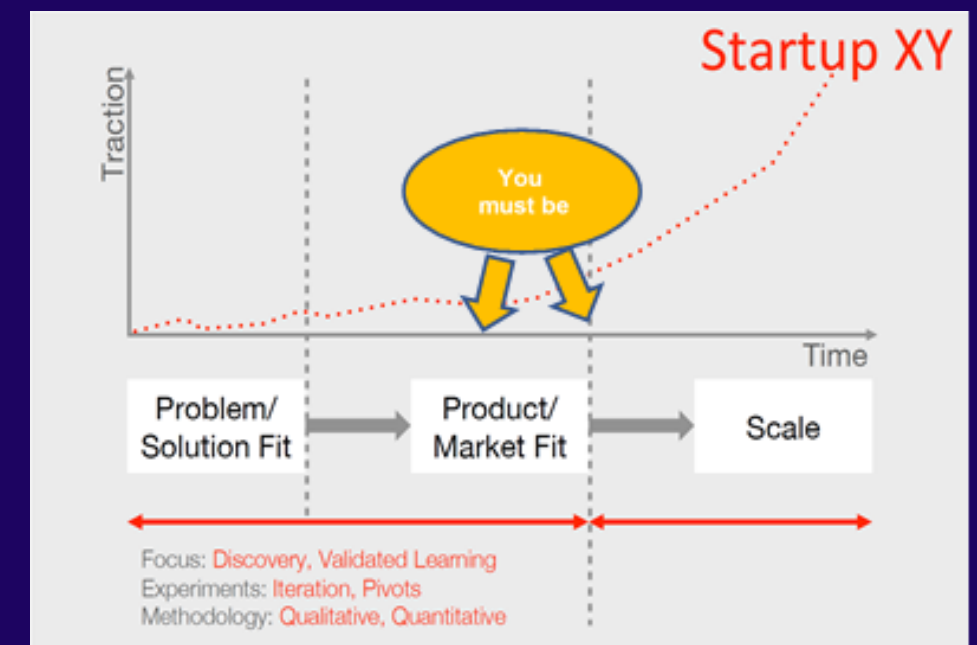
Be part of the jury to evaluate the final presentation of the work and give constructive feedbacks



The team will make the best effort to limit to the minimum the time required for interactions, but in our experience, this is where the team can learn the most about your company and its challenges and therefore better focus the effort in producing an outcome that will help you. Ultimately it is your decision on how much time you dedicate. In the unfortunate case that you cannot find anytime (after you committed to this project) then the Option E Director (Prof. Davide Sola) can cancel the project and re-assign the team to another project.

# Eligibility Criteria

Figure 1 – Entrepreneurial venture stages



The ESCP Option E SCALE UP Project is ideal for businesses with established product-market fit, generating revenue, and ready to scale. Open to all industries, the programme is suited for companies aiming for significant growth. Participants must commit to engaging with a student consulting team and be open to implementing tailored strategies for scaling. If you're looking to take your business to the next level, this programme offers expert support at no cost.

## Stage of Business Development:

- Companies must have successfully established a product-market fit and be in a position to scale. This means they've validated their value proposition and demonstrated that there is a sizeable market for their product or service.
- Ideal for businesses transitioning from Stage II (Product-Market Fit) to Stage III (Scaling) in their growth journey.

## Revenue and Profitability:

- The business should be generating revenue and demonstrate profitability, at least at the gross margin level.
- This ensures that the company has a solid foundation to support scaling efforts.

## Industry and Business Model:

- There are no restrictions on industry or business type. Both B2C (Business-to-Consumer) and B2B (Business-to-Business) companies are eligible.
- Business units or product divisions of large corporations treated as "internal startups" are also encouraged to participate.

## Commitment to the Process:

- Companies must be willing to commit time to engage with the student team, share information, and participate in meetings.
- They should be prepared for regular interactions, including a kickoff meeting, interviews for analysis, and participation in feedback and presentation sessions.

## Growth Ambition:

- The programme is designed for companies with the ambition to achieve exponential growth (targeting 10x revenue growth and 5x profit improvement).
- Businesses should be open to implementing recommendations and ready to take on the challenges of scaling.

The key criteria will be that the company has revenue and profitability (at least at gross margin level). We will also welcome Business Units or product divisions of big corporates which are treated as "internal Start Ups". There are no restrictions in terms of industry or type of business (BTC, BTB, etc.).

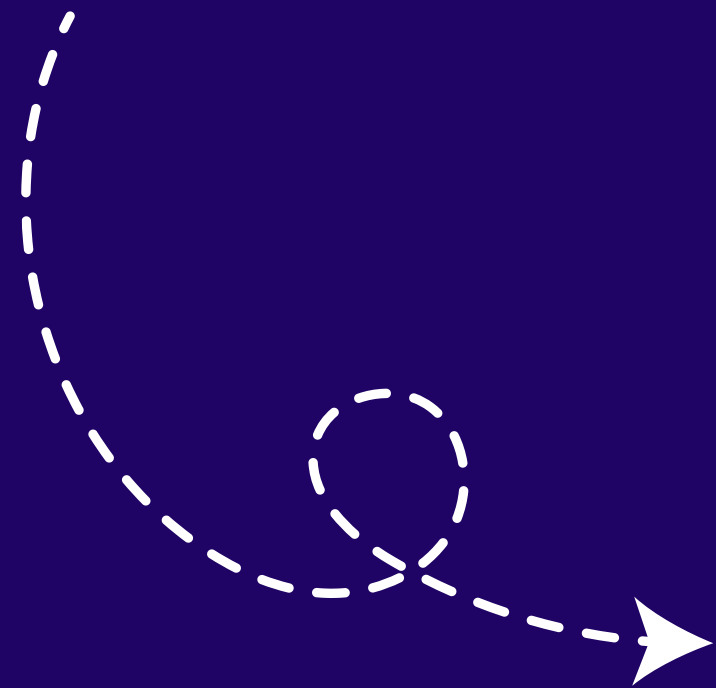


# How to Apply

Applying to the ESCP Option E SCALE UP Project is an easy process designed to help businesses quickly get started on their growth journey. Companies interested in participating can complete a brief online application form, providing basic information about their business and current stage of growth.

## The project is FREE of charge!

It is very simple. If you feel that this project could bring you value and that you fulfil the requirements including the commitments, then simply sign up



## Deadline

**December 10, 2024**

Submit your application no later than December 10, 2024 to be considered for the next cohort.

Applications will be reviewed by the ESCP faculty, and selected companies will be contacted for the next steps.

[Apply Now](#)

## Contact Us

To find out more about the Option E Scaleup programme please feel free to reach out to us using the below:

-  [020 7443 8800](tel:02074438800) 
-  [www.blue-factory.eu](http://www.blue-factory.eu) 
-  [Bluefactorylondon@escp.eu](mailto:Bluefactorylondon@escp.eu) 
-  [@BlueFactoryESCP](#) 