Leading figures from UK tech appear in [‘Upscale’](#), Tech Nation's first book

- *Lifts the lid on some of the most successful UK tech companies of the last decade*
- *Features **David Buttress** (ex-Just Eat), **Brent Hoberman** (Lastminute.com), **Saul Klein** (LocalGlobe), **Neil Rimer** (Index Ventures), **Sarah Wood** (Unruly), **Wendy Tan White** (Moonfruit, BGF) & **Suranga Chandratillake** (Balderton),*

London, 27ᵗʰ November 2018 – *Upscale***,** the first book from Tech Nation, the UK's network for connecting ambitious entrepreneurs, is published today featuring brutally honest reflections insights from some of the UK's best-known and most successful tech founders and investors.

The book reveals:

- how David Buttress and his co-founder spent their first month's revenue from takeaway food giant Just Eat down the pub - it was only £36
- Onefinestay founder, Greg Marsh, on hiring and firing mistakes
- Cherry Freeman, co-founder of LoveCrafts, on how to recognise investors who are wasting your time
- Toby Moore, co-founder of Space Ape Game, on why you can't assume your best engineer will make a good manager

Upscale: what it takes to scale a startup, by the people who've done it is an in-depth guide to every aspect of growing a tech company, including interviews with many of the UK's best known tech entrepreneurs and investors who have between them built or backed companies valued at billions of pounds.

At a time when more people than ever are starting companies – [over 2,000 new businesses](#) of all kinds are launched in Britain every working day – *Upscale* zeroes in on the difficult scale-up period. This is the period of rapid growth when a company moves from being a small group of founders and early hires in a cramped office or co-working space to suddenly having scores or even hundreds of employees, sometimes scattered around the world.

Tech Nation is the UK organisation that works to accelerate the growth of the digital tech sector in the UK, by empowering ambitious entrepreneurs to build the best businesses

they can. It started its first Upscale programme in 2014 to fill a perceived gap in the market between accelerators, who work with startups in their very early days and programmes like Tech Nation's FutureFifty, for more mature businesses. Since it was launched the Upscale programme has been completed by fast-growing tech companies including Pockit, Trussle, Bloom & Wild, Paddle and Signal.

With only a strictly limited number of places available to founders on the programme each year, Tech Nation decided a book would be the most effective way of bringing the many valuable insights from the heavyweight industry figures who front Upscale's coaching sessions to a far wider audience.

"We were acutely aware that the number of startups invited onto Upscale each year will always, by necessity, be just a tiny fraction of the new digital companies out there," Tech Nation's Chief Executive's

Gerard Grech explains. "However, because one of Tech Nation's core purposes is to help and support as many new companies as possible, the team came up with the idea of having an Upscale 'writer-in-residence' attend the sessions, hear about the topics that most preoccupied founders on the programme, and turn the results into a book."

"If the goal of this book is to capture the insights and experiences of some of Britain's best-known technology entrepreneurs and investors, there is another underlying objective too," says Gerard Grech. "We want the role models featured in Upscale's pages to inspire the next wave of founders – whether they're working on a prototype or a business plan or have already launched their startup —to start building the company of their dreams.

[Journalist James Silver](#) sat in on many of Upscale's 2017 sessions as an observer and later interviewed most of the programme's so-called scale coaches about their own businesses and scaling experience. As the book progressed over the course of the ensuing 14 months, the list of interviewees grew beyond the Upscale programme and even the wider Tech Nation family.

The book includes the co-founder of onefinestay **Greg Marsh** on hiring and firing, **Sarah Wood**, co-founder and chair of Unruly on the changing role of leadership, **Toby Moore**, co-founder and CTO of Space Ape games and now venture partner at Entrepreneur First, on scaling a tech team, Skyscanner's VP of growth **Shane Corstophine** on overseas expansion, Lastminute.com and Founder's Factory co-founder **Brent Hoberman** on startups partnering with corporates, Seedcamp co-founder **Reshma Sohoni** on scaling brand, Atomico partner and head of growth **Benjamin Grol** on scaling growth, **Nadia Kelly,** founder of tech PR consultancy Burlington and former Director of Communications at Index Ventures, on scaling comms and coping with crises, **Carlos Gonzales-Cadenas**, chief product technology officer at GoCardless, on scaling product, Partnerize CEO **Malcolm Cowley** on scaling an enterprise startup, and co-founder of LoveCrafts **Cherry Freeman** on raising finance.

Tech Nation board-member Wendy Tan White, the co-founder of Moonfruit and advisor to BGF, who was interviewed for *Upscale* adds: "Scaling a business is the moment of truth when founders have to turn their vision into a fully-fledged reality – it's a period from which only a small percentage of startups will emerge as winners in their space. *Upscale* is the first time that the insights and real life experiences of some of the UK's most proven entrepreneurs and investors have been collected in one place. Crucially it doesn't just offer advice, but warns of the mistakes others have already made on a journey in which turbulence is never far away."

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