

# 5 Traits of Successfully Scaling Startups





“Innovative ideas are not enough to ensure the success of a startup. As detailed in these five traits, startups must invest wisely, take advantage of cloud’s scale and performance, embrace open communities, deeply understand their target markets, and embrace partnerships that can accelerate growth.”

— **Doug Henschen**  
Principal Analyst, Constellation Research

## Five Traits

**1**

They Know Where to Spend  
Their Technology Dollars

**2**

They Embrace  
High-Powered Performance

**3**

They are Committed  
to Connectivity

**4**

They Possess Relentless  
Customer-Focus

**5**

They Keep a Keen Eye  
for Partnerships

Read on to learn more about  
these secrets of success.

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**For startups, the first months of life are a tenuous balance of careful resource allocation, innovation, ambition, and luck. Mix in economic volatility and swiftly shifting VC landscapes, and the possibilities for achieving unicorn status start to feel almost out of reach. The startups that succeed right now will be those who can demonstrate resilience, extreme focus, fiscal principles, and smart navigational skills through a minefield of challenges that impact their technology, businesses, and customer base.**

Startups continue to pop up in every corner of the globe. Innovation has long since broken out of Silicon Valley, and businesses worldwide are excited to connect with the startups in their local markets, whether that's in Boston or Bengaluru. This "rise of the rest" is a boon for both startups and the customers who rely on their fresh technology solutions, but it also breeds fierce competition. In every sector, plenty of hopefuls compete for the same customers and the same capital.

The most successful founders will be those who can solve an existing problem with an inventive solution, rally the right resources behind it, and sell the vision to the customers, regardless of their size. In fact, one of the fastest ways that cloud startups can scale is by attracting and keeping customers at the enterprise level. To make this happen, though, entrepreneurs need to know how to convey their company's value to the right people and prove it repeatedly (by the way, this is where a strategic partner is a game-changer).

Scaling to meet the demands of enterprise customers depends on tenacity, coupled with enterprise-ready technology and the right partner. That means cloud resources that scale to meet demand, integrate with enterprise suites, and solve a pain point for the big brands that want to take a chance on small companies with major potential.



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# Know Where to Spend (and Where to Save)

Smart capital allocation is important to every business, but even more so in the precarious world of startups, where the wrong money move could mean the end of your company. There are plenty of guides out there that can help you raise money, but not so many about keeping hold of the cash you have and helping you spend it wisely.

Cloud infrastructure and storage are necessary costs, but you don't need to sprout a fresh grey hair each time you look at your cloud bill. You can embrace frugality without skimping on foundational technology.

## Consider Price Performance

Does the cheapest cloud offer good value for money? Can it deliver on your needs? If you hold back on scale in the early days, will you be kept up at night worrying about slowdowns, latency, or overages?

With plenty of opportunities in the market to try-before-you-buy, give yourself time to explore your options. Certain well-known vendors might seem like an obvious answer, but the field is more crowded than it first appears, so doing your homework could pay off.

Startups can spend time “testing the waters” by running workloads via free cloud trials, keeping an open mind to **various strengths and weaknesses** across cloud providers.

Just as you might aim to generate multiple revenue streams, consider investigating ways in which your workloads could be optimized to play to the needs of customers, and the strengths of your cloud vendors. Gartner found that a total of **81% of public cloud users** embrace a diversified cloud strategy. After running trials and migrating workloads, hundreds of startups around the world are tapping Oracle as an essential part of their **multi-cloud solution**. This multi-cloud strategy, as well as leveraging vendors' unique strengths, can deliver a balanced approach to speed, cost, and performance.

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## Know What You're Paying For

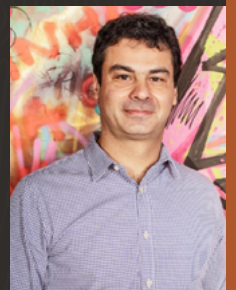
As a growing startup, you're busy.

It's no simple task to keep track of every expenditure, and cloud infrastructure costs can creep up quickly. Keeping investors and your CFO happy is an important balance to strike, and it's easier to do if you work with vendors that are open and transparent about their pricing. Transparency allows for better budgeting, planning, and optimized resource allocation, so you can focus on innovating, not paying bills.

Abdulrahman Alsultan, CEO of Awini in Saudi Arabia, took note of the simplicity of Oracle's pricing, saying "We found that the price structure on OCI is clear and offers a competitive price compared to other cloud providers." He also noted that it saved his company another crucial finite resource – time. "Oracle Cloud was easy to learn and intuitive, as our cloud engineer has been able to pick it up quite fast and deploy our solution in record time."

“The technology that Oracle offers is in line with the best in the market and gives us the flexibility we need to create and innovate. We started by transferring 1% to Oracle Cloud. Then a week later we transferred all processing to Oracle. It was easy and we were able to do it [migrate to OCI] ourselves.”

— Rodrigo Soriano  
CEO, Airfluencers



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## Reinvest Savings

When time is of the essence (and when is it not, for scaling startups?), you need a cloud that delivers savings across the board. The only dilemma you'll face as a result is how to spend the money you've saved.

Saving money on capital-intensive costs like technology infrastructure is a win-win, as you can reinvest back into your company to increase efficiencies and maximize profits. When cost savings come with a better performing product, that's a scenario that will make any CFO smile.

CEO Asser Smidt of BotSupply said, "Oracle has by far the most transparent and value-based pricing in the market. I know exactly what I'm paying for – no surprises." The conversational AI startup based in Copenhagen has also used the savings as an investment in scale. Smidt continued, "We have saved around 40% of our costs and are able to reinvest that back into the business. And we are scaling across EMEA, and that's basically all because of Oracle."

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— Asser Smidt  
CEO, BotSupply



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# Embrace High-Powered Performance



“We have to process massive amounts of streaming data in real-time and Oracle Cloud has allowed us to do that more efficiently. Oracle was 2.7X faster in training a large convolutional neural network (CNN) than AWS... and VMs and GPUs on Oracle are world-class.

—Amro Shihadah  
Cofounder, IDenTV

High-performance computing (HPC) is a must for cutting edge startups delivering innovation in fields like **biomedical advances** and **protecting fragile ecosystems**. With rapidly expanding data source quantity and data volume, startups depend on HPC to utilize artificial intelligence, machine learning, video streaming, and real-time analytics. But HPC is a superpower that can prove expensive when it comes to storage and processing.

Thanks in part to compelling incentives and name recognition, **Oracle for Startups** has become a hotspot for powerhouse startups. They stick around when they discover that Oracle Cloud Infrastructure often **outperforms other cloud providers** in speed, capacity, and value. When benchmarked against competitors, Oracle delivers for **cloud startups**, especially those in the data, analytics, or machine learning space.

Austin, Texas-based Molecula is one of many startups migrating from AWS and **other cloud providers** to Oracle Cloud to satisfy their growing HPC needs. The streaming AI startup found that OCI offers unmatched performance, **reduced costs**, and the strongest SLAs in the industry. (Did you know? Oracle is the only IaaS cloud provider to guarantee performance, availability, and manageability with an **enterprise cloud service level agreement**.)

There are thousands of use cases for high-performance computing. Here is just a handful of examples of startups tapping Oracle Cloud Infrastructure to run their compute-intensive workloads.

## AI-Powered Analytics for Video

HPC is vital to Amro Shihadah's business. The cofounder of real-time video analysis startup **IDenTV**, said: “We have to process massive amounts of streaming data in real-time and Oracle Cloud has allowed us to do that more efficiently. Oracle was 2.7X faster in training a large convolutional neural network (CNN) than AWS... and VMs and GPUs on Oracle are world-class.”

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# Explore the possibilities of high-performance computing.

Video streaming

Audio creation

Training neural networks

Real-time data processing

Machine learning

Streaming AI

## Voiceovers Created with Artificial Intelligence

DeepZen uses machine learning to generate audio voiceovers. Its London-based CTO and cofounder, Kerem Sozuger said: “We are highly dependent on high-performance computing because we are a machine learning company. There’s lots of video, animations, and advertisements that need voiceovers. We are able to create voice very quickly and we are doing it on Oracle Cloud and its GPU service.”

## Computer Vision Algorithms at Scale

When it was time to go global, CEO Simcha Shore knew his autonomous, crop-protecting system – AgroScout – needed superior computing and processing. “We moved to Oracle because we needed to scale-up and go global. We need storage but also the computing and processing in the cloud to support our computer vision algorithms for thousands of images. And we need the support of the AI team to use the Oracle platform to its edge. We’re getting all that.”

## Real-time Streaming Video

Collaborative video creation platform, Sauce, uses Oracle in conjunction with NVIDIA GPUs, to create and transcode video content. The London-based startup’s CTO and cofounder, Jonathan Girven, said: “This means that when a user uploads a video into the Sauce platform, we can be streaming it to their collaborators on any device, anywhere in the world, in just moments. This is a huge advantage for us.”

## Tackling Global Issues

For high-performance analytics database startup, Kinetica, in San Francisco, USA, processing power is a top priority. “Oracle has **world-class GPU instances** that deliver power, performance, and scalability,” said Kinetica CMO Daniel Raskin “This type of compute power enables our solution to work with researchers and organizations worldwide to tackle big, complex problems.”

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“Every cloud leverages open technologies such as Linux and Kubernetes, but not every cloud provider acknowledges and supports the reality that it’s a multi-cloud world. Oracle has a cloud partnership with Microsoft that recognizes that customers need options, and it brings together two of the most enterprise-focused clouds.”

— **Doug Henschen**  
Principal Analyst,  
Constellation Research

## Commit to Connectivity

When it comes to creating hot new products and developing insightful solutions to complex problems, developers want choice and flexibility, not headaches from IT ops and vendor lock-in.

Openness is one of developers’ top reasons for choosing a cloud. In fact, many startups that migrated to Oracle Cloud said it was a deciding factor. Open source and open standards—with languages, databases, and compute shapes—are a **critical consideration for startups** as they select cloud providers, especially as more and more companies consider **a multi-cloud approach**.

“One of the key reasons we were excited to move from AWS to OCI was Oracle’s renewed focus on utilizing, and contributing to open-source projects,” said Jonathan Girven, CTO for video collaboration startup Sauce. “Our technology stack at Sauce has always been powered by open-source technologies like Kubernetes and Istio. This has allowed us to focus on our core product differentiators, the things that really impact our customers, rather than reinventing the wheel.”

Similarly, IDenTV’s Amro Shihadah said, “How everything seamlessly all integrates with the Oracle Analytics Cloud and capabilities is hugely beneficial for us and requires very low engineering on our part.

Tony Nash, CEO & founder of social intranet platform, Complete Intelligence, said his Texas-based startup wanted a platform that was native to what most of its clients were using. “As we have potential clients that come to us that are using Oracle, having our software on OCI will make it easier for us to deploy and scale. A seamless client experience is a critical success factor for us,” he said.

With a global infrastructure of products, experts, and customers, Oracle provides opportunities to scale both their business and technology. Consider the benefits of integrating your startup solution with enterprise software and tapping into a natural network of partners and developers.

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“We had downtime and lots of latency on Azure on a pretty regular basis. With Oracle, we have been pleasantly surprised by the robustness, scalability, and reliability.”

— **Guy Mounier**  
CEO, AptivIO

## Relentless Focus on Customer Experience

As innovators, startup founders run the risk of getting so excited about the possibilities of what they're building, that they might temporarily forget about their customers. The most successful startups keep their customers in mind at all times, from ideation to development, and through deployment. The startups working with Oracle have their eye on the enterprise.

## Scale for Enterprise Deployments

There are many benefits of cloud computing, but the ability to scale resources up or down based on demand is one of the most useful for startups. Scalability gives companies the performance they need, when they need it, to meet the fluctuating demands of their customer's needs, and enable it to take-off and fly if they become the next big thing. Along with flexibility, startups need their cloud to be stable to protect against latency or downtime, which can affect performance for customers and pose a risk to the startup's nascent reputation.

Sauce's Girven agrees that stability and support matter. “Our global enterprise clients expect rock-solid performance from the Sauce platform 24-7. Stability is Oracle's bread and butter and its support team has been passing that invaluable knowledge on to us since day one,” he said.

AptivIO, a New York City-based **startup offering an AI-powered digital sales playbook** for CRM, tested OCI against competitors. “We had downtime and lots of latency on Azure on a pretty regular basis,” cofounder and CEO Guy Mounier said. “With Oracle, we have been pleasantly surprised by the robustness, scalability, and reliability.” The startup processes billions of data points daily for its customers. “We can't afford any latency or downtime,” Mounier explained. “Oracle Cloud gives us the assurance we need to deliver value to our customers and to keep innovating with confidence.”

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“The creation, delivery, and continued success of a vendor-led accelerator is difficult to scale. Oracle combines the solution to a recurring market failure (lack of low-cost cloud for startups) with mentoring and visibility for the startups that would not otherwise be possible.”

— **Naima Camara**  
Senior Research Analyst, IDC

## Meeting the Security Demands of the Enterprise

Security is of the utmost importance today, for businesses of all sizes. Breaches mean bad news for the bottom line and the future of the company. By providing secure, scalable cloud resources, Oracle helps startups level up security and prove their credibility to enterprise customers.

“The Oracle brand stands for trust,” said Mark Ross, founder of GridMarkets, a startup providing cloud rendering and simulations for ‘blockbuster-worthy content’ in San Francisco. “That trust and name recognition was a major reason he chose to partner with Oracle,” he explained.

Francesco Stasi, cofounder of BotSupply agrees. “Oracle Cloud infrastructure is extremely solid, so we can be certain our customer’s data is always safe and private—that’s all taken care of,” he said. Yue Jin Tay, director of Business Development at London-based blockchain startup Circulor, agreed, “When customers start asking questions about what’s under the hood, we can say we’re using Oracle, and it helps demonstrate that our technology is credible and scaleable.”

Ultimately, successful startups can meet their customers’ expectations, using technology that is secure and safe, supported by partnerships that deliver on trust. Startups are finding that Oracle can provide the credibility they couldn’t quite earn on their own as a new brand in their space. In short, the little fish in the big pond are leaning on the big fish that knows its way around. The extra trust gained by using OCI is not only strengthening startups’ current relationships with their customers but opening doors to opportunities with new ones, including multinationals.

“Oracle’s credibility is helping us grow from a technology and customer standpoint,” said Ross. “We can now say GridMarkets is backed by the highly secure and highly robust Oracle Cloud and that’s helping to open even more doors for us across the globe.”

To sell into enterprise customers, startups will need to embrace a customer-centric approach by building security and stability into their core offerings. Larger companies and brands that are household names have extraordinarily high expectations for security and stability, so startups will need to remain hypervigilant in delivering both if they want to win their trust and their business.

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## Maintain A Keen Eye for Partnerships

Oracle's support for startups goes way beyond software. The Oracle for Startups team has a reputation for connecting small companies with big brands, giving them the tools and support to accelerate their growth.

Renata Fernandes, CEO of Aurea Robotics in Brazil, said: "The Oracle for Startups program was fundamental for us to guarantee a structure of excellence for our portfolio projects, bringing stability and better positioning to our customers."

“The Oracle for Startups program is helping innovative, young companies by sharing Oracle's know-how as well as the power of its ecosystem and global footprint. Oracle offers a huge variety of products and services, so it can offer technology and industry expertise in whatever market a startup might be targeting. Oracle also has a huge base of customers around the world, so the Oracle for Startups program can help open doors that startups would have trouble opening on their own.”

— Doug Henschen  
Principal Analyst, Constellation Research

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## Make the Next Move

A high-performance, secure, and stable cloud is not out of reach for startups. Oracle Cloud offers several opportunities for startups to use its products and tap its enterprise expertise, for free.

Amro Shihadah of IDenTV said, “As you scale, it’s crucial you don’t incur costs to move data. **Oracle allows 10 terabytes free** and then goes to a fraction of the costs of AWS, which is huge for a growing startup. You can’t underestimate the storage cost advantage with Oracle.”

Startups that connect with Oracle by joining Oracle for Startups instantly get free cloud credits and a 70% discount on Oracle Cloud products and services for two years. Startups are also able to take advantage of the Oracle Always Free tier of products, which gives young companies free access to invaluable tools, such as Autonomous Database. Partnering with Oracle enables startups to spend less and get more from their cloud with the added bonus of accessing global marketing resources and opportunities to connect with some of Oracle’s 430,000 customers.

Guy Mounier shared his experience with startup AptivIO, “The startup program is delivering incredible value for us. It starts with the **70% discount for two years**, which is a smart equity-free investment in our development, but the value extends beyond that. Oracle Cloud gives us the assurance we need to deliver value to our customers and to keep innovating with confidence.”

By saving costs and time, startups are free to concentrate on what they do best – innovate.

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# Meet the Startups

**AgroScout** (Israel) offers a software solution that enables growers to turn a low-cost commercial drone into a digital agronomist, providing pinpoint detection of disease and pests, thereby protecting crops and increasing yield. It accurately and autonomously monitors, detects, and identifies diseases, pests, and other agronomic problems. Data is uploaded to the cloud and analyzed by AgroScout's deep learning algorithms. Growers can then receive accurately pinpointed locations of disease and pests, crop stress statuses, and treatment recommendations via their computer or mobile device.

**Airfluencers** (Brazil) is a brand's complete platform for finding, analyzing, and managing influencer marketing. Airfluencers maximize influencer marketing results simply and quickly. In addition to having millions of influencer profiles updated daily, Airfluencer's platform includes more than 400 search options to find the perfect influencers to develop a brand social media strategy. Airfluencers are specialists in social listening, content curation, campaign planning, and execution.

**AptivIO** (USA) offers AI-powered and autonomous demand generation, as well as opportunity qualification and risk sensing. The solutions allows customers to detect hidden revenue opportunities and identify which leads are the most likely to convert. Paired with a customer's CRM, AptivIO's Intelligent Market Monitor can boost revenue by 15% to 30% while securing the existing sales pipeline.

**Aurea Robotics** (Brazil) creates tailored automation solutions that work for companies, letting humans do creative work while robots carry out necessary tasks. The result is higher accuracy at a lower cost. Aurea Robotics defy the conventional working model using technology to free-up people's time. Aurea Robotics believe that companies are made of people, and it is their ideas and efforts that generate great results. With artificial intelligence that brings ROI above 80% in the first year, the Rio de Janeiro-based startup is revolutionizing the market with its own 100% Brazilian technology.

# Meet the Founders

**Simcha Shore**  
CEO, AgroScout

**Rodrigo Soriano**  
CEO, Airfluencers

**Guy Mounier**  
CEO, AptivIO

**Renata Fernandes**  
CEO, Aurea Robotics

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**Awini's** (Saudi Arabia) mobile application allows users to quickly and easily move and deliver goods and packages to desired locations anytime and anywhere. The application connects users directly with transport vehicles, no brokers needed. Awini is an electronic platform that allows customers to request different services from the service provider through simple steps on the application using smartphones. Awini is a smart idea to move the goods and not the passengers.

**BotSupply** (Denmark) is a conversational AI company driving next-generation customer engagements and experiences. The platform helps leading brands create engaging, relevant and great customer experiences and products using their bot platform, conversational UX and cutting-edge AI. The Conversational AI Content Management System (CMS) provides all the tools customers need to design, build, launch, and manage bots. The platform is compatible with Oracle Bots Platform, which provides the scalability and security enterprises demand.

**Circulor's** (United Kingdom) mission is traceability of materials in industrial supply chains, including supporting recycling of plastic and e-waste using blockchain and AI. Circulor's vision is to set a new global standard for ethical and sustainable materials. The solution uses a symphony of technologies from best-of-breed sources, plus proprietary applications, to reliably give a commodity an identity and to track supply chain data along the journey from source to consumption.

**DeepZen** (United Kingdom) provides unique voice solutions that create ultra-realistic emotional and expressive human voice offerings with artificial intelligence. DeepZen's technology helps to produce and co-publish audiobooks and other media using AI that synthesizes the human voice to replicate emotions and intonations. DeepZen's solution reduces the cost of production and speeds up the process significantly. They partner with publishers, media outlets, gaming companies, and advertising agencies to provide high-quality voice solutions.

## **Abdulrahman Alsultan**

CEO, Awini

## **Asser Smidt**

CEO, BotSupply

## **Yue Jin Tay**

Director of Business  
Development, Circulor

## **Kerem Sozucecer**

CTO, DeepZen

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**Complete Intelligence** (United States) helps enterprises forecast procurement costs and sales revenue using their own data - along with billions of publicly available data points - within our Artificial Intelligence platform. We help finance, supply chain, and revenue teams by taking the guesswork out of costs, revenues, and market dynamics by revealing opportunities, inflection points, and alternative strategies. We do this by integrating with their ERP, SCM, CRM and corporate platforms with our contextual AI platform.

**IDenTV** (United States) provides leading AI capabilities to create new value in video with advanced computer vision content search and recognition. The Intelligent Video Platform applies AI and machine learning to analyze any type of multimedia content, enriches it with contextual metadata, and allows customers to search, automate workflow and optimize processes for video big data. Serving a huge market opportunity for video big data understanding and deliver data-driven automation and optimization. (United States)

**Kinetica** (United States) is an active analytics platform that helps companies and governments manage the make-or-break shift from using data as a passive asset into using data as an active asset. By leveraging powerful GPUs to process and visualize complex streaming, historical, and location data at scale, and to apply machine learning, Kinetica helps organizations build real-time active analytical applications that react instantly to changing conditions.

**Sauce** (United Kingdom) is a cloud-based video collaboration platform that empowers businesses to create video content with their teams and community globally, powered by smartphones. The Sauce platform makes video production easy, affordable, and authentic by providing a seamless way to gather, review, and edit footage collaboratively.

Acquired by Oracle in June 2020

### **Tony Nash**

CEO, Complete Intelligence

### **Amro Shihadah**

COO, IdenTV

### **Daniel Raskin**

CMO, Kinetica

### **Jonathan Girven**

CTO, Sauce

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# Join the startups who are scaling with Oracle.

## If you are

- A startup of any size
- In the B2B or B2C technology space
- Targeting a large addressable market

## And you want

- Enterprise scale
- Secure, value priced cloud
- Access to global customers

## Then you should

- Sign up at [oracle.com/startup](https://oracle.com/startup)
- Receive free cloud credits and a 70% discount
- Start scaling!

## Join now.

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