





SaaStr
BUILD

Our Top 5 Mistakes in Scaling

If we were building monday.com again, here are 5 key things we'd do again & 5 things we'd do differently...



Roy Mann

Co-Founder & Co-CEO



Eran Zinman

Co-Founder & Co-CEO



Housekeeping Notes

- Most of you are viewing this session from our event platform, which we hope you are enjoying! To submit a question to the speaker - you can use the “Question” feature positioned on the right rail of your screen
- If you’d like to be on directly with the speaker, click the **join us on stage button** (found below the player) -- we’ll take questions at the end
- Interactive, 20 or 50 minute session. We encourage you to keep your cameras on, and audio muted
- These sessions will be recorded and available post event

Meet the monday.com Work OS



Teams & orgs of
2 – 5,000



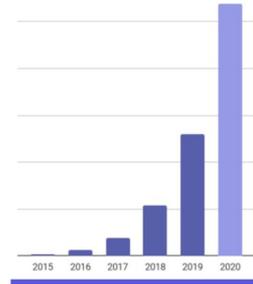
190+ countries
13 languages



200+
industries



Organizations of
tech & non-tech



Land & expand

中文 Español
Português русский
Deutsch
Français 한국어

Marketing HR CRM

Software Development

Construction Real Estate

70%
non - tech

Revenue growth

monday.com democratizes the power of software so organizations can easily build applications and work management processes to fit their needs.



we serve more than
110,000 customers



+650 employees



Tel Aviv



NYC



London



Sydney



San Francisco



Miami





**Here are 5 things
we'd do again...**

01

Measure our key metrics from day one.

The answers are in the numbers.



*This screenshot is taken from a video published on March 29, 2018.

02

Build together.

Transparency leads
to ownership.



03

Move fast.

Iterate until you get it right.

04

You have to constantly change.

Growing fast is
fueled by agility.



05

Don't default to what others say or do.

Drill down on the advice and make no assumptions.



**Here are 5 things
we'd do differently...**

01

Don't only focus on what's going on with our company...

But also on what other players are
doing around us.

02

The areas of the company you're most passionate about...

Might be where you're digging the
biggest hole.

03

Just because you have leadership...

Doesn't mean you have a leadership team.



04

Try new things...

Instead of doubling down on what you know that works.



05

**As you scale, maintain
a culture of constant
feedback.**

It's essential.

Here are 5 things we'd do again...

Measure our key metrics from day one.

Build together.

Move fast.

Be open to change when it just isn't working anymore.

Don't default to what others say or do.

Here are 5 things we'd do differently...

Don't only focus on what's going on with our company...

The areas of the company you're most passionate about...

Just because you have leadership...

Try new things...

As you scale, maintain a culture of constant feedback.

THANK YOU



**SaaSr
BUILD**
