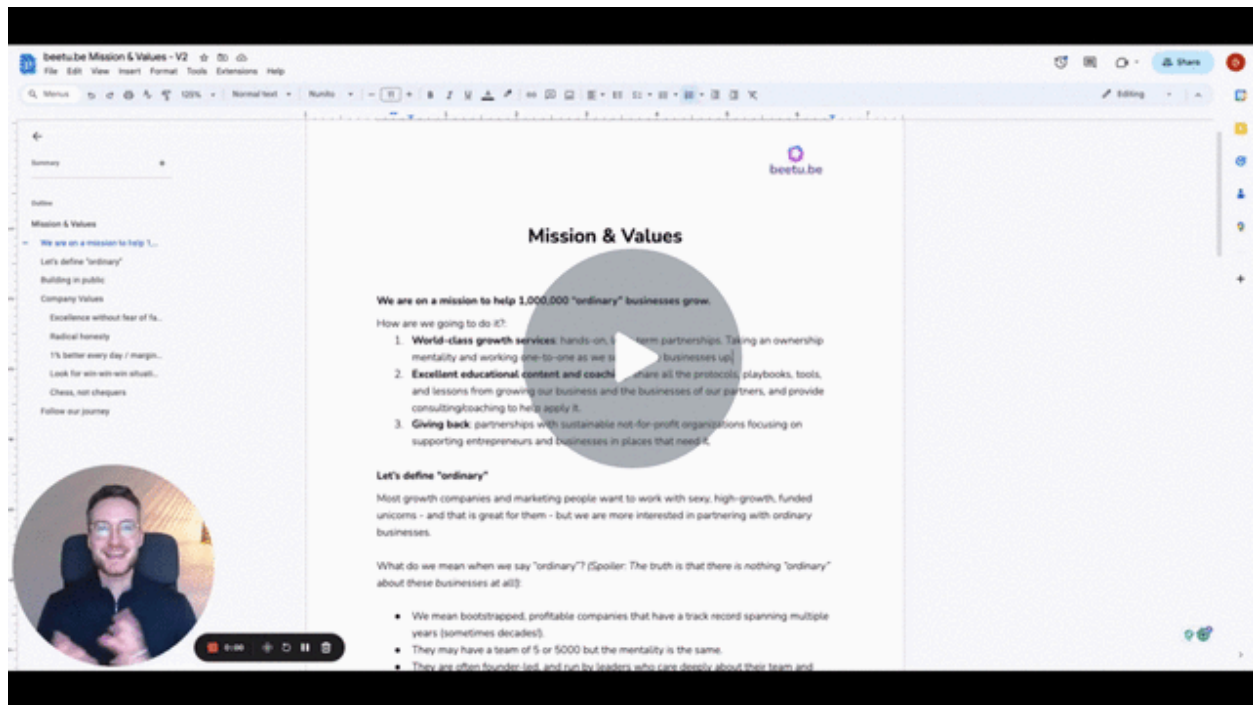


Mission & Values

beetu.be | Mission & Values | Oct 2023 - Watch Video



We are on a mission to help 1,000,000 “ordinary” businesses grow.

How are we going to do it?:

1. **World-class growth services:** hands-on, long-term partnerships. Taking an ownership mentality and working one-to-one as we scale these businesses up.
2. **Excellent educational content and coaching:** share all the protocols, playbooks, tools, and lessons from growing our business and the businesses of our partners, and provide consulting/coaching to help apply it.
3. **Giving back:** partnerships with sustainable not-for-profit organizations focusing on supporting entrepreneurs and businesses in places that need it.

Let's define "ordinary"

Most growth companies and marketing people want to work with sexy, high-growth, funded unicorns - and that is great for them - but we are more interested in partnering with *ordinary* businesses.

What do we mean when we say "ordinary"? (*Spoiler: The truth is that there is nothing "ordinary" about these businesses at all!*):

- We mean bootstrapped, profitable companies that have a track record spanning multiple years (sometimes decades!).
- They may have a team of 5 or 5000 but the mentality is the same.
- They are often founder-led, and run by leaders who care deeply about their team and their customers.
- They may not want to "be the next Uber" or take over the world but have been quietly serving their communities for many years.
- Often, they are in "normal" industries like financial services, HR/payroll, education, design, real estate, legal, or software and IT services.
- They have seen good times and bad times and have probably gone through more than one market cycle.

Many of these businesses want to grow, but they want to grow in the right way. It's not "growth at all costs". It's sustainable, profitable growth. Working with the right customers and branding themselves in a way that is true to their culture.

These are the types of businesses that we are passionate about partnering with and we believe we can really help.

Building in public

We are building our business in public. Sharing the numbers, lessons, highs, and lows. We intend to be *shockingly* transparent.

This includes publicly sharing our numbers as well as the methods we are using to grow our business and the businesses of our partners, but also the lessons we are learning about running a progressive, remote-first company.

We are passionate about running a modern organisation that pushes the boundaries of what is deemed “normal” when it comes to work and would like to share these lessons with the world. Not to finger-point or tell people how they should do it but in the hope that we can add our voice to the conversation in a productive and positive way. Work is a big part of all of our lives and perhaps we can help to inspire some positive questions or conversations about *how* we go about work in our culture.

Company Values

Excellence without fear of failure

You don't have to be the finished article right away but we're committed to excellence as a team. It just means we care about doing things well, no matter the size of the task at hand. How you do *anything* is how you do *everything*.

Radical honesty

To ourselves, our teammates, our partners, and the world.

1% better every day / marginal gains

We're committed to continuous improvement in our personal and professional lives.

Look for win-win-win situations

In order for you to win, it doesn't mean that someone else needs to lose. Zero-sum games are for losers, but it takes someone of skill to find win-win situations. We actively seek out solutions that create win-win-win's for everyone involved!

Chess, not chequers

We approach decisions with a long-term mindset, always thinking of the third, fourth, and fifth-order consequences. In a world of quick wins and instant gratification, we know that a long-term view will always win in the end.

Follow our journey

We invite you to follow our journey:

- Check out our [Website](#)
- Watch free content on our [YouTube](#)
- Follow our founder on [LinkedIn](#)