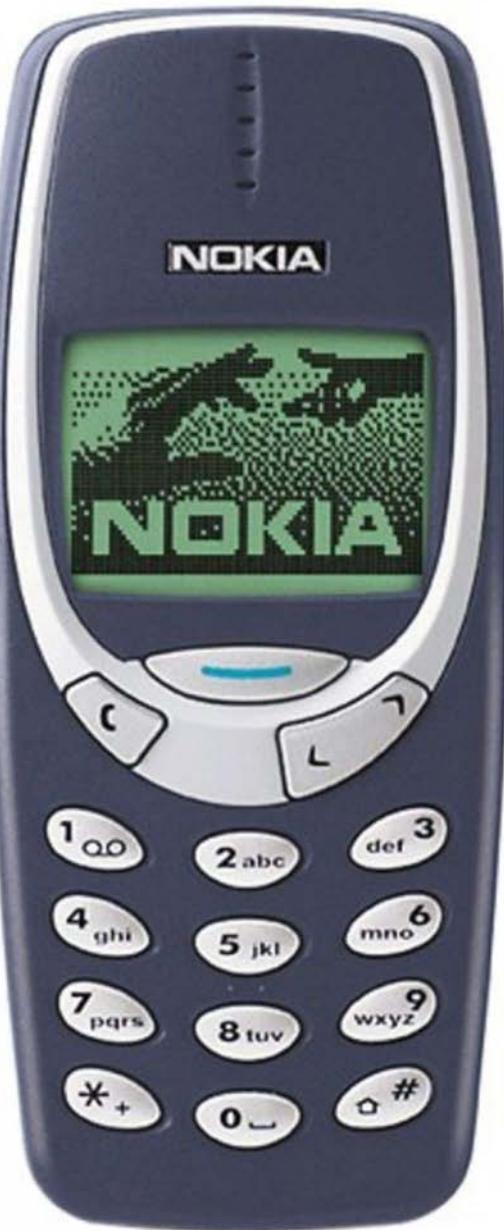


# Scaling at the Speed of SMS

**Luka Babic**  
Head of People Ops  
Infobip





10:34

13

messages

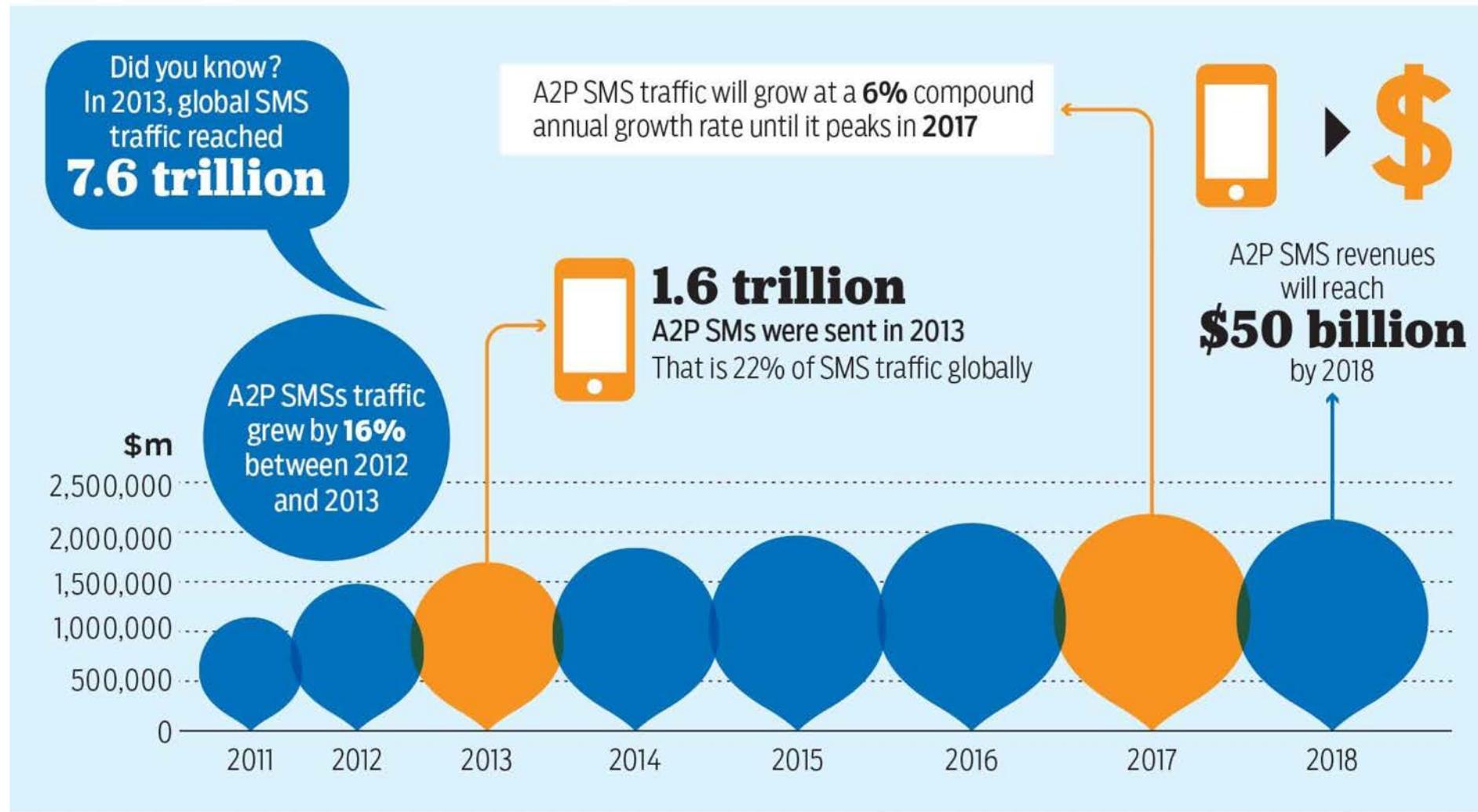
Received

0

Read

## How big is the A2P market?

- It's growing, and will for the next four years

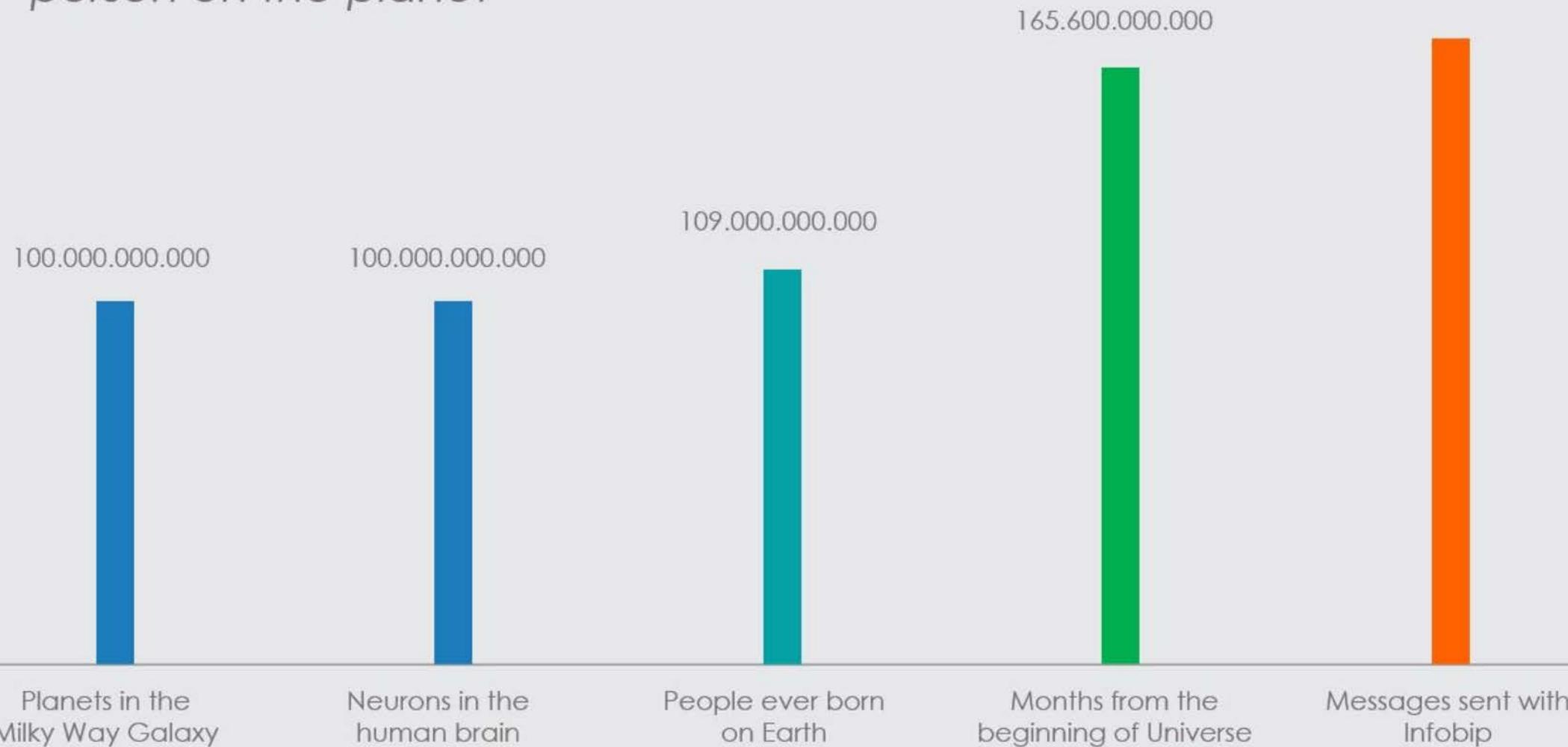


Source: Statista

©Gulf News

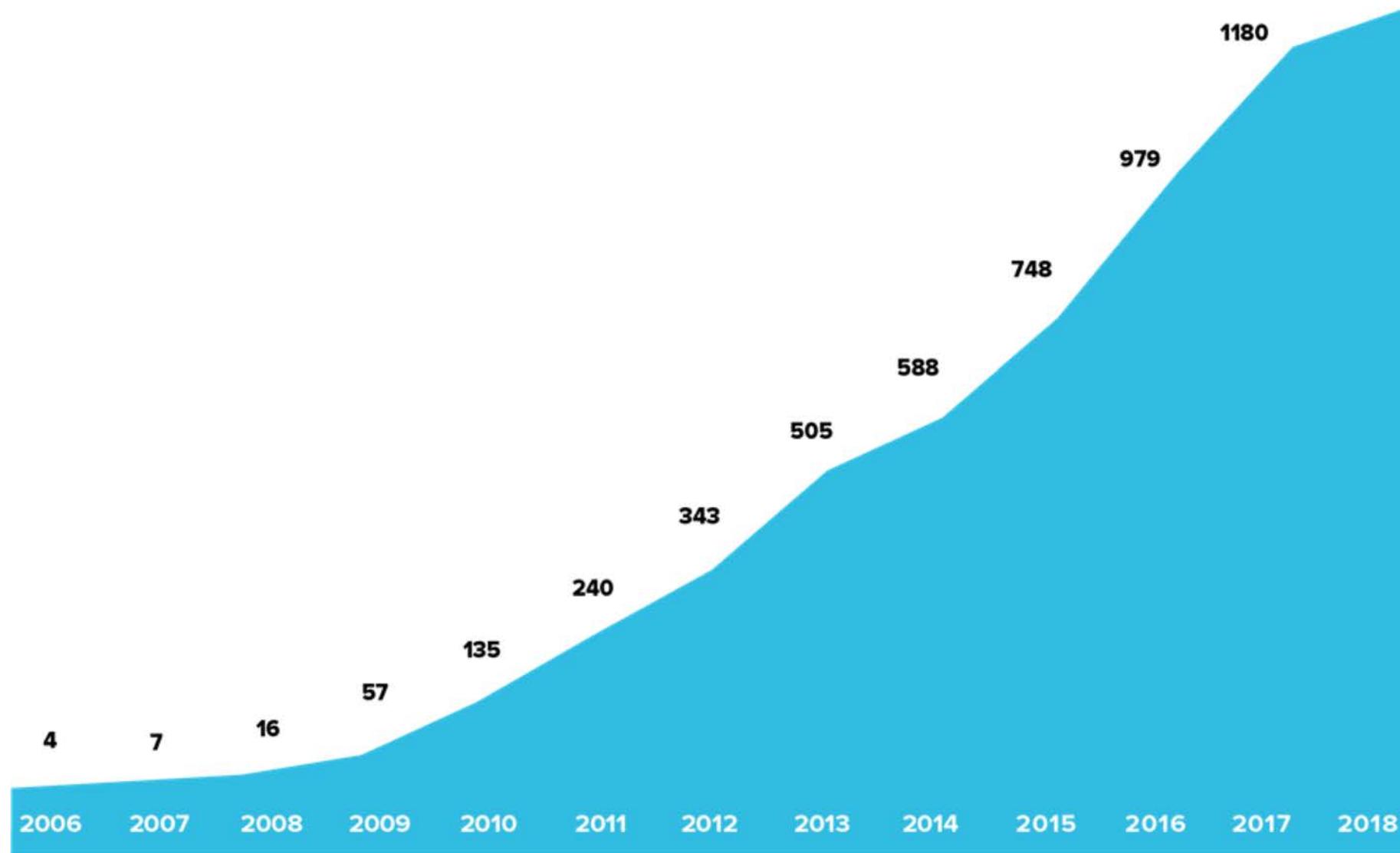
A2P SMS market size today is \$60 billion.

Goal to “touch” every person on the planet



# BIPPERS

**1283**



The only thing that is constant is change

— The Guru of Agile, Heraclitus



# Act as an **Intrapreneur**

# Intrapreneurship

From Wikipedia, the free encyclopedia



This article may be  
to the overall struct

Intrapreneurship is the act of behaving like an [entrepreneur](#) within an organization, using innovation approaches, as well as the reward and recognition of such behaviors.

## Dictionary

Enter a word, e.g. 'pie'

## intrapreneur

/ɪntrəprə'nrəʊ/

*noun*

a manager within a company who pro

Translations, word orig

## Dictionary

pie



pie<sup>1</sup>

/pʌɪ/

*noun*

noun: pie; plural noun: pies

a baked dish of fruit, or meat and vegetables, typically with a top and base of pastry.

"a meat pie"

*synonyms:* pastry, tart, tartlet, quiche, pasty, patty, turnover

## Origin

ENGLISH

ple → pie

*Middle English*

Middle English: probably the same word as pie<sup>2</sup>, the various combinations of ingredients being compared to objects randomly collected by a magpie.

pie<sup>2</sup>

/pʌɪ/

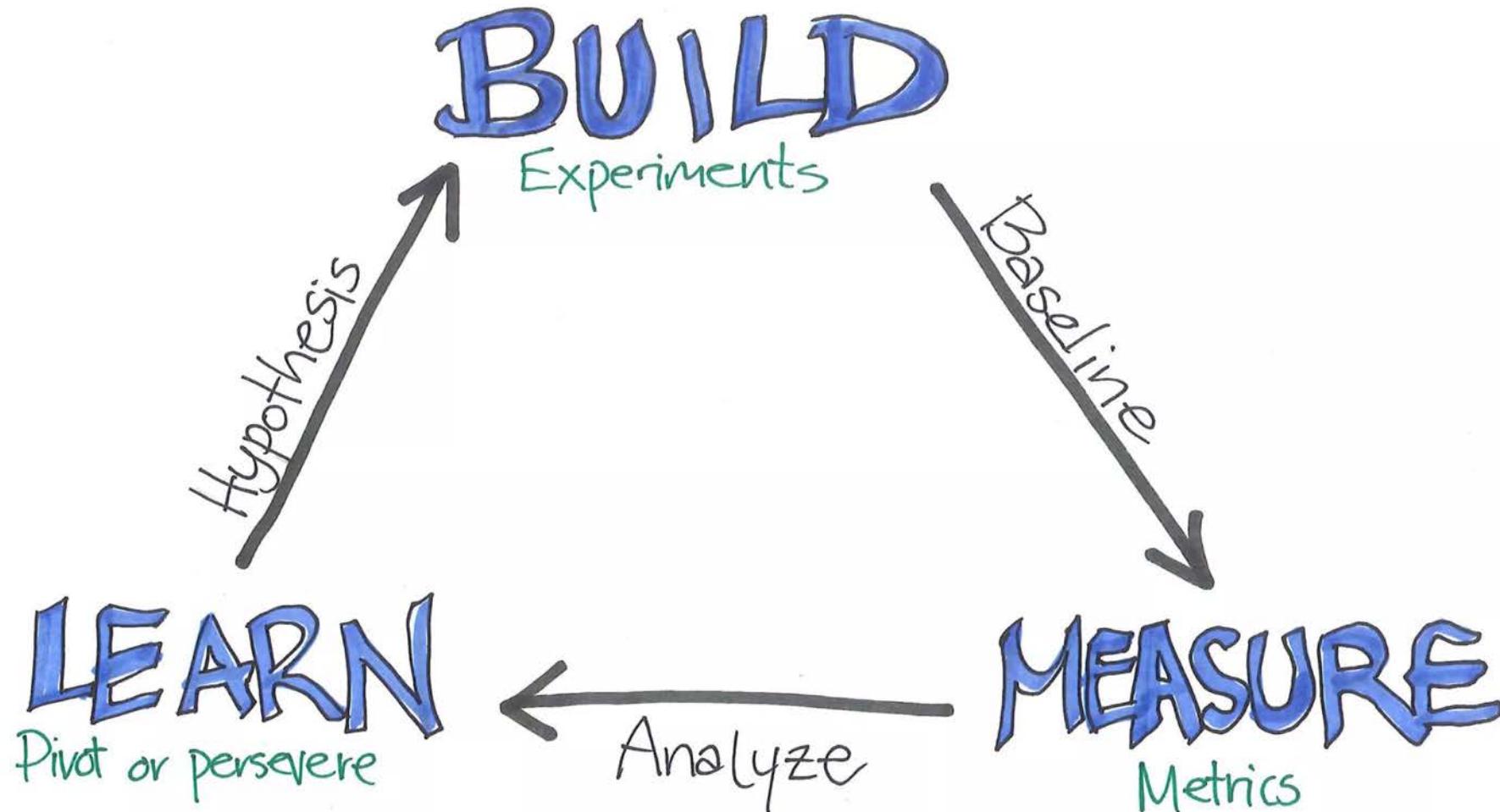
*noun*

noun: pie; plural noun: pies

used in names of birds that resemble the magpie, especially in having black-and-white plumage, e.g. tree pie.

to make improvements

management style that integrates risk-taking and



# Understand Your **Customers**

A photograph of a man with short brown hair, wearing a white t-shirt. He is holding a large, raw, marbled piece of meat, possibly a steak, in his right hand, which is partially visible. He is looking directly at the camera with a neutral expression. The background is a plain, light color.

**STAKEHOLDER!**

# Understand Your **Customers' Customers**





# Align Your **Customer Value Proposition** and **Employee Value Proposition**



Let's Connect!