



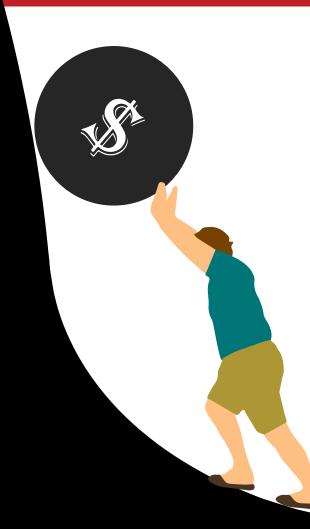
Helping SMEs build Sustainable Growth Capability Internally



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### **EXECUTIVE SUMMARY**



### **Objectives**

- To take SMEs towards a journey of efficiency, productivity and profitability.
- To be able to identify problems and provide root cause analysis and solutions for most painful and immediate business challenges
- Will introduce SMEs to best practices, business concepts, toolkits and frameworks that can be directly implied to their businesses.

#### Criteria for selection

All SMEs who are in the range of 10 – 80 Cr will be evaluated

#### What SME needs to do

- Undergo a detailed discovery with Wadhwani Transformation team and provide information as needed (first discussion with senior management)
- Commitment for the program share information guarded by a non disclosure agreement
- Signup on our digital platform to monitor their own progress and access resources

### Additional gains

- Extended Support from Wadhwani Transformation team for PMO and Governance for 12 weeks
- Lifetime access to Wadhwani's digital platform for SMEs a knowledge hub

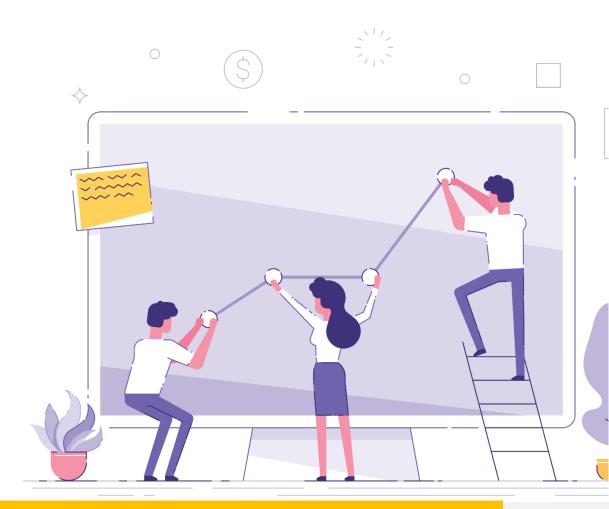
### ABOUT THE PROGRAMME



### Stabilize, Optimize & Scale Your Business

- 12-week program focused on business growth
- In-depth Business Discovery by WF Consultants
- Root cause analysis of pressing business challenges
- Available to small businesses in India with a passion and commitment to Adapt, Grow and Scale
- 20 weeks of extended PMO support by WF Team

An outcome-oriented program that helps MSMEs overcome immediate challenges and be GROWTH ready for the future



GROWTH | PROFITS | FUTURE-READINESS



### WHO SHOULD APPLY?



SMEs with a revenue of INR 10 Cr - 80 Cr in the most recent fiscal year



SMEs with at least 25 employees



Signup on our digital platform and access resources



Deeply committed to business transformation – ready to share key business info under a Non Disclosure Agreement



### WHY SHOULD YOU APPLY:



### GAIN FROM THE WADHWANI FOUNDATION ECOSYSTEM

ACCESS TO A
GLOBAL COMMUNITY
OF ENTREPRENEURS





ACCESS TO BEST PRACTICES IN BUSINESS AND SUPPORT BY WF CONSULTANTS

ACCESS TO THE FOUNDATION'S NETWORK IN 25+
EMERGING ECONOMIES



LIFE-LONG SUPPORT
THROUGH THE
PROPRIETARY
PLATFORM

### PROGRAM FLOW



# APPLICATIONS: BY GROWTH ORIENTED MSMEs





Filtering &
Selecting Cohort Members
(Online application form)





360 degree business discovery (data sharing by SMEs)



1:1 discovery sessions with WF consultants

Root cause analysis

**Problem Solving** 

**Business Networking** 



Transformation Plan

**Execution Support** 

### "GENIE": AI-EMPOWERED 3600 SUPPORT PLATFORM



### **GENIE 360° Support Platform**

**SME** growth journey starts here

### **GENIE** based **Growth Discovery** Tool

We will review your:

- · Orders, sales, customers
- · Cash flow, profitability
- Operations
- Workforce

### PEER NETWORKING

Topics of Interest

**CHECK-INS** 

**Progress Review** 

**Expert Advice** 

#### **SME** will receive

- a) Growth Discovery Report
- b) Transformation Plan
- c) Access to GENIE 360° Support

#### **INDUSTRY INFORMATION**

- Macro/Industry Trends
- **Financial Benchmarks**



#### **MARKET ACCESS AND EXPERT NETWORKS**

- Market Access Network
- Online Curated and Rated Mentors, Experts
- · Online Peer Networks

#### **CASE STUDIES**

- Discovery and **Transformation Case** Study
- Expert Videos

#### **QUICK TRAINING FOR SME**

- Program Approach
- Methods
- Capacity Building

### WORKSHOPS

- Advanced topics, Digital, Innovation etc.
- Longer workshops
- Co-branded with **Partners**

#### WEBCASTS

- Industry Specific
- **Functional**
- Regional

### **PARTNER**

### SME JOURNEY BEGINS WITH OUR GROWTH DISCOVERY TOOL



#### **OVERVIEW**

**SCOPE** 

The **GENIE Growth Discovery Tool** embodies a structured approach to:

- Assessing SME's current business and developing insights
- Identifying growth initiatives to put the SME on a 5X to 10X growth path

#### WHAT WE DO

Use Growth Discovery Tool to analyze key performance indicators from data collected from SMEs:

- Orders, Revenues and Customers
- Cash Flow, Profitability, etc.
- Operations
- Workforce

Train SMEs and their direct reports in using the tool and help them build the growth capability. We offer webcasts, market access and expert networking sessions, partner workshops

#### WHAT SUPPORT WE NEED FROM SMES

- Share their experience, journey and data that helps us perform their growth discovery and transformation plan
- · Formalize jointly agreed joint transformation team
- Leverage our capabilities, program structure, process and Genie 360<sup>0</sup> technology platform
- Devote the required time to transform their company and help us build case studies of success
- Be the active member of our community and network of SME ecosystem

## **SALIENT FEATURES**

- Guides to help you build growth capabilities on your own
- Dashboards to track business performance and achieve results
- Certification once SME has built internal capability in the identified areas

#### WHAT WE DELIVER AND YOU GET

- Business Monitoring Dashboard
- Growth Discovery Report to help you grow 5X-10X
  - Business assessment
  - Insights based on trends and benchmarks
- Transformation Plan
  - Initiatives with a detailed execution plan
  - Priorities, Milestones and KPIs
- Certificate at the end of first transformation
  - Assessment of your readiness to know how to build/ buy capabilities to grow 5X-10X, on your own without external help
- On-going support in maintaining your certificate
  - Query resolution through help desk
  - · Continuous support on 'Genie'

### WHAT'S UNIQUE ABOUT THE GROWTH DISCOVERY TOOL



### **Unique Benefits**

- ~300 human years of subject matter experience: Deep expertise in industries, functions with WA leaders and transformation teams
- Focused on 'Growth' and related goals of the capability development in revenue, operations, finance and workforce
- Critical 25 Key Performance Indicators (KPIs) Lensed and Researched for monitoring and governance
- 'Data' and not 'opinion' led: Our data experts have automated logic supporting the 360° scan and readiness of your business to achieve hyper growth in revenue, expected to be Artificial Intelligence (AI) enabled, not only making scans and assessing the current status but also having predictive value
- Industry benchmarked, not just based on the past trends and expectations, showing you relative competitive position with an 'outside in' view
- Industrial strength 5 degree growth discovery assessment, passing 10 rigorous logical consistency tests: These 10 tests are: 1. Stand alone (for a given KPI), 2. portfolio (between KPIs) 3. vertical (within the levels of the KPI logic tree), 4. horizontal/ temporal (longitudinal or across quarters, segmented into the past, now, future, pre post COVID), 5. causal 6. correlational, 7. hypothesis building 8. absolute and relative to benchmarks, 9. scenario based 10. Action prompting
- Market tested with Subject Matter Experts and SMEs: Experience of 1000 SMEs in India and LATAM, tool built with the help of inputs from SMEs and subject matter experts
- Dynamic, continually developed, not static and old: New release every month, updating the information, benchmarks and Al
- Easy to use: Automated Excel easy to use file and expected to be on our AI enabled Genie Web and Mobile Platform, soon with great UX/ UI
- **Empowering:** Just not discovers your readiness to solve your growth problem, but also trains you and your people to solve one, helps you earn a 'Wadhwani Certificate' of preparedness to solve your growth transformation challenges

### PROGRAM STRUCTURE



12 Weeks 4 Weeks 8 Weeks **Business Growth Discovery Ongoing Support** Business Transformation **Application and** Selection Onboarding **PMO Support** Discovery Planning Execution **Business Health Check** Integrated Plan **Execution of the prioritized transformation plan** WA Team in partnership Selection **Registration and PMO Support: KPI Dashboards:** of 20-30 with 360° Support from WF Consultants with ACMA roll out the • KPIs **Data Sourcing**  Query resolution SMEs for Revenue, Finance, Transformation communication for the Selected SMEs Periodic connects the first Plan programme and invite register on the WA Operations, Workforce Quick Wins applications via an online batch digital platform · A business discovery Analysis form Potential Solutions tool is shared with Application ———— Selection SMEs to collect Quick Wins relevant information and data **Discovery Report & Integrated Transformation Plan Outcomes Benefits** Discovery report that provides dashboards, KPI, and insights on key business functions like Finance, Customers, Revenue, • 1 on 1 consultation and check ins with SMEs every week Assigning two dedicated consultants to each SMEs for etc. Prioritized Transformation Plan support o For key business challenges identified • Connects with external advisors on a need basis • Support in finding experts for implementation of identified With a detailed root cause analysis of each problem statement solutions o A 3-6 month plan with regular follow up

o Connect with experts on an as-is basis

### A few of our partners



### Experienced industry professionals will train the Cohort members

### Our Sourcing partnerships with banks, non-banking financial institutions

















#### Our partnership with governments





### Our partnership with associations for both Sourcing and Implementation











#### Our partnership with platforms on sharing knowledge











#### Our partnerships consulting/advisory firms, gig-platforms











































BENDD/T







## Wadhwani Foundtion is a not-for-profit organization dedicated to creating sustainable impact for the society

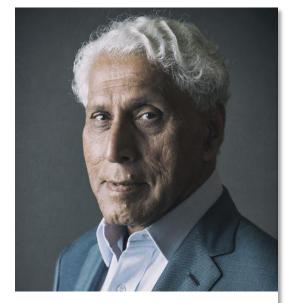


### **About us**

- Founded in 2000, Wadhwani Foundation is a notfor-profit with the primary mission of accelerating economic development in emerging economies by driving large-scale job creation through entrepreneurship, innovation and skills development.
- Today, the Foundation is scaling impact in 25 countries across Asia, Africa, and Latin America through various Initiatives

"The economic greatness of a country is fueled by the strength and vitality of its entrepreneurs"

> - Dr. Romesh Wadhwani Founder and Chairman, Wadhwani Foundation



### Wadhwani Foundation's Initiatives Driving Economic and Job Growth in Emerging Economies



Wadhwani Advantage-Sahayata



Wadhwani Entrepreneur



Wadhwani Opportunity



Wadhwani Innovate



Wadhwani Al

a partner program

Wadhwani Catalyst

Wadhwani Technology Platform

Wadhwani Global University

Wadhwani Market Research and Policy



## THANK YOU

Contact us:

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