WADHWANI FOUNDATION



PLAYBOOK

Growth Discovery Bootcamp

A practical guide to discovering your growth direction, testing whether growth is balanced, and choosing one primary growth initiative. Developed from the Wadhwani Foundation Growth Discovery Bootcamp, led by Senior Advisor Ajay Batra.

THE GROWTH CLARITY GAP

Most founders in the room already carried a growth idea, and some carried three or four. What they lacked was clarity: which idea matters most, which can wait, and whether the business can carry it. The session treated discovery as choosing a direction, not as writing a full business plan in 90 minutes.

Source: Wadhwani Foundation Growth Discovery Bootcamp, led by Senior Advisor Ajay Batra

OBJECTIVE OF THIS BOOTCAMP

This Playbook helps you decide where your growth should come from and which direction to pursue first. You will examine why customers choose you, the challenges and shifts around your business, three growth triggers, balanced growth, and the main growth waves: domestic expansion, new territories and new customer segments. The linked resources convert this into one primary growth initiative with defined success, obstacles and support needed.

WHAT THIS PLAYBOOK COVERS

For your business

- Clarify why growth matters now and where it can come from
- Test why customers really choose and return to you
- Read the challenges and shifts shaping your industry
- Judge growth by balance, not by size alone
- Choose one primary growth direction and define success

Explore the full session, business challenges, readiness situations, tools and takeaways:

Watch the Complete Bootcamp Session	Business Challenges & Expert Guidance	Case Studies Covered	Growth Readiness & Action Guide	Tool_Growth Discovery Workbook	Final SMB Takeaways
Click to see	Click to access	Click to access	Click to access	Click to access	Click to access

Source: Wadhwani Foundation Growth Discovery Bootcamp, conducted by Senior Advisor Ajay Batra on [SESSION DATE].