WADHWANI FOUNDATION

PLAYBOOK

Growth Discovery Bootcamp



A practical guide to stepping back, understanding why and where you want to grow, and choosing one primary growth direction. Developed from the Wadhwani Foundation Growth Discovery Bootcamp, led by Senior Advisor Ajay Batra.

THE CLARITY GAP

Before sales, marketing, operations or exports, the session asked founders to step back: where is the business headed, and why? Founders came with one idea, two or three, or none. The aim was clarity on direction. It was not a finished plan, which comes later in the program.

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 why. You will reflect on yourself, your customers, your competition and your environment, learn from three company stories, test whether growth is wholesome, and weigh domestic expansion, exports and new customer segments. The linked resources help you pick one primary growth direction, and shape the founder skills it needs.

WHAT THIS PLAYBOOK COVERS

For your business

- Connect your growth idea to why you want to grow
- Build on what you know: yourself, customers and capabilities
- Read the challenges and shifts in your industry
- Judge growth by quality as well as numbers
- Choose one primary direction and invest in yourself as founder

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