

United Kingdom

## BUSINESS DEVELOPMENT SOFTWARE OF THE YEAR

### Growth Predictor

Based in the UK – but with origins in South Africa – Growth Predictor is a technology company specialising in future performance diagnostics. Led by its Founder and CEO, James Raath, the specialist’s innovative product helps companies take a detailed look into the future and measure the rapidly changing expectations of customers and their ability to keep pace with evolving markets around the globe. The company’s creation is named Growth Predictor Score, and it predicts the growth rate, future revenue, and business risk of a company six to 18 months in advance through two core measures. Firstly, the sustainability of its current revenue is scored based on external market intelligence from customers on the company’s ability to keep pace with their changing needs and expectations. Secondly, Growth Predictor Score measures a company’s capability to generate future revenue based on an internal measure of its combined ability to adapt, innovate, and execute new relevant value. This is also an AI compatibility test.



**GROWTH PREDICTOR HAS ENABLED BUSINESSES TO ACCURATELY ASSESS THEIR FUTURE PERFORMANCE – EMPOWERING THEM WITH KNOWLEDGE THAT WILL BOOST THEIR VALUE.**

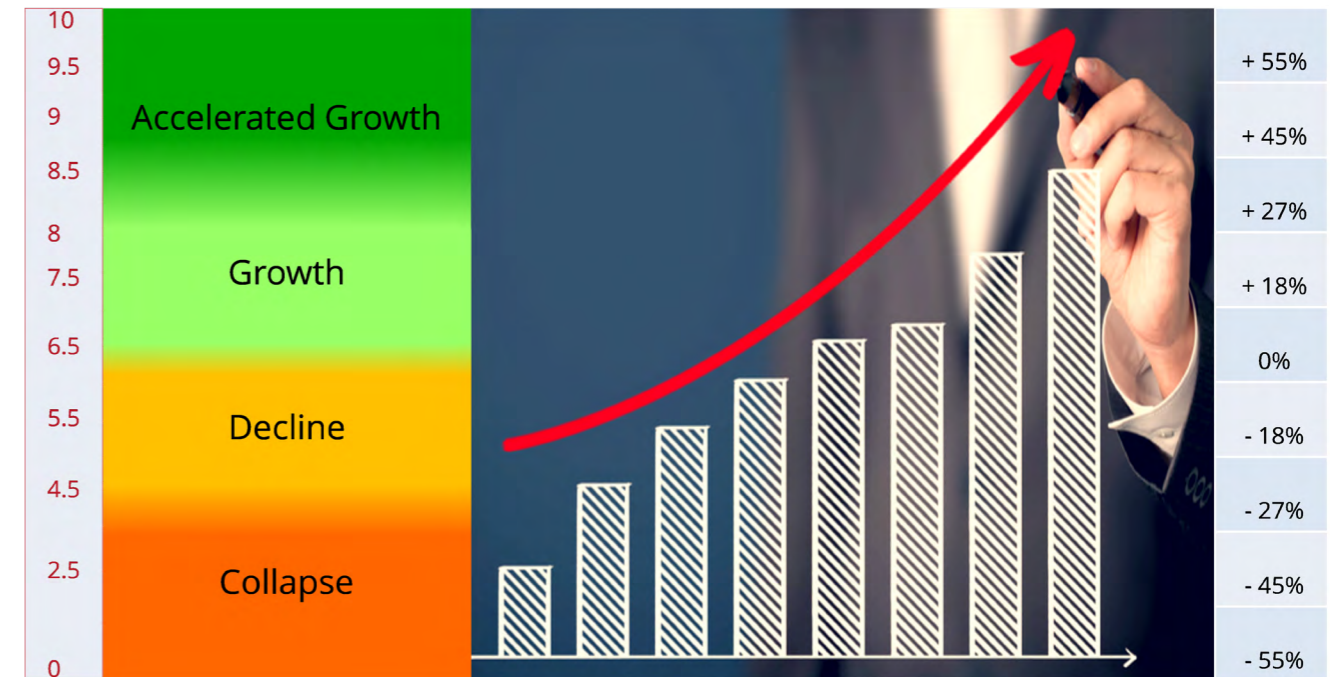
Growth Predictor was established in 2016, and its creation stemmed from the increased risks that businesses are exposed to in today’s rapidly changing markets. This change has accelerated the expiration of products and services, exposing an estimated 85% of B2B companies to larger risks. This is because they are unsure whether their capabilities are keeping pace with the rapidly changing expectations of their customers, and what the impact of this will be on their revenue in the future. Without this data, a company’s strategic plans and financial projections are at genuine risk and their ability to raise funds from investors becomes much more challenging.

The Growth Predictor score is offered alongside predictive analytics containing in-depth and specific insights. It outlines ways in which the business can alter its predicted outcomes by taking quick and decisive action in lifting customer expectations, and improving its innovative ability to pursue new opportunities. Growth Predictor’s technology ultimately empowers businesses to increase their performance within the innovation economy, showcasing their value to banks and investors which will enable them to stimulate their growth and market-share in the long-term. The innovative platform offers decisive, new data to outline revenue risks and opportunities now and in the future.

A company’s B2B customer ratings are collated into one score, which is split over four different categories. Those who offer the lowest scores are in Range Band 4, meaning those customers don’t feel as though there is any value to continuing a business relationship. At the opposite end of the spectrum, Range Band 1 is home to the highest scores – where customers have strong expectations. Here, they expect the business to offer value long into the future that can’t be matched by competitors, indicating that new revenue opportunities should soon present themselves.

## Growth Predictor Score

Predicts a company’s Future Revenue by measuring how it Features in Customers’ Growth Plans



Growth Predictor Scores are delivered in a detailed report, which also features analysis of the company’s current revenue sustainability, and business risk. In these areas, the report outlines their average score in comparison to sector competitors, their customer’s expectations, and new targets to aim for.

This innovative technology is the perfect tool for senior business leaders and professionals across a number of sectors. From CEOs and Partners, to consultants, the Growth Predictor Score can help shape your current and future strategy, or offer a strong commercial basis from which to distribute your services to clients. Those in the business of merger and acquisition advisement can use the technology to thoroughly assess a company’s growth credentials, and offers the analytical basis for advice that could help their client’s boost their value. Private equity firms who desire solid company data before making an investment can vastly reduce the risk attached to these financial decisions by predicting and certifying any future risks. A number of financial service corporations have taken advantage of Growth Predictor’s tool, and the technology has been used by WesBank, First National Bank, Toyota Financial Services, and many more.

The judging panel was particularly impressed by the innovative software that the company has developed, which features highly-developed algorithms and is backed by a breadth of

corporate experience. Growth Predictor’s software has been in development by James Raath for more than two decades, and has been fine-tuned to generate the in-depth analytical data that it offers companies across the world today. With the economic landscape shaped so unpredictably today, the Growth Predictor Score and its analysis adds clarity to the situation, helping businesses navigate their sector with renewed confidence. Customers are at the core, with their expectations creating a platform from which Growth Predictor’s team can craft a strategy that ensures businesses can showcase their value effectively.

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