

STAYING AHEAD IN A RAPIDLY CHANGING AND CHALLENGING BUSINESS WORLD

HOW GROWTH PREDICTOR CAN OPTIMISE YOUR STRATEGY



An interview with

JAMES RAATH FOUNDER AND CEO OF GROWTH PREDICTOR

In a world where markets change so rapidly, making an ambitious financial decision for your business has become riskier than ever – but Growth Predictor is changing that. An innovator in the fintech industry, the UK-based technology company specialises in analysing future performance – identifying risks and opportunities before they are even visible. Growth Predictor’s Founder and CEO is James Raath, whose entrepreneurial background has seen him transform large organisations by building high-growth mentalities in their leaders and teams.

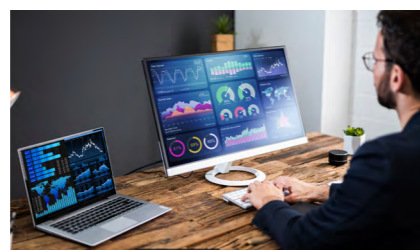
After garnering such success, James reverse engineered his unique process that linked revenue gains directly to entrepreneurial ability and engagement, developing technology that predicts a business’ future revenue by measuring its innovation and growth credentials. The forward-thinking CEO aims to establish the Growth Predictor Score as the benchmark for predicting and certifying the future revenue of companies in the innovation economy. We spoke to James to find out how this cutting-edge technology works, its unique methodology, and why growth rates should be a core part of any businesses long-term strategy.

What is Growth Predictor and how does it work?

Growth Predictor is technology that produces predictive data for businesses to give them early visibility into risks and opportunities specific to their business, that they can’t yet see, but will impact future results. Predictive data in the context of rapid change brings clarity on risks to be averted and opportunities to pursue.

Part 1 measures Sustainability of Current Revenue based on new market intelligence from a business’s customers on its ability to keep pace with their changing needs and expectations.

Part 2 measures Capability to Generate Future Revenue based on the collective ability of the leaders and teams in a business to adapt, innovate, and execute new relevant value.



The combination of this new data provides a reliable future perspective that reflects a business’s strategic effectiveness and future value.

What methodology does Growth Predictor use to achieve its outcomes?

In Part 1, companies use Growth Predictor technology to ask customers to rate their expectations of them as an innovative problem solver. This single criterion measures the value customers place on a company’s

solution in the context of the pace of change the customer is experiencing in their business, and the likelihood that they will retain the business as a supplier into the future. This gets to the core of a business’s ongoing relevance to its customers, and from this data algorithms calculate the sustainability of current revenue.

In Part 2, all employees in a business complete a confidential questionnaire that analyses their ability to adapt, contribute to innovation, and execute new value. This confidential analysis of their entrepreneurial mindset forms the basis of their willingness and ability to contribute new value to the business, which will ultimately help avoid the threat of AI to their job security. Algorithms calculate the ability within a business to generate future revenue. A company’s Growth Predictor Score combines parts 1 and 2 to predict growth rate, future revenue, and business risk.



How does the use of predictive analytics offer continuous updates?

Businesses using Growth Predictor are able to continually update their data to ensure its relevance is maintained. They can invite any customer at any time to update their score, and any team in a business can update their growth capability at any time. The Growth Predictor Score and its supporting data is updated in real-time and results are displayed on all user dashboards, where all employees and teams can see how well they, and the business, is keeping pace with customer expectations. This ensures that every person and team in a business is aware of their contribution to the growth of the business.

What companies can benefit most from using Growth Predictor?

Growth Predictor is applicable to any size of B2B business in any sector. It is also applicable to a business at any stage of its growth. The need for predictive data and its application is made clear when considering the pace of change and how quickly products and services become obsolete. Growth Predictor also offers a solution to M&A businesses to lift the transaction rate and value of deals by rapidly filtering and identifying growth companies. Its ability to predict and certify future revenue helps to de-risk investments.

Banks can benefit by introducing the technology to business clients to de-risk their loan book. Growth Predictor Data unpacks the unique actionable insights behind a company’s Growth Predictor Score needed to avert risk and lift revenue.

Why should businesses factor their growth rate, future revenue, and business risk into their long-term strategy?

In the context of innovation and rapid change, the success of a company’s long-term strategy is determined by how quickly and effectively adjustments can be made to keep the business aligned to the changing realities of the market they operate in.

A company’s Growth Predictor Score measures the strategic effectiveness of a business by predicting its growth rate, future revenue, and business risk. This early insight generated by updated predictive data, allows adjustments to be made to avert risk and maximise opportunity.

In addition, because funding qualifications required by banks and investors are becoming more stringent, businesses need a method of demonstrating their innovation and growth credentials to support their revenue projections. The Growth Predictor Score does this.

To what extent does the rapid pace of innovation put companies at increased risk?

I think the primary risk to companies brought on by the pace of innovation is not knowing how quickly their products or services are becoming obsolete or the impact of this on future revenue. In some sectors, the scale of the risk and its implications is greater than others, but no sector is immune.

The extent to which the pace of innovation impacts a business is determined by the ability of the leaders to anticipate change and its implications for their business, and the collective motivation and ability of the people within the business to respond positively to this change and embrace opportunity. This requires investment in relevant technologies that help identify risks and opportunities,

but in my view, this can only bring a sustainable advantage if a business also invests in developing a strong entrepreneurial mindset within all employees supported by an appropriate reward system. This creates self-managed teams that are efficient in anticipating change and in collaborating to create and execute new value.

Are there any case studies or examples of Growth Predictor being used to help a company change its strategy or achieve improved performance?

WesBank: WesBank CEO Ronnie Watson, determined to dominate a market sector, turned his company into an unstoppable growth engine by encouraging an entrepreneurial mindset that positively changed culture and drove growth. Over two years, WesBank became the market leader, growing their market share by 53%.

First National Bank: Under pressure in a rapidly changing business and political environment in South Africa, CEO Karl Bauermeister identified the need for a cultural transformation to support new strategic initiatives and deliver better commercial results. He needed to find a partner who could support the process and make sure it worked. Teams taking the Growth Predictor programme all exceeded their targets in the next 12 months.

Toyota Financial Services: Upon being newly appointed CEO, Johan Brink saw the opportunity to outflank competitors during a period of turbulent change, to gain a disproportionate percentage of a growing market space. He needed to focus and motivate his peers and employees to take full advantage of the commercial potential and deliver rapid growth. Following the delivery of the Growth Predictor programme, the company realised a 121% growth in revenue.



To predict and certify your future revenue, and establish your growth score, contact Growth Predictor via the enquiry form on their website. Visit www.growthpredictor.world to find out more.