

# Grow.Smart.

*The intelligent approach to strategic innovation*

BE AHEAD  
OF THE  
DISRUPTION  
CURVE USING  
DATA SCIENCE.

WRAYS

## The GrowSmart approach

We provide a unique and highly efficient and proven data science driven method combined with strong strategic rationale. This proven method enables Australian companies to be proactive and efficiently evaluate and execute innovative products and services.

This methodology is the result of a breakthrough research collaboration in 2007-2008 between Thomas Thurston, then at Intel Capital, and Professor Clay Christensen of Harvard University using Disruption Theory at its core. Adopted in Silicon Valley this approach to strategy has also resulted in outstanding success rates across Fortune 500 companies.



## What GrowSmart delivers

GrowSmart combines proven data science and big data analytics with strategic advisory services to:

- » Assist in strategic decision making
- » Deliver a significant competitive advantage to your innovation strategy
- » Zero in on the best ideas and then simulate potential business models in new and existing markets and provide data driven analysis on how well any particular new market entrant and business model will perform
- » Significant value and a proven ROI

“If you look at the future of management, this is something people will look back on as the first tool to introduce data-driven management”

FORTUNE

## Benefits of GrowSmart in strategic decision making

- » Evaluate different models of market entry by simulation and make much more informed and efficient decisions about where to put the effort and investments dollars
- » Leads to less dislocation from failure and improves corporate decision making
- » Identify the truly disruptive ideas and companies with greater probability of long term business viability

## The GrowSmart package

Through GrowSmart Wrays brings together a unique package of strategic services and analytics, including:

- » Minimum viable innovation and strategic framework for evaluation
- » Ideation and data driven analysis workshops
- » IP landscape review and IP monitoring
- » Business model simulation on the high priority ideas

## Who to contact



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