



# Scale-up Transformation



# Company Profile



## Who we are

60 YEARS

WHOLISTIC

DATA DRIVEN

PROVEN

ACTIONABLE

CONSULTING

DEPLOYMENT

ENABLEMENT

Growth+ Consulting is a premium boutique consulting, fast-paced, and presents a distinctive proposition. With a robust 60-year of cumulative experience, we empower clients through wholistic end-to-end business strategic consulting, deployment, and team-enablement. This approach amplifies the impact of our offerings across domains, which acts as a flywheel, where each stage amplifies the impact of that which precedes it.

Most organizations struggle with growth due to lack of a sales practice that scales performance, operational leakage where most of the top line is spent in sub-optimal operation, and strategies that drown in daily whirlwinds of execution. We deliver results by aligning Strategy, Operations, and Revenue Operations, and by follow through of strategy with deployment and team enablement. This Rubik's Cube is our formula ensuring our customers get Consulting that delivers.

We offer enduring architectural frameworks on proven methods that will drive your growth, efficiency and differentiation. We bring world-class, professional-grade excellence to organizations entering their next chapter of growth — whether scaling fast or transforming a legacy. We combine global best practices with deep regional insight to deliver results.

Accelerate transformational growth through an integral flywheel of verified strategy, advisory and enablement.

MISSION

Forge a future where organizations of every scale are empowered to leverage an integrated flywheel of strategy, advisory, and enablement to bend their curve and lead their markets.

VISION

# Predictable Growth. Investor-Ready Discipline. Scalable Operations.

For scale-ups, rapid growth often outpaces the underlying operating model, leading to operational unclarity, weak unit economics, and inconsistent go-to-market execution. You face intense pressure from investors to professionalize, requiring clarity, discipline, and execution speed. Our consulting services provide the fast, actionable, and execution-oriented guidance you need. We transform your ambition into investor-ready discipline, stronger unit economics, and faster execution cycles, ensuring your growth is not just rapid, but predictable and scalable.

## The context

Your scale-up has achieved product-market fit and secured funding, but the mechanisms that got you here will not get you to the next valuation milestone. Growth is stalling, leadership is misaligned on priorities, and sales processes are inefficient. The market and your investors demand a shift from founder-led heroism to system-led execution excellence.

## Value

We are not theorists; we provide pragmatic, actionable guidance tailored to fast, ambitious, and execution-oriented teams. We install the structural discipline required for rapid scaling—optimizing your commercial engine, redesigning your operations and logistics and operating model for speed, and refining unit economics to maximize runway and valuation.

## and approach

Operating in high-velocity, 8-12 week sprints, we embed within your execution rhythm. We align your leadership, build rigorous playbooks, and deploy the frameworks necessary to scale operations without proportional increases in headcount or operational drag.

## MAIN OFFERINGS

Business Model Diagnostic

Lean Supply Chain Optimization

Strategic Foundation & PMO Setup

Procurement Reinvention

GTM Acceleration Sprint

Transformation with AI

Building your revenue Engine

RevOps Audit and Diagnostics





# Business Model Diagnostics

**11%** A 1% improvement in pricing can increase operating profit by 11%<sup>1</sup>.

**7%** Companies actively manage pricing out-perform by 2 to 7% in margin improvement<sup>2</sup>

**Optimize Pricing, CAC, LTV, and margins for investor readiness.** Revenue growth often masks margin erosion in scale-ups. We diagnose your business model to identify value gaps affecting profitability, utilizing data to detect hidden revenue losses, validate monetization, and sharpen your unit economics for your next funding round. We diagnose the business model to identify value gaps affecting profitability. Using advanced data analytics and AI, we detect hidden revenue losses and validate monetization strategies and present optimized business model options with clear impact and practical action plans. Our approach combines strategic insight with operational expertise, ensuring feasible, financially grounded recommendations to improve monetization, pricing, and overall profitability.

## WE ADDRESS CHALLENGES

- ▶ Revenue growth masking margin erosion.
- ▶ Complex product portfolios with unclear profitability.
- ▶ Serving low-value customers that consume disproportionate resources.
- ▶ Poor visibility into customer or segment economics.
- ▶ Challenged monetization and pricing architecture.
- ▶ Scaling inefficiencies due to structure and misalignments.

## WE DELIVER RESULTS

- ▶ End-to-end business model diagnostic involving revenue streams & cost structure.
- ▶ Revenue leakage assessment.
- ▶ Portfolio profitability analysis.
- ▶ Customer and segment-level unit economics
- ▶ Pricing logic and monetization architecture
- ▶ Identification of structural growth constraints
- ▶ Develop optimized business model scenario and clear implementation roadmap.

Profitability doesn't reflect effort

CEO

CEO

Margins are inconsistent

Portfolio complexity is rising

CSO

Investor

We need sharper economics

<sup>1</sup> HBR

<sup>2</sup> McKinsey & Company





# Building your Strategic Foundation

**73%** *Of executives say their company has a strategy but they cannot articulate it<sup>7</sup>.*

**72%** *Companies with strong strategic alignment are 72% more profitable<sup>8</sup>.*

We offer this bespoke engagement for enterprises facing complexity, drift, or pivotal transitions. Our approach aligns leadership with a precise timed ambition, refines market positioning, and delineates clear trade-offs. We focus on transforming strategy into a concrete roadmap to foster clarity, alignment, and strategic confidence, converting fragmented ambitions into a disciplined direction. This practice is led by a seasoned strategy consultant and General Manager with extensive experience across SMEs and scale-ups, emphasizes disciplined trade-offs and measurable outcomes over aspirational statements.

## WE ADDRESS CHALLENGES

- ▶ Strategic drift after growth or market shifts.
- ▶ Too many initiatives without prioritization and execution discipline.
- ▶ Leadership misalignment on direction and trade-offs.
- ▶ Weak articulation of positioning versus competitors.
- ▶ Reactive decision-making driven by urgency rather than intent.
- ▶ Difficulty explaining strategy clearly to investors, employees or senior hires.

## WE DELIVER RESULTS

- ▶ Strategic Diagnostic of internal performance and market positioning review.
- ▶ Vision & Ambition 3–5 year direction setting.
- ▶ Sharpening positioning: who we serve, where we compete, why we win,
- ▶ Define Priorities Horizons, Identify and Articulating Core Trade-Off
- ▶ Translate strategy to measurable initiatives.
- ▶ Strategy map development and narrative articulation.

Need a sharp strategy articulation

*Founder*

Many initiatives, not enough traction

Our positioning is unclear

*CCO*

We need institutional discipline



# Project Management Office Setup

**28x** Organizations with high PMO maturity waste 28x less money<sup>1</sup>.

**35%** of projects complete successfully across organizations globally<sup>2</sup>.

**Disciplined execution, heightened executive visibility, and operational excellence.** In fast-moving scale-ups, strategy execution is often overly dependent on founder energy. We deliver a robust, agile PMO framework to align leadership, and eliminate cross-functional friction, ensuring disciplined trade-offs and sustained execution. This end-to-end framework designed to seamlessly align your enterprise's strategy with execution. We establish PMO mandate, governance, roles, streamlined processes, and performance metrics, and validate through live pilots embedded in active strategic initiatives.

## WE ADDRESS CHALLENGES

- ▶ Inconsistent project outcomes across departments
- ▶ Unclear project intake and prioritization, tracking and reporting
- ▶ Weak cross-functional coordination
- ▶ Delayed or over-budget strategic initiatives
- ▶ Non-standard risk management discipline
- ▶ Dependency on individual project champions

## WE DELIVER RESULTS

- ▶ Define PMO Purpose & Charter (strategic, tactical, hybrid)
- ▶ Design Governance Framework (intake, approval, prioritization)
- ▶ Develop PMO Operating Model (structure, reporting lines, RACI)
- ▶ Create Tooling, Templates, KPIs and Leading Indicators
- ▶ Train project leads and sponsors
- ▶ Pilot PMO, monitor performance and refine processes
- ▶ Deliver Handover & Scale Roadmap for enterprise deployment

Projects have unclear ownership

COO

CFO

We need enterprise-wide standards

We need early warning signals

CSO

Sales Ops

We can't afford inconsistency

<sup>1</sup> PMI / Standish Group

<sup>2</sup> Standish Group





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# GTM Acceleration Sprint

**23x** *Data-driven organizations are 23x more likely to acquire customers<sup>1</sup>.*

**74%** *Of executive B2B buyers buy from sellers who can articulate business value<sup>2</sup>.*

Targeting the wrong customers burns cash, inflates Customer Acquisition Cost (CAC), and damages your bottom line. We guide you through an intensive sprint to define a precise Go-To-Market strategy tailored to your competitive strengths, sharpening your Ideal Customer Profile (ICP), messaging, and conversion physics. We guide you to a precise strategy tailored to your strengths with Ideal Customer Profiling, Unique Value Proposition that is defensible in the competitive landscape, multi-quarter roadmaps, and a unified sales, marketing, and channel cohesive strategy. This boosts revenue and optimizes cost of sale.

## WE ADDRESS CHALLENGES

- ▶ GTM inconsistency and targeting every customer.
- ▶ Creating a high-churn, low-margin base.
- ▶ Sales and Marketing operating in silos; leads fall through the cracks.
- ▶ Unclear competitive positioning in a crowded market.
- ▶ Wasting limited runway on customers who consume disproportionate resources.

## WE DELIVER RESULTS

- ▶ Conduct Win/Loss Analysis to identify why deals stall.
- ▶ Define the Razor-Sharp ICP, account tiering, and negative personas.
- ▶ Develop Feature-Advantage-Benefit maps to personas for your hero offerings.
- ▶ Deliver an actionable GTM playbook ready for immediate field execution.

We're not winning new customers fast enough

CEO

CFO

How can we optimize our Customer Acquisition Cost?

Our positioning and messaging are unclear

CMO

VP Sales

Can we increase conversion rates quickly?



<sup>1</sup> McKinsey & Company  
<sup>2</sup> Forrester

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# Building your Revenue Engine

**20%** You can achieve 20% reduction in time from lead to deal<sup>1</sup>.

**47%** B2B sales forecast accuracy is as low as 47% without rigorous methodology<sup>2</sup>.

**Establish a predictable revenue engine.** Without defined stage gates and rigorous methodology, your pipeline is statistical noise. We architect your revenue funnel with verifiable exit criteria, efficient funnel design, and strategic models for customer acquisition and retention, ensuring new sales hires ramp up quickly and predictably. We architect your revenue funnel endorsed with verifiable exit criteria from lead generation, funnel design, and strategic models for customer acquisition and retention and compensation.

## WE ADDRESS CHALLENGES

- ▶ Inefficient sales processes relying on hero sellers instead of scalable systems.
- ▶ Deals advance to late stages and then mysteriously stall or get lost.
- ▶ CRM data is outdated, incomplete, or incorrect.
- ▶ Lack of structured business optics and operational rhythm.

## WE DELIVER RESULTS

- ▶ Craft funnel stages with activities, accountability, and verifiable exit criteria.
- ▶ Establish joint SLAs between marketing and sales.
- ▶ Create a Balanced Commercial Scorecard of leading indicators.
- ▶ Install a rhythm and rigor to business to shift managers from inspection to coaching.

The sales cycle isn't adopted by new hires

VP Sales

CRO

My managers' forecast is completely inaccurate

I require a single source of truth for pipeline

COO

Investors

Success depends on a few "hero" sellers



<sup>1</sup> McKinsey and Company

<sup>2</sup> Gartner

# Lean Supply Chain Optimization

**79%** *Of companies with high performing supply chain grow revenue higher<sup>1</sup>.*

**67%** *Of strategies fail due to poor execution not poor ideas.*

**Redesign processes for speed, clarity, and rapid expansion.** Lean supply chain is essential for sustaining competitiveness and operational excellence. Pursuit of rapid growth often leads to operational complexity that exposes weaknesses in alignment and execution. We bring proven modern best practices to your supply chain, planning, and operational processes to improve response times, ensuring your backbone can handle growth in market demand. We map your planning and logistics processes to create a strategy that improve cost, response time, inventory, and scalability, utilizing leading standards.

## WE ADDRESS CHALLENGES

- ▶ Operational chaos and misalignment between logistics, planning, and operations.
- ▶ Low clarity while penetrating new markets or segments.
- ▶ Delayed or over-budget strategic initiatives.
- ▶ Reactive decision-making driven by urgency rather than strategic intent.

## WE DELIVER RESULTS

- ▶ Map the full supply chain and operating model, gaining visibility on end-to-end cycles.
- ▶ Prioritize and sequence initiatives based on impact and capacity.
- ▶ Reform SOPs and systems or create agile ones for critical processes.
- ▶ Align budgeting and resourcing to strategic priorities.

My supply chain isn't catching up with my expanding business.

CEO

Investors

Need standards before we scale more

Founder

Many initiatives, not enough focus



<sup>1</sup> Deposco  
<sup>2</sup> Brightline / PMI



OPERATIONS

# Procurement Reinvention

**65%** % of procurement leaders have little to no visibility beyond tier-1 suppliers.

**20%** Annualized volatility of commodity prices averaged 10-20% past four years<sup>2</sup>

**Optimize spend and capital deployment.** Numerous enterprises fail to identify latent inefficiencies—including resource misallocation, uncontrolled expenditures, inflated procurement costs, and suboptimal contract frameworks. Leveraging deep procurement acumen, we empower you to reclaim stewardship over your most critical asset: capital. We uncover spending trends, refine contractual agreements, mitigate unmanaged expenses, and redesign procurement operations to ensure sustained transparency and governance.

## WE ADDRESS CHALLENGES

- ▶ Company is overspending or having high spend even if budgeted for.
- ▶ Spending is not clear, and you don't clearly see who is spending how much on what parts of the business.
- ▶ Major deals are not structured in a way that serves you in the long term. We are exposed if market shifts.
- ▶ Controls are low or non-existent, putting the company's economics at risk.
- ▶ Your procurement team lacks the practical expertise to manage the huge workload and market unpredictability.

## WE DELIVER RESULTS

- ▶ Run a complete spend analysis covering end-to-end spending, with clarity on spend buckets and values split.
- ▶ Optimize top deals' prices, commercial terms, and contract language that protects you long term.
- ▶ Create structured practical controls optimizing your procurement for cost and time efficiency.
- ▶ Gain Control by putting effective systems, tools, technology, policies/SOPs and KPIs that keep the spend under visible control.

Our overspend needs intervention.

CEO

CFO

Purchasing team isn't meeting targets.

Our team needs insight

COO

Manager

Cost cut targets are unrealistic.



<sup>1</sup> Deloitte  
<sup>2</sup> McKinsey & Company

# Transformation with AI

**84%** of C-Suite executives believe they must leverage AI to achieve growth<sup>1</sup>.

**75%** of executives report they struggle with how to scale AI across the business<sup>1</sup>.

**Leverage AI to disrupt, scale, and accelerate growth.** AI transformation is a key shift in business strategy, people and culture, which is where we focus to drive sustained value. We audit your value chain, industry and trends to pinpoint and prioritize impactful use cases, build robust frameworks, redesign operations, reengage customers and employees and innovate the product and customer experience with AI. We structure your Center of Excellence to ensure sustained disruption and innovation with broad enterprise impact, responsible and ethical AI, bridging pilots to production with clear ROI.

## WE ADDRESS CHALLENGES

- ▶ Unable to deliver real world disruption and Impact.
- ▶ Unclear ROI or impact to business value.
- ▶ Lack of structured change management negatively impact AI adoption.
- ▶ Could we be exposing the company to legal, ethical, and security risks due to a lack of "Responsible AI" guardrails.
- ▶ Where do we start pilots and how do we transform them into real time execution.

## WE DELIVER RESULTS

- ▶ Audit your value chain to identify impactful and industry cutting edge AI use cases.
- ▶ Prioritize GenAI and Agentic AI use cases based on ROI and time-to-value.
- ▶ Design your AI Center of Excellence to centralize governance and sustained innovation.
- ▶ Design Adoption Plan to drive human adoption and augment your workforce.
- ▶ Advise on strict ethical, privacy, and security frameworks to drive institutional trust.

How can AI disrupt & accelerate growth

CEO

COO

How to integrate agents into our flow

How to operationalize AI?

CIO

CHRO

How do we transform the culture

<sup>1</sup> Accenture, AI Built to Scale report.



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# RevOps Audit and Diagnostic

**23x** *Data driven companies are 23x more likely to acquire customers<sup>1</sup>*

**32%** *Companies with aligned sales & marketing see 32% higher revenue growth<sup>2</sup>*

Shifting to a data-driven approach will optimize and elevate your performance accelerating acquiring and retaining customers impacting your topline.

This is a comprehensive and rigorous audit of your commercial execution to identify friction and silos in your GTM, sales process, tech stack, and methodology. We assess your pipeline physics, sales and marketing automation and funnel conversion, delivering a solution heatmap and roadmap.

## WE ADDRESS CHALLENGES

- ▶ Your revenue relies on hero sellers.
- ▶ Your CRM is irrelevant because data is outdated, incomplete or incorrect.
- ▶ You are chasing customers that most often stall or drop off.
- ▶ Your revenue forecasts are inaccurate, subjective, or inconsistent.
- ▶ Your marketing team generates big volume of Leads that Sales don't touch.
- ▶ You suffer from margin erosion as your team routinely relies on discounts.
- ▶ Your customers rarely repeat purchase.

## WE DELIVER RESULTS

- ▶ Validate Ideal Customer Profile and segmentation
- ▶ Audit CRM and tech stack alignment
- ▶ Analyze buyer behavior to select the optimal sales methodology.
- ▶ Map funnel physics to verify activities, accountability and exit criteria.
- ▶ Review incentive plans efficacy.
- ▶ Analyze the effectiveness of Sales & Marketing Automation workflows.
- ▶ Deliver challenge solution heatmap and 12-month prioritized roadmap.

My revenue is flat. We need a plan

CEO

CRO

My managers' forecast is inaccurate

Unclear where we lose revenue

CFO

COO

My CRM has bad data



<sup>1</sup> McKinsey & Company

<sup>2</sup> Forrester

# Our differentiated value

## PRAGMATIC & ACTIONABLE

We deliver impact based on data driven, proven frameworks and actionable insight.

Unlike Typical consulting delivering 100-page decks, charge, and leave.

## PROVEN FRAMEWORKS

We deploy proven best practice and end to end expertise to frame, craft and advise your growth.

Unlike Individual Experts who use check-box approaches.

## SUSTAINABLE IMPACT

We bend the curve on multiple horizons specific-to-your business to deliver sustainable impact.

Unlike other agencies who provide generic awe that fades with time.

We help you craft your strategy, commercial execution and operations at all organization levels. We will follow through with a flywheel of consulting, deployment and enablement.

## SERVICE LINES

- Consulting
- Deployment
- Enablement

## CAPABILITIES

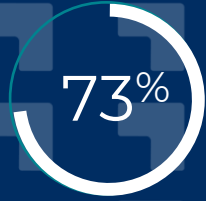
- Corporate Strategy
- Commercial Growth
- Operations Excellence



# Our Capabilities

## CORPORATE STRATEGY

Strategic Foundation	Business Model Diagnostics & Optimization
Strategy to Execution Operating Plan	AI Transformation Strategy
PMO Setup and Pilot	Execution Support and Acceleration



Of executives say their company has a strategy but they cannot articulate it (HBR)

## COMMERCIAL GROWTH

RevOps Audit and Diagnostics	Sales Governance
GTM Strategy and Value Engineering	Revenue Transformation Office Deployment
Building your Revenue Engine	Revenue Operations for Sales Leaders
RevOps Transformation with AI	



Companies with aligned sales and marketing see 32% higher revenue growth (Forrester)

## OPERATIONS EXCELLENCE

Procurement Reinvention	Operations & Logistics Transformation with AI
Lean Supply Chain Optimization	Cost Saving as a Service
Waste-to-Worth Sustainability Journey	Purchasing Leaders Academy
Operations Governance	Supply Chain Leadership Program



of companies reported missing their cost reduction targets (Deloitte)

**Let's discuss.  
Looking forward.**



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