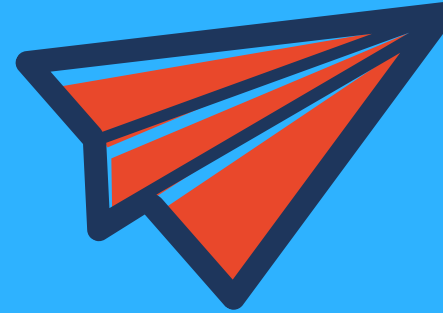


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GROWTH INTELLIGENCE

A New Approach to Your Business
Survival and Success



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PART 1

GROWING INTELLIGENTLY IS THE NEW NORM FOR BUSINESS SURVIVAL AND SUCCESS

**What do big shots like
Amazon, PayPal, Spotify,
Netflix, Square, Dropbox,
Facebook, Etsy, Uber and
Airbnb have in common?**

They all possess exponential growth by pinpointing unprecedented opportunities and overcoming unprecedented challenges. This means that these companies did not just grow but they grew intelligently. So that is why growth intelligence is the best new practice for business survival and success.

Unprecedented Opportunities come with Unprecedented Challenges.

For a booming business, big or small, there are simply so many challenges to face and so many jobs to be done.

The subtlety goes beyond doing them effectively and efficiently. Positioning, product/service development, marketing, the tricky balance of strategy and tactics, and the constantly changing technology landscape - that's a lot to think about and deal with.

Couple that with the evolving needs of your market.

**There's need for a more intelligent way to
grow your business.**

Data analytics, behavioural psychology, design thinking and lean practices are becoming your new tools of the trade to survive in a volatile environment. These tools help create new avenues to grow beyond the norm. So, it's better to be well prepared than not.

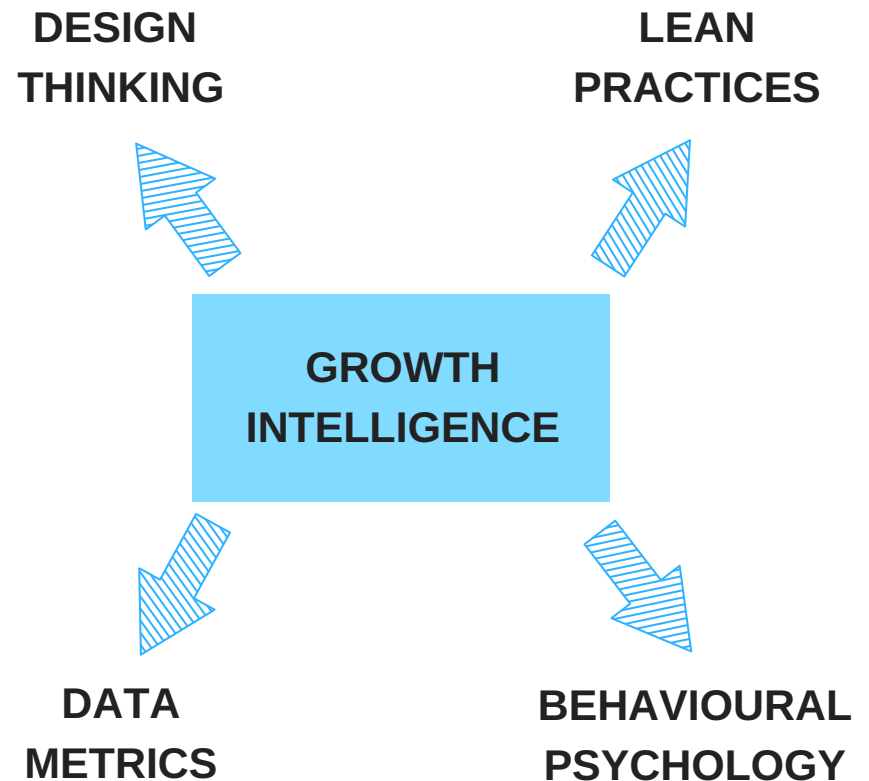


WELCOME
TO THE WORLD OF
GROWTH INTELLIGENCE

Growth Intelligence(GI): A Successful Field evolving to Adapt and Thrive.

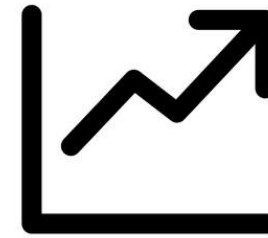
Growth Intelligence (GI) represents the most recent synthesis of all the previous best practices that have been utilized in the world of business over the last two decades.

It optimizes the current way of thinking about business growth. One can also argue that it incorporates a scientific mindset to the business world.



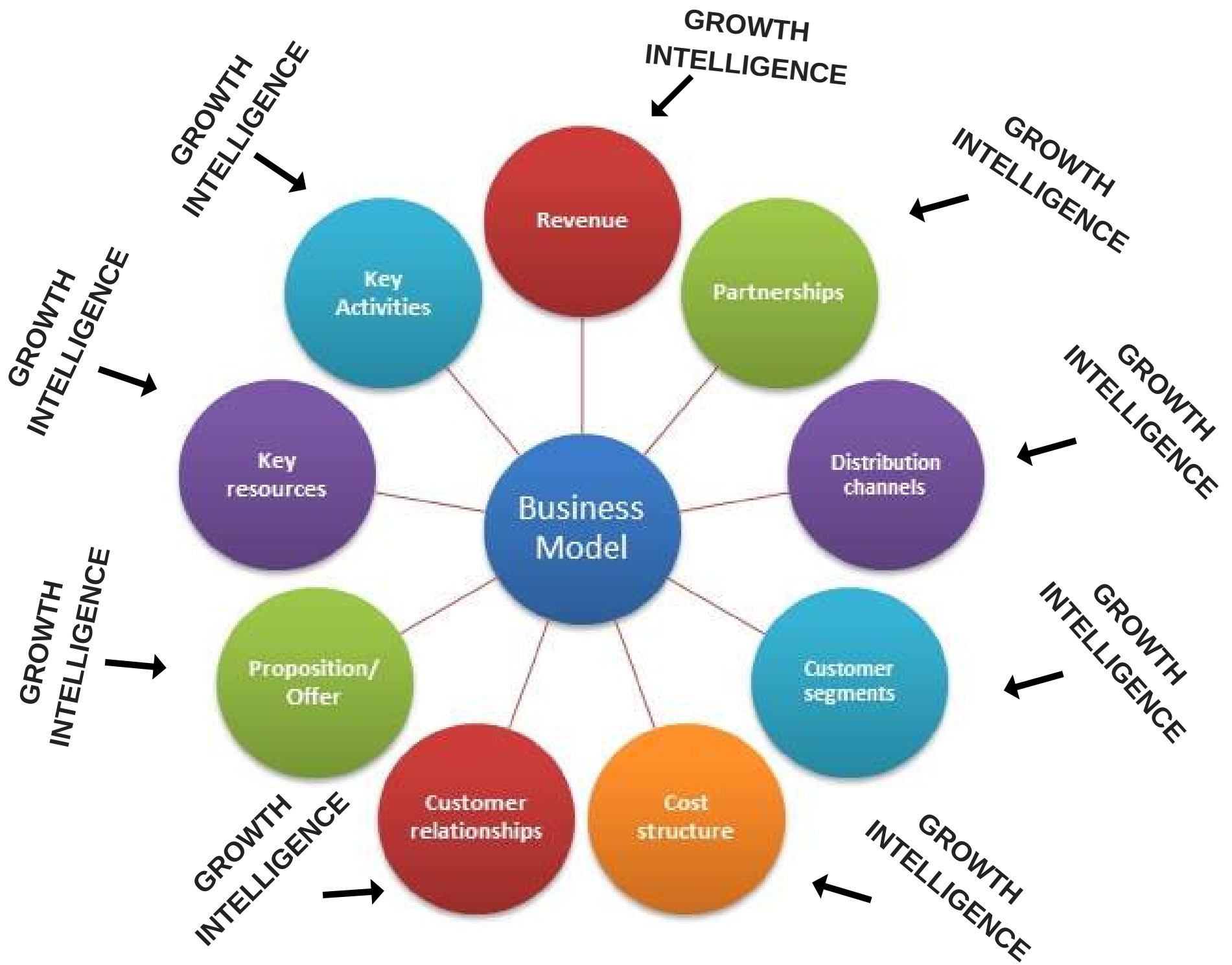
Growth is a mixed bag of market cap, customer/client acquisition and engagement, revenue/profit, KPIs, tactic execution, and strategic transformation. However, they have different priorities in different phases of your business.

GI associates identified best practices to align them with the dynamic nature of growth. Since growth means different things to many businesses, what growth means to you is the starting point of GI. The old tools that treat these growth indicators indifferently are no longer working.



Getting Ahead by raising the Bar.

To grow your business intelligently especially in a volatile environment where consumer needs are always changing and competitors are either catching up or smashing down, you need to raise the bar or at the very least, think differently.



PART 2

GROWING INTELLIGENTLY WITH WINGD



We don't offer Packaged Marketing. We Co-deliver Growth with You.



We analyze and synthesize your growth priorities



We use data and metrics to externalize the intangible values in your business



We facilitate product/service growth through design thinking sessions



We go lean with you by iterating and pivoting with actionable growth plans



We help you understand your customers/clients by producing insights with behavioural and cognitive underpinnings



We standardize and optimize your scalable growth strategies



We bring you the Growth Intelligence mindset

Well-Graded Offerings with a Portfolio of Capabilities

GI GIGS

- FREE INSIGHTS & CONSULTATION SESSIONS
- IMPROVE AND OPTIMIZE GROWTH PLAN
- DEVELOP ACTIONABLE TACTICS

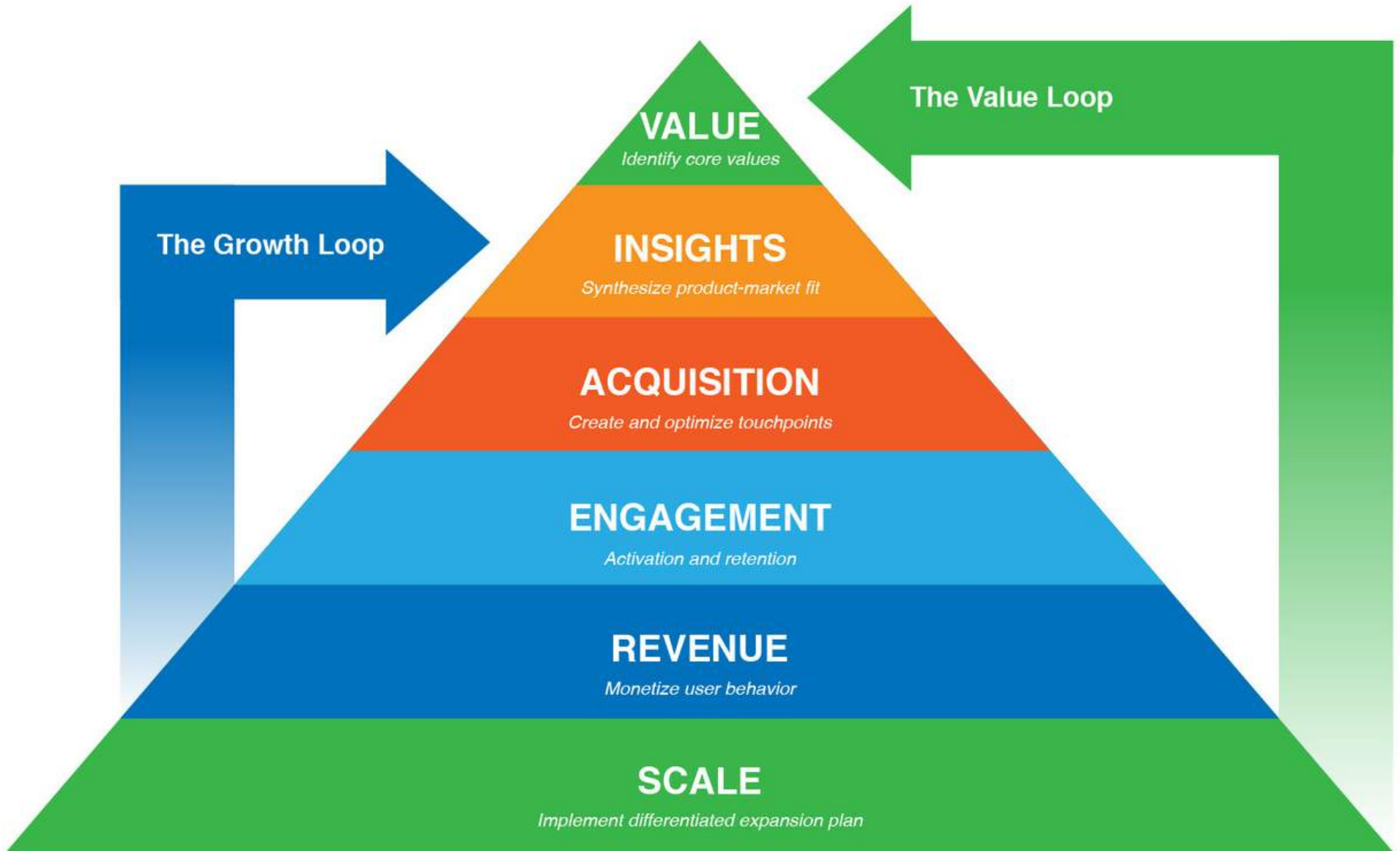
GI SWAT

- GI GIGS OFFERINGS
- CREATE SUPPLEMENTARY GROWTH PLAN
- SUSTAIN THE EXECUTION OF GROWTH SOLUTIONS

GI PARTNER

- GI GIGS + SWAT OFFERINGS
- IMPLEMENT STRATEGIC GROWTH PLAN
- SUSTAIN GROWTH EVOLUTION AND TRANSFORMATION

THE WINGD GROWTH INTELLIGENCE MODEL



FAQ

FREQUENTLY ASKED QUESTIONS ABOUT WINGD & GROWTH INTELLIGENCE

WHY DID WINGD COIN GI?

The concept of GI grew naturally out of past experiences interacting with founders and business owners we've worked with.

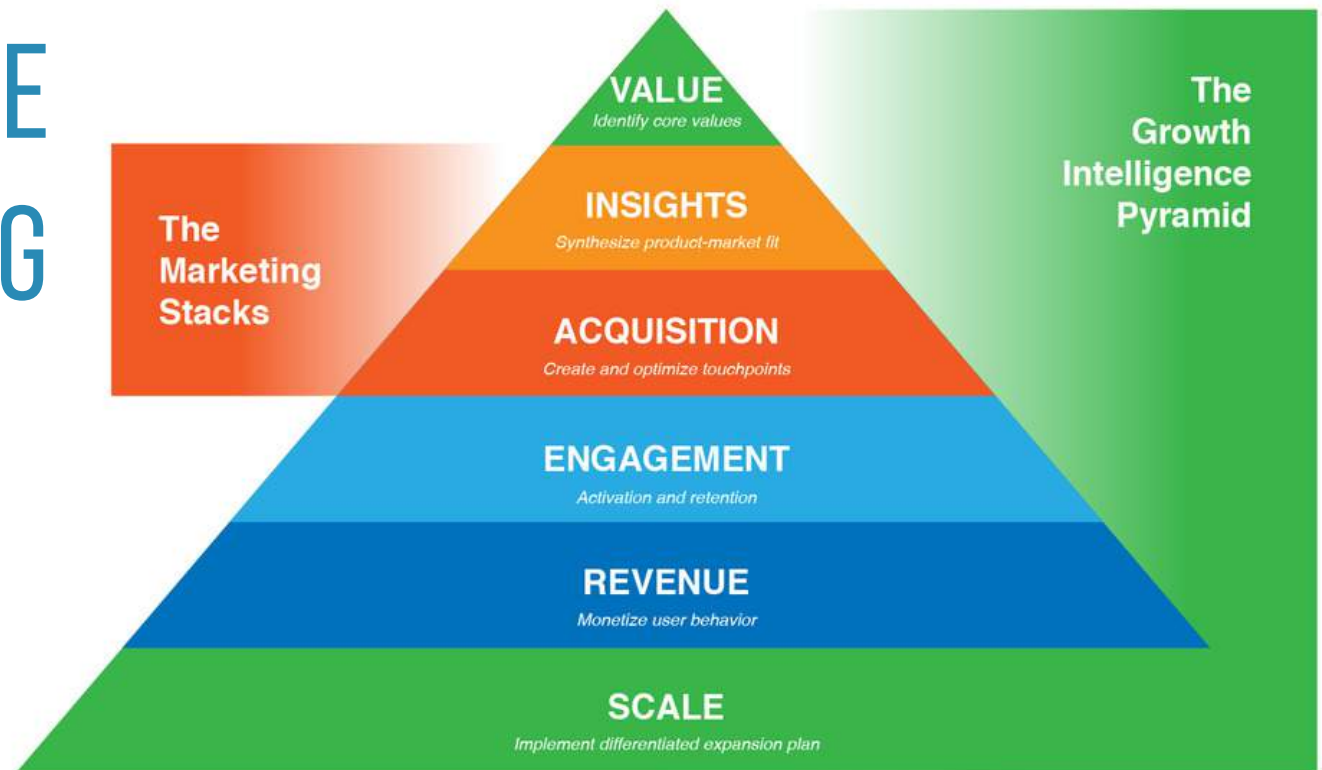
We observed that there are many great approaches to different aspects of a business.

The need for a consistent and holistic approach was on the brink and along came GI with the DNAs of scientists, design thinkers, market researchers and lean practitioners.

The answer is **NO** with a plot twist.

IS GROWTH INTELLIGENCE A MARKETING APPROACH?

MARKETING VS. GROWTH INTELLIGENCE



WHAT IS THE DIFFERENCE BETWEEN GROWTH HACKING AND GROWTH INTELLIGENCE?

Growth Intelligence is **NOT** Growth Hacking.

However, Growth Intelligence integrates the relevant best practices from Growth Hacking.

The Wingd team does **NOT** believe that growth rests on hacking alone (if at all).

SO YOU HAVE A FORMULA FOR GROWTH?

Growth Intelligence (GI) offers a process to growth but not a definite formula for it.

GI offers a higher level approach to help you combine various methods to attain growth for your business. **Think of the analogy: Help a man catch a fish and you feed him for a day, however teach a man to fish and you feed him for a lifetime.**

We do both.

IF GROWTH INTELLIGENCE IS NOT A FORMULA, WHAT DOES IT OFFER?

Let's bring this to another analogy:
If your problems could be identified as two
variables (i.e. x, y)

$$\mathbf{x + y = 2}$$

GI not only tells you the instantly relevant
solutions for x and y, but also offers a
process to help you identify all the possible
combinations for x and y.

Thus, it teaches you how to solve for x and y
according to your changing needs now and in
the future.



PART 3

UNDERSTANDING WINGD

The Wingd Story.



WINGD IS AN AWARD-WINNING DIGITAL AGENCY



WINGD IS THE PIONEER OF GROWTH INTELLIGENCE



WINGD IS MADE UP OF A DIVERSE & INTERDISCIPLINARY TEAM



WINGD IS PASSIONATE ABOUT ITS PORTFOLIO OF WELL-ROUNDED CLIENTS LEADING ACROSS SEVERAL INDUSTRIES

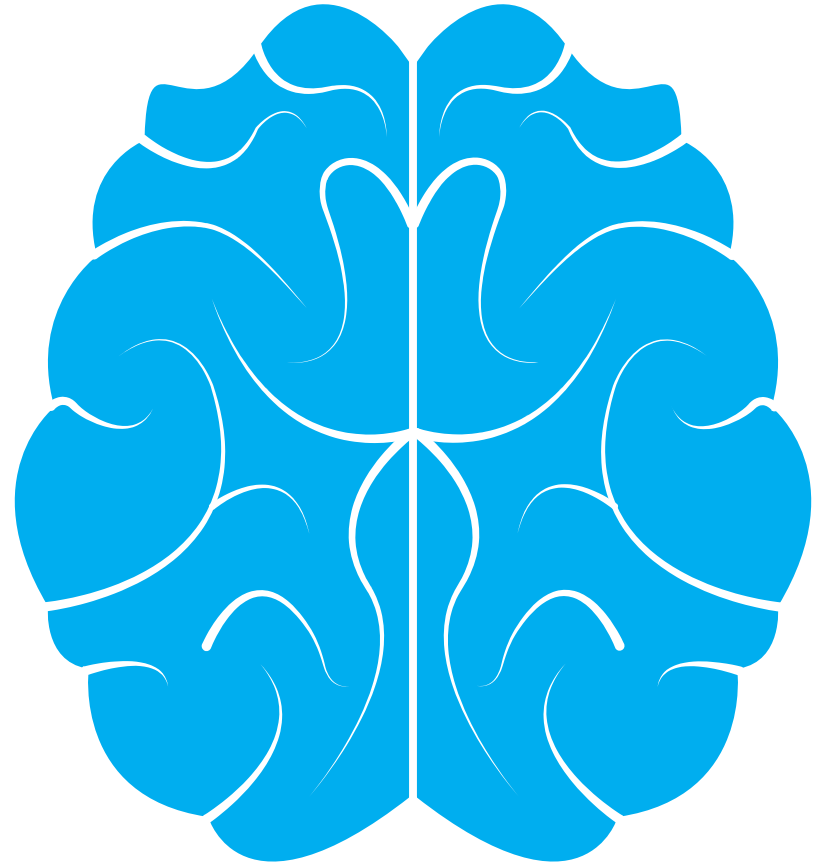


WINGD BELIEVES IN PAVING NEW, SUSTAINABLE PATHS TO ACHIEVE BUSINESS GROWTH & INTELLIGENCE

THE TEAM BEHIND GROWTH INTELLIGENCE

We're a group of strategists, scientists, analysts, market researchers, designers, and tech experts.

We breathe the lean process.



Gain the Wingd Confidence

GROWTH INTELLIGENCE HAS BEEN THE WAY
WINGD SUCCEEDED.

IT CAN ALSO BE **YOURS**.

WE SHOW BY DOING.

FREE GI GIGS CAN BE YOUR PERFECT START.

INTERESTED IN GROWING INTELLIGENTLY WITH WINGD?

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