

## The G-Lab 2017 Team



Mallimalika Gupta



Kara Kelley



Howard Lee



Ozzie Ortiz

## WOLOX Buenos Aires, Argentina

Wolox is a fast-growing software design and development studio with a focus on innovation. They specialize in delivering software solutions for entrepreneurs and businesses, large and small.

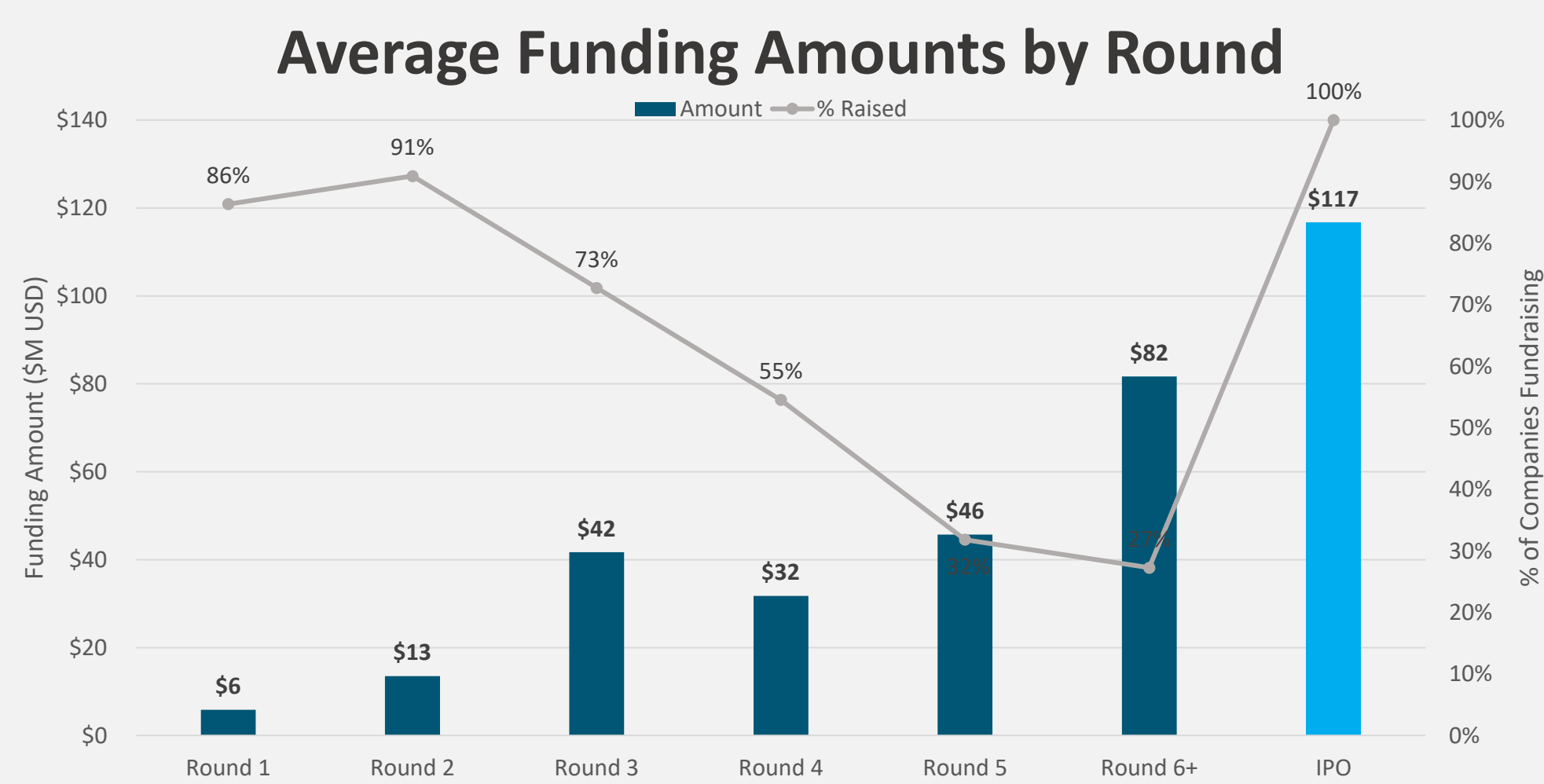
### Business Challenge

The company is expanding into the US and abroad and is looking at how to best allocate resources to grow and to maintain profitability into the future and to prepare for an IPO in the future. The company also tasked the team to look for areas of improvement within the organization to maximize growth and return on investment

### Recommendations

#### PHASE 1

*Benchmark anticipated path to IPO*



#### PHASE 2

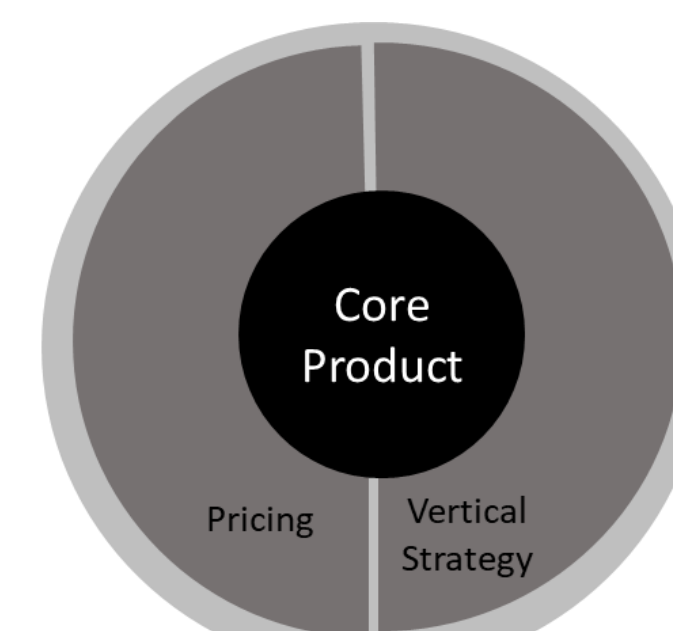
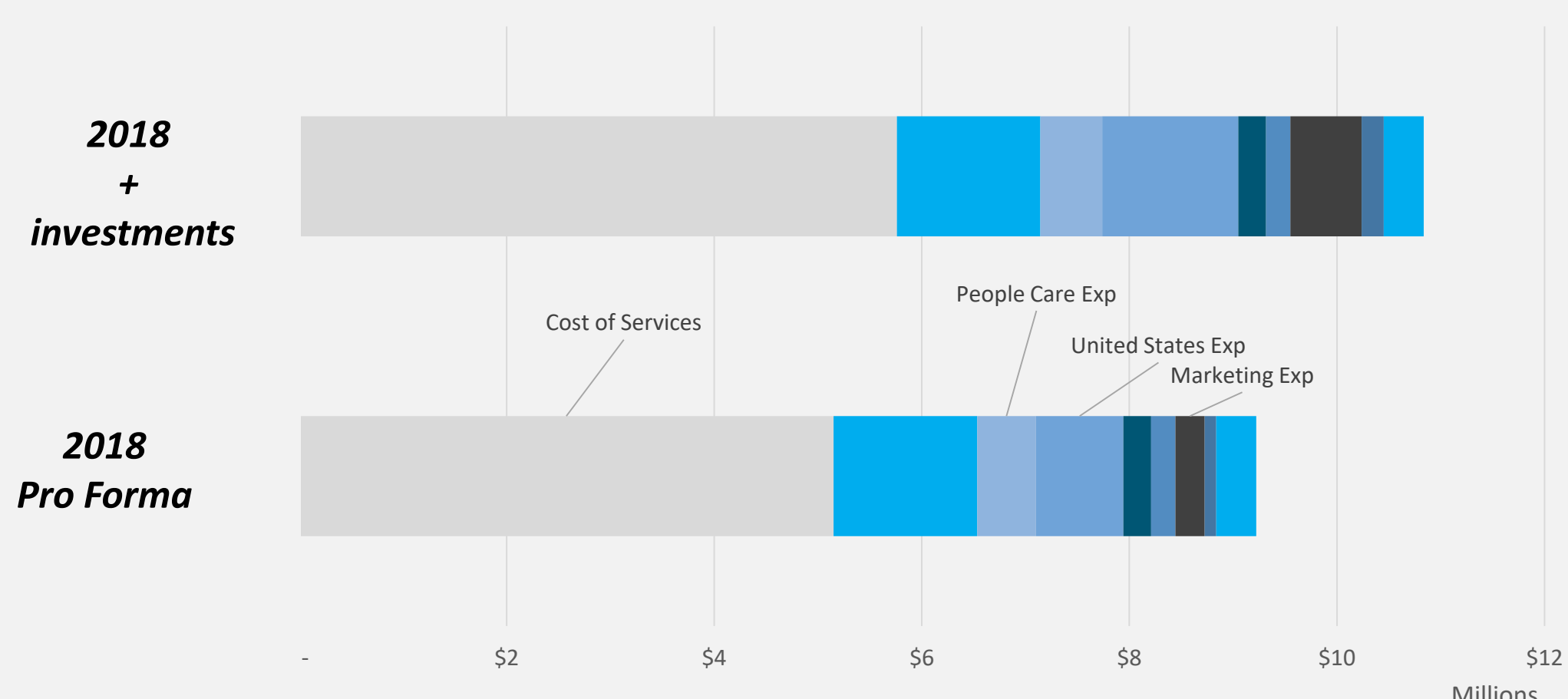
*Plan strategy for future IPO*

#### 3 Recommended growth levers

1. Define clear core strategy
2. Go to market with efficiency and impact
3. Implement metrics to inform

#### PHASE 3

*Funding allocation to enable strategy*



1

Branding

2

Sales Optimization

Metrics-driven Business Intelligence

3

