

# **BUSINESS GROWTH MODEL**

# **BIG - BUSINESS IDEAS FOR GROWTH**

**BY**

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**HOW TO:**

**GROW YOUR  
BUSINESS 10X  
USING BUSINESS  
GROWTH MODEL**

**WITH FOCUS ON BUSINESS GROWTH IDEAS**

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There are various Strategies to Grow your Business.

Various Growth strategies include:

- Revenue Growth Strategy
- Customer Growth Strategy
- Marketing Growth Strategy
- Product Growth Strategy

**A Growth Strategy is a top down approach to achieve growth. However a bottom up approach involving activities in a Business is a more practical and better way for achieving growth.**

The answers to the bottom up approach lies in understanding the Business Model and Business Innovation to increase the market share or even expand into new markets, ensuring the long-term success of your business.

**Businesses should approach Growth with a different lens of implementing new, creative, innovative Growth Ideas. Implementing the right Business Growth Model with a Growth Ideas focus will benefit to grow the Business.**

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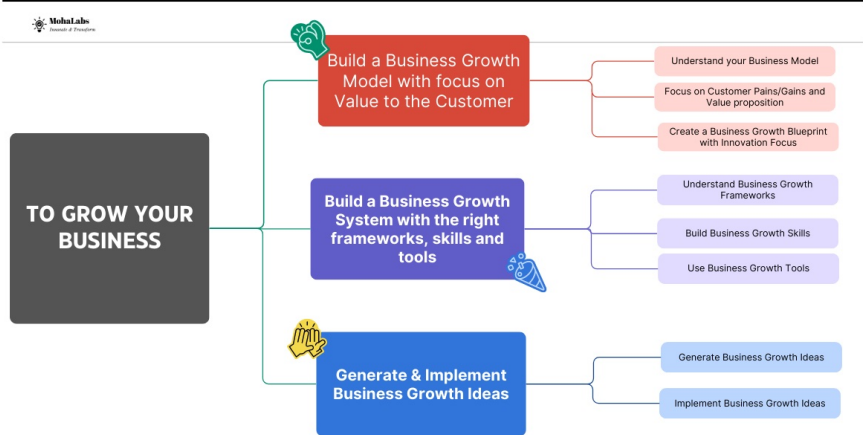
**A BUSINESS GROWTH MODEL  
FOCUSSED ON VALUE PROPOSITION  
AND CUSTOMER INTERESTS HAS  
MORE CHANCES TO GROW YOUR  
BUSINESS THAN ANY OTHER  
GROWTH STRATEGIES OR MODELS.**

**THIS IS DONE USING BUSINESS  
GROWTH MODEL.**

# WHAT IS BUSINESS GROWTH MODEL?

The “**BIG - Business Ideas for Growth**” Model is built on top of the Business Model Canvas and the Business Model Innovation to focus on Business Growth using New, Creative and Innovative Ideas.

## Business Growth Model A practical and proven model to Grow your Business



# BACKGROUND TO THE “BIG” MODEL

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## How it works?

The BIG Business Ideas for Growth Model takes you through a step-by-step process of designing, developing and implementing a Business Growth framework that will effectively support your Business Growth.

The BIG Business Ideas for Growth Model lays out the growth opportunities using the sub-business models of the Business Model Canvas:

**Value Model** – Your approach to offering your Value Proposition but in a Creative way.

**Customer Model** – Covering the Customer Segments, Channels & Customer Relationships.

**Operating Model** – Your approach to delivering your Value Proposition broken into Key Activities, Key Resources, and Key Partners in New and Innovative ways.

**Finance Model** – The ways your business earns money covering the Revenue streams and the Costs which you expend supporting the various aspects of the business.

## How is it used?

The Business Model Canvas sub-models and its components can be tagged to these 4 MOHA Business Pillars of:

**M.** Marketing & Sales to the Customer Model

**O.** Operations & Resources to the Operating Model

**H.** High Value Products & Services to the Value Model

**A.** Accounting & Finance to the Finance Model

Covering these 4 Business Pillars, identify Business Growth activities using the **MOHA** Framework for Business Growth.

**Achieve Business Growth by implementing  
New, Creative, Innovative Growth Ideas using  
the BIG Model and MOHA Framework**

# THE BIG MODEL ADDS GROWTH DIMENSIONS TO THE 4 KEY BUSINESS PILLARS.

The mapping of the 4 Business Pillars to the Business Model Canvas is outlined below:



**Marketing & Sales-** Customer Segments, Customer Relationships, Channels

**Operations & Resources** - Key Partners, Activities, Resources

**High Value Products & Services** - Value Propositions

**Accounting & Finance** - Cost Structure, Revenue Structure



# **“BIG - BUSINESS IDEAS FOR GROWTH IS AN EXTENSION OF THE BUSINESS MODEL CANVAS TO GROW YOUR BUSINESS”**

The **BIG Business Ideas for Growth Model** condenses years of business experience, consulting practice and research into a model, with some straightforward growth actions to help you implement in each pillar.

An innovative Business Model which one can implement to plan and implement Business Growth plans.

## **What are the Benefits?**

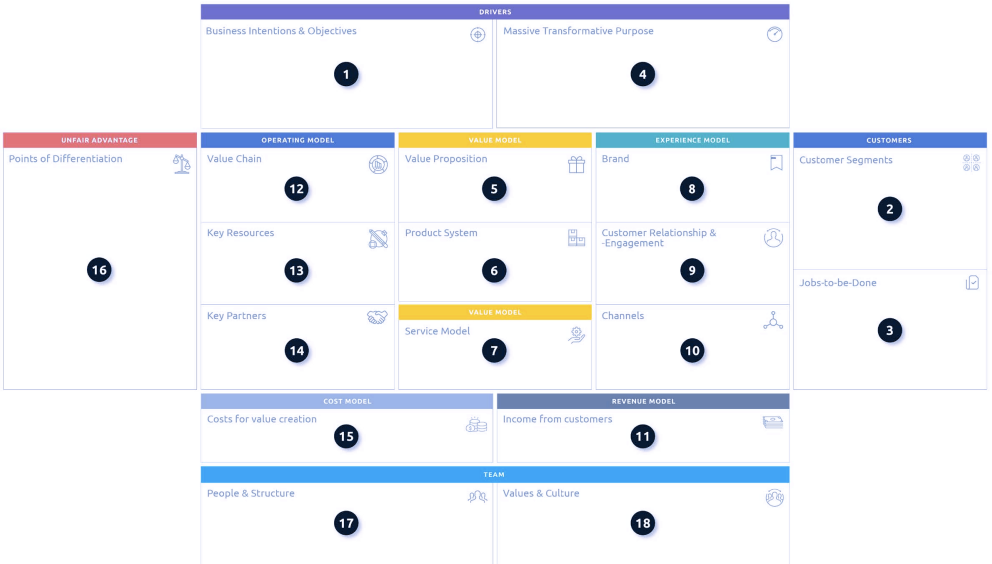
### **To Grow your Business.**

1. Achieve 2X to 10X Growth in Revenues.
2. Achieve 2X to 5X increase in Profits.
3. Tap at-least 1 new Market.
4. Increase Customer Base from 2X to 5X.
5. Increase Customer Satisfaction by 50%.
6. Increase Value to Customers.
7. Increase your Brand.
8. Implement New ways of delivering to Customers.
9. Reduce Operational costs.
10. Effective use of Resources & Partners.

# HOW TO START USING THE BIG MODEL

## Fill Order

Start by filling the Business Model Canvas (BMC) in the order given below before you start identifying Growth opportunities.



# HOW TO IMPLEMENT THE BIG MODEL

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**Key Components of the BIG Model include various frameworks, techniques, systems, processes, skills, tools and actions.**

**To be able to grow your Business focus on Value and follow these 6 steps.**

## **Step 1: Create a Business Growth Model**

Map your existing Business to the Business Model Canvas (BMC).  
Add the MOHA pillar growth focussed activities to the BMC.  
Create a Growth Model using Innovative Growth Ideas.

## **Step 2: Develop a Business Growth System**

Develop the capability to create a Growth oriented Business System.  
Make use of various Frameworks, Skills and Tools to grow your Business.  
Create a Growth System to start implementing the Innovative Growth Ideas.

## **Step 3: Generate Business Growth Ideas**

Identify Activities in each of the MOHA pillar that contribute to the Growth.  
Use the Creativity & Innovation techniques to develop the New Growth Ideas. Ensure the Growth Ideas are able to Create, Deliver, Capture Value.

## **Step 4: Improve**

Identify and implement small improvement areas of Business Growth in each MOHA pillar to achieve short term growth opportunities.

## **Step 5: Transform**

Identify and implement growth transformation areas of Business Growth in each MOHA pillar to achieve mid term growth opportunities.

## **Step 6: Innovate**

Implement Innovations in the areas of Business Growth in each MOHA pillar to achieve long term growth opportunities.

# MODELS USED

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## List of Models used:

**To be able to implement Business Growth, one needs to understand these 10 Models.**

1: Business Model Canvas

To map the Business components.

2: Value Proposition Model

To understand the Value proposition.

3: Customer Model

To map the Customers & Markets.

4: Finance Model

To understand the Cost & Revenue Structure.

5: Business Innovation Model

To map the Value types to the Business Model.

6: Business Ideas for Growth Model - BIG

To map the key Business Growth Pillars to the Business Model.

7: Digital Business Models

To understand various Digital Business models.

8: Lean Business Model Canvas

To map the lean and agile way of doing a Business.

9: AARRR Model for Sales & AIDA Model for Marketing

To map the Sales Funnel process and Marketing process.

10: Growth Hacking Canvas Model

To map the various Business components with growth ideas.

# FRAMEWORKS USED

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## List of Frameworks used:

**To be able to implement Business Growth, one needs to apply these 10 Frameworks.**

1: MOHA Business Growth Framework

To map the key Business Pillars to Growth Opportunities.

2: SWOT Analysis

To understand the Strengths & Weaknesses.

3: ANSOFF Growth Matrix Framework

To identify revenue producing opportunities for Business.

4: Six Sigma & LEAN Framework

To understand how to reduce waste.

5: Porters Five Forces Framework

To understand the competitive landscape.

6: Value Chain Analysis Framework

To identify and review the value chain activities.

7: Design Thinking Framework

To use a Human centric approach to generate & implement Ideas.

8: RED Ocean and BLUE Ocean Framework

To tap existing and new markets.

9: Digital Business Framework

To use the Digital Ecosystem.

10: Business Innovation Framework

To use different Innovation techniques.

# SKILLS USED

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## List of Skillsets required for Business Growth:

**To be able to implement Business Growth, one needs to learn these 10 skills and techniques.**

**1: Entrepreneurship Skills**

To approach Business with an Entrepreneur, risk taking mindset.

**2: Innovation Skills**

To Innovate new Ideas.

**3: Creativity Skills**

To think about new ideas creatively.

**4: Design Thinking Skills**

To understand the users with Empathy.

**5: Project Implementation Skills**

To be sharpen your implementation skills.

**6: Digital Skills**

To be familiar to work with Digital Ecosystem & Tools.

**7: Marketing Skills**

To explore markets and promote your products or services.

**8: Sales Skills**

To be able to sell and close the deals.

**9: Financial Skills**

To understand the financial models.

**10: Emotional Intelligence (EI) Skills**

To understand Self better and how to manage social skills.

# LIST OF TOOLSET CATEGORIES

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## List of Toolset Categories used:

**To be able to implement Business Growth, one needs to implement using combination of these 15 Toolsets.**

- 1: Marketing Tools
- 2: Sales Tools
- 3: Productivity Tools
- 4: Analytics Tools
- 5: Innovation Tools
- 6: Survey Tools
- 7: Project Management Tools
- 8: Creativity Tools
- 9: Communication Tools
- 10: Time Management Tools
- 11: Digital Tools
- 12: Social Media Tools
- 13: AI Tools
- 14: Finance Tools
- 15: Collaboration Tools



## ABOUT THE AUTHOR

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Shrinivas Moharir, CEO & Founder @MohaLabs, is a Business Growth Expert, focussed on consulting Businesses to grow their Business using New, Creative, Innovative Business Growth techniques.

In particular, he focusses on Business Model Innovation for Growth. He has created the BIG - Business Ideas or Growth and MOHA Business Growth Pillars framework as part of his ongoing research and business consulting experience.

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