GroundReality
From Strategy to Working Systems

SUSTAINABILITY · INNOVATION · COMMERCIALIZATION · AI

We help leaders turn strategy into working systems.

Back, stronger, for larger global impact.

We help leaders build what they take to market: sustainable products, circular business models, commercialization and growth partnerships, with AI where it changes the work.

MORE GROUND COVERED

Advice from someone who has run it, built it and invested in it

- **Running companies** — P&L, operations and teams
- **Social ventures** — Impact that is also viable
- **Global expansion** — Markets, partners, cultures
- **Government affairs** — Policy, regulators, public programs
- **Investments & M&A** — Value creation and integration
- **High-impact AI interventions** — Redesign the work, then apply AI

WHAT WE HELP BUILD

Four capabilities to build what you take to market

01 Sustainability & circularity
Circular design, waste-to-value and impact measured in business terms.

02 Product R&D to market
Prototypes and patents through pilots, certification and scale-up.

03 Commercialization
Business models, pricing, channels and earned-media go-to-market.

04 Growth partnerships
Market entry, public-private models, investments and M&A.

AI AI across all four
R&D and design, ESG data, market sensing and pricing.

+ With Arpitha & Opptimise
Vision, values, learning, process and behaviour.

Dr. Prathaap Rao, Ph.D. *Turning Possibility into Progress*
MANAGING PARTNER · GROUNDREALITY & ARPITHA ASSOCIATES
26 years · 30+ countries · Visiting professor · TEDx speaker · Shark Tank India

HOW WE WORK · THE 5D PATHWAY, USED ACROSS GROUNDREALITY AND ARPITHA

Evidence → choice → design → delivery

1 **DISCOVER** — Market, customer, material, maturity

2 **DEFINE** — Priorities, feasibility, business case

3 **DESIGN** — Product, business model, measures

4 **DEVELOP** — Pilots, certification, partners

5 **DELIVER** — Launch, scale-up, benefits

30+ COUNTRIES

India · Sri Lanka · Malaysia · Singapore · Indonesia · Dubai · Abu Dhabi · United Kingdom · Europe · USA and more

Consulting · Training · Workshops · Large-scale implementations · Transformations

SELECTED CASE STUDIES · ALL 18 AT GROUNDREALITY.ORG/WORK

Proof from ventures we built, and programs we led

125,000+ sq m
installed on roads, yards and airports
GRIDMATS · PATENTED CIRCULAR PRODUCT

40,000+ potholes
fixed in 30+ cities; US$4M+ raised with partners
POTHOLERAJA · PUBLIC-PRIVATE MODEL

RM 165M a year
in savings; 100+ future leaders developed
ENGINEERING GROUP · MALAYSIA · WITH ARPITHA

LKR 240M
added to the bottom line by 139 leaders' projects
LISTED CONGLOMERATE · SRI LANKA · WITH ARPITHA

ENGAGE

Flexible entry points. One outcome discipline.

Diagnostic sprint — 2–4 weeks
Opportunity, evidence, business case and an executive readout.

Innovation-to-market program — 3–12 months
A product, sustainability or commercialization program: pilots, launch and scale.

Executive / board advisory — Retained
Growth, expansion, public-private partnerships, investments and M&A.

With Arpitha & Opptimise — As needed
Vision, values, learning, process excellence and behavioural insight.

Let's turn the ground reality into a working transformation agenda.

Book a session: groundreality.org/book

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