

CONSULTING · MENTORING · EMPOWERMENT

Empowering **Business Growth** *& Sustainability.*

We partner with boards, entrepreneurs and academic institutions to deliver visible, measurable outcomes through focused involvement and innovative strategy.

True success is not accidental — it is designed.

Designed through clarity, shaped by insight, and sustained through disciplined execution. Organisations need more than advice — they need a partner who can translate ambition into structured, measurable outcomes.

GreenApple Success Factors was founded with a clear purpose: to bridge the gap between strategy and execution, vision and result. We work alongside boards, founders, and institutions to shape future-ready organisations through strategic insight, decision intelligence, and empowered leadership.

What follows is an introduction to who we are, the work we do, and the philosophy that guides every engagement we take on.

PILLAR · I

Clarity

Cutting through complexity to surface what truly matters — sharpening focus, sequencing priorities, and aligning intent with action.

PILLAR · II

Intelligence

Bringing structured thinking, decision-ready insight, and disciplined analysis — translating data into direction.

PILLAR · III

Growth

Designing for outcomes that endure — building organisations that are resilient, competitive, and ready to compound value over time.

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QUICK READ

Our work, in short.

We engage as strategic partners, bringing structured thinking, objective perspective and execution focus.

From boards charting strategy to founders shaping the next phase, our role extends beyond advisory — we act as trusted partners in decision-making and transformation.

20⁺
YEARS
EXPERTISE

06
PRACTICE
AREAS



Dr. George V Antony

FOUNDER · MENTOR · AUTHOR

FROM THE FOUNDER

A note on why we do this work.

Across nearly three decades of working alongside boards, founders, and institutions, one observation has stayed with me: the gap between a good idea and a lasting outcome is rarely closed by strategy alone. It is closed by clarity of thought, quality of decisions, and the discipline to execute through difficulty.

GreenApple Success Factors exists to help leaders close that gap. Whether it is a family-led enterprise charting succession, a first-time founder navigating early scale, or an institution rethinking its place in a changing world — our role is to bring perspective, structure, and a steady partner through critical inflection points.

We treat every engagement as a relationship rather than a transaction. We listen first, challenge respectfully, and stay close to the work until results are visible and durable.

Dr. George V Antony

Founder · GreenApple Success Factors Pvt Ltd

A consulting and mentoring practice built around *decision-ready intelligence* and disciplined execution.

GreenApple Success Factors was founded with a clear purpose — to bridge the gap between strategy and execution, vision and result. We partner with boards, entrepreneurs and academic institutions to shape future-ready organisations.

With over two decades of combined experience spanning industry, academia, research, and consulting, our team brings a distinctive blend of strategic foresight and execution excellence.

Our approach is client-centric and outcome-focused. We emphasise deep collaboration, a strong understanding of business dynamics, and a disciplined focus on translating strategy into tangible results.

“

The bridge between strategy and execution is built one clear decision at a time.

BY THE NUMBERS

20⁺

YEARS TEAM EXPERTISE

06

CORE SPECIALISATIONS

100%

OUTCOME FOCUSED

*Boards · Founders ·
Institutions*

WHO WE PARTNER WITH

The principles that **guide every** *engagement.*

OUR MISSION



Enabling decision-ready intelligence.

To enable decision-ready intelligence, strategic clarity, and disciplined execution through integrated consulting, mentoring, and capability building.

– STRATEGIC
CLARITY

– DISCIPLINED
EXECUTION

– DECISION
INTELLIGENCE

– CAPABILITY
BUILDING

OUR VISION



Future-ready leadership and organisations.

To shape future-ready leadership and organisations that define sustainable growth and lasting impact — across boards, founders, and institutions.

– SUSTAINABLE
GROWTH

– LASTING IMPACT

– EMPOWERED
LEADERS

– RESILIENT
INSTITUTIONS

Our approach.

We transform meaningful interventions into sustainable growth — combining insight, strategy, and execution so every initiative delivers measurable, durable value.

I.

Listen & Diagnose

We start by understanding context, constraints, and ambition — separating signal from noise and surfacing the questions that truly matter.

II.

Design & Align

We design solutions that are tailored, purposeful, and impact-driven — building shared alignment among leadership and stakeholders.

III.

Execute & Adapt

We work shoulder-to-shoulder through implementation — adapting strategy as conditions evolve, holding focus on the outcomes that count.

IV.

Sustain & Compound

We build capability and rhythm so improvements stick — ensuring the value we create together compounds well after the engagement ends.

Tailored Collaborative Adaptive Outcome-
EVERY BY DESIGN IN EXECUTION *Led*
ENGAGEMENT ALWAYS

A.

Business Consulting & Growth

Strengthening business fundamentals, unlocking growth, and navigating complexity with clarity and control.

STRATEGY · PERFORMANCE · EXECUTION

B.

Startup & Entrepreneurial Mentoring

Translating ideas into structured, scalable enterprises through rigorous thinking and experience-led guidance.

MENTORSHIP · FUNDING · SCALE

C.

Academic & Institutional Empowerment

Enhancing relevance, strengthening outcomes, and aligning institutions with evolving industry expectations.

STRATEGY · FACULTY · INDUSTRY CONNECT

D.

Corporate Training & Development

High-impact learning interventions that drive behavioural shift, decision-making, and real-world application.

LEADERSHIP · CAPABILITY · CHANGE

E.

Risk, Compliance, ESG & Funding

Strengthening governance, ensuring compliance, integrating ESG, and building investor-ready narratives.

GOVERNANCE · ESG · INVESTOR READINESS

F.

Branding, Collaborations & Transformation

Articulating brand, building meaningful partnerships, and driving transformation with strategic intent.

BRAND · ALLIANCE · TRANSFORMATION

A.

Business Consulting & Growth

Sustained performance is the result of deliberate strategy, disciplined execution, and continuous market alignment.

We engage as strategic partners bringing structured thinking, objective perspective, and execution focus — anchored in building resilient, competitive, future-ready organisations.

WHAT WE DO

- Assess performance & identify growth levers
- Refine strategy & competitive positioning
- Improve operational efficiency & execution
- Support high-stakes decisions & transitions

OUTCOMES

- ✓ Improved profitability & efficiency
- ✓ Stronger competitive positioning
- ✓ Faster, more confident decision-making
- ✓ Sustainable, long-term growth

B.

Startup & Entrepreneurial Mentoring

Enduring ventures are shaped by clarity of thought, quality of decisions, and disciplined execution.

Acting as trusted advisors, we challenge assumptions, refine direction, and support founders through critical inflection points — from early validation to scale.

WHAT WE DO

- Validate ideas & refine business models
- Define go-to-market & growth pathways
- Support high-stakes founder decisions
- Prepare ventures for investor engagement

OUTCOMES

- ✓ Clear roadmap from idea to execution
- ✓ Strong investor readiness & funding access
- ✓ Faster growth with reduced risk
- ✓ Scalable, sustainable business models

C.

Academic & Institutional Empowerment

Institutions play a defining role in shaping future capability — relevance, outcomes, and alignment matter more than ever.

Our approach combines strategic insight with practical frameworks — enabling institutions to elevate quality, improve engagement, and build ecosystems that foster employability and leadership.

WHAT WE DO

- Align academics with industry expectations
- Design capability & employability initiatives
- Strengthen institutional strategy & positioning
- Enable faculty development & excellence

OUTCOMES

- ✓ Enhanced relevance & credibility
- ✓ Improved student outcomes & employability
- ✓ Stronger industry partnerships
- ✓ Future-ready programmes & faculty

D.

Corporate Training & Development

Capability building, when approached with intent, becomes a decisive strategic advantage.

We design and deliver learning interventions that go beyond knowledge transfer — focusing on behavioural shift, decision-making, and real-world application aligned to business priorities.

WHAT WE DO

- Design customised leadership programmes
- Deliver high-impact, business-aligned training
- Focus on decision-making & behavioural change
- Support succession & bench strength

OUTCOMES

- ✓ Improved individual & team performance
- ✓ Stronger leadership capability
- ✓ Better decision-making quality
- ✓ Measurable business impact

E.

Risk, Compliance, ESG & Funding

In an environment of heightened scrutiny, organisations must manage risk with precision while remaining growth-oriented.

We support businesses in strengthening governance, ensuring compliance, and integrating ESG considerations into core strategy — with advisory extending to funding readiness and investor positioning.

WHAT WE DO

- Strengthen risk & governance frameworks
- Ensure regulatory compliance & controls
- Integrate ESG into strategy & operations
- Support funding readiness & investor positioning

OUTCOMES

- ✓ Enhanced governance & risk visibility
- ✓ Improved compliance & regulatory confidence
- ✓ Stronger ESG alignment & credibility
- ✓ Increased investor trust & funding readiness

F.

Branding, Collaborations & Transformation

Sustained relevance demands clarity of identity, strength of partnerships, and the ability to evolve with purpose.

From positioning to execution, we bring structure and perspective — enabling organisations to remain distinctive, adaptive, and aligned with long-term objectives.

WHAT WE DO

- Define & refine brand positioning & narrative
- Enable strategic partnerships & collaborations
- Support organisational transformation
- Align brand, strategy, and execution

OUTCOMES

- ✓ Strong brand recognition & credibility
- ✓ Expanded market reach & partnerships
- ✓ Improved organisational alignment & agility
- ✓ Long-term competitive advantage

Why Mentor Matters.

A must-read handbook for MSME entrepreneurs and startup leadership.

BY DR. GEORGE V ANTONY · FOUNDER, GREENAPPLE

Drawing on 28+ years of mentoring experience, this handbook helps founders avoid critical mistakes, collaborate effectively with mentors, and build resilient, future-ready businesses.

Officially released on 28 June 2025 by Union Minister Sushri Shobha Karandlaje. Endorsed by leaders across law, banking, civil services, and academia.



STRATEGIC

Wisdom from real mentoring engagements across decades.

PRACTICAL

Frameworks for effective mentor-mentee collaboration.

HONEST

Critical mistakes founders most often make — and how to avoid them.

MEASURABLE

Tools for assessing a mentor's contribution.

VISIT WHYMENTORMATTERS.COM

CHAPTER 10 · CONNECT

Let's build something that lasts.

Whether you are a board exploring strategic options, a founder shaping the next phase, or an institution charting a future-ready path — we'd be glad to start the conversation.

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GreenApple Success Factors
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Clarity · Intelligence · Growth