

# CASE STUDY – CAMELBACK VENTURES

## Tripling Organizational Growth Through Strategy & Leadership Design

### CLIENT

**Camelback Ventures** — Social innovation nonprofit supporting entrepreneurs of color

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### THE CHALLENGE

Camelback faced rapid growth and expanding demand but needed:

- Strategic clarity for the next phase
  - Stronger internal leadership infrastructure
  - A roadmap to scale fellowships and partnerships without mission drift
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### WSC'S ROLE

WSC led a **multi-year strategic planning partnership**, working closely with executive leadership and board stakeholders.

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### WHAT WE DID

- Designed and facilitated a **3-year strategic plan (2018–2021)**
- Built a roadmap to:
  - Expand fellowship offerings
  - Grow strategic partnerships
  - Strengthen internal leadership through targeted hires
- Aligned strategy with organizational culture and equity commitments

### OUTCOMES

- Helped **triple organizational growth**
  - Positioned Camelback for national expansion
  - Strengthened leadership capacity during a critical scaling phase
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### WHY IT MATTERS

This work highlights WSC's strength in **supporting founder-led organizations through inflection points**, ensuring growth is intentional, values-aligned, and sustainable.

