

How To Build A Thriving Business In Dubai – Growth Ninja’s Success Story

Host: Founder and CEO of Black Swan Business Set Up Services

Guest: Mr. Donatus, CEO & Founder of Growth Ninja

Glimpse of the Podcast

In this engaging podcast, **Rupa Jha** interviews **Mr. Donatus**, the CEO and founder of **Growth Ninja**, delving into the evolution of growth agencies, the impact of AI on marketing, and the future of business expansion. They discuss Growth Ninja’s selective client approach, the role of AI in streamlining processes, and the changing landscape of marketing trends. Mr. Donatus shares insights on Dubai’s business ecosystem, the challenges of traditional business practices, and his ambitious vision to build a **\$100 million company**. He also reveals the inspiration behind his **Salon Marketplace**, expansion plans into **Saudi Arabia and Singapore**, and key marketing strategies for businesses to thrive. The conversation wraps up with a candid take on leadership, adaptability, and the ultimate entrepreneurial mindset.

Rupa: Welcome to another episode of the Black Swan Business Podcast. I’m Rupa Jha, and today we have an incredible guest, Mr. Donatus, the CEO and founder of Growth Ninja. We’ll be diving into the world of growth agencies, entrepreneurship in Dubai, pricing strategies, and the challenges of modern marketing. Welcome, Mr. Donatus!

Donatus: Thank you, Rupa! I’m excited to be here and discuss all things growth and marketing.

Rupa: Let’s start with Growth Ninja. Can you tell us what inspired you to start this company?

Donatus: Absolutely. Growth Ninja was born from my experience in marketing and scaling businesses. We saw a gap in the market for data-driven, efficient growth strategies, so we built a company that helps brands scale systematically while maintaining a strong return on investment.

Rupa: That’s fantastic. You work with a variety of industries—are there any particular ones where your services are most popular?

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Donatus: We work with different industries, but we always evaluate whether we can genuinely add value. If a project isn't the right fit—whether it's pricing or potential impact—we're comfortable saying no. It's about working where we can make the biggest difference.

Rupa: AI is evolving rapidly. Do you see AI as a competitor to marketing agencies, or is it a complement?

Donatus: AI is definitely a complement. It's just another tool—like a phone or laptop. Some people think using AI is 'cheating,' but it's about working smarter. However, the challenge with AI is that if everyone uses it the same way, the content starts to sound identical. We leverage AI strategically to enhance creativity, automate workflows, and streamline processes while maintaining a unique brand voice.

Rupa: Speaking of evolving trends, what major changes do you foresee in marketing over the next five to ten years?

Donatus: AI will play an even bigger role, especially in automation, personalization, and chatbots. We are also seeing a rise in AI agents—specific AI-driven assistants that can book appointments, answer queries, and create seamless customer experiences. Additionally, I believe we'll see a stronger push toward hyper-personalization in digital marketing.

Rupa: That's really insightful. I heard you recently launched a salon marketplace. How did that idea come about?

Donatus: Growth Ninja already had multiple tools, and through our work with clients, we identified a gap in the salon industry. Many salons struggled with branding, online presence, and booking systems. We created a full package—from logo and website to Google optimization and post-launch support. We also realized that existing competitors had gaps we could improve upon, so we built a free-to-use marketplace for both salons and customers. We're now talking to investors to scale it further across Abu Dhabi and other markets.

Rupa: You've lived in the UK and now in Dubai. Which country do you think is more technologically advanced?

Donatus: In terms of government digitalization, the UAE is ahead. UAE Pass, digital documents via WhatsApp—it's incredibly efficient. However, business-wise, some sectors still rely on manual processes, like using WhatsApp for orders rather than automated systems. That creates opportunities for tech-driven businesses.

Rupa: That's an interesting perspective! Do you have a dream client you'd love to onboard in 2025?

Donatus: The ideal client is one who values innovation and is willing to invest in great ideas. Someone open-minded and eager to explore new marketing strategies.

Rupa: And what's one thing you love about Dubai?

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Donatus: The opportunities. Dubai is dynamic, fast-moving, and business-friendly. Plus, I love the warm weather—it's perfect for me!

Rupa: Do you see yourself settling here long-term?

Donatus: I prefer staying flexible. I lived in London for over a decade, and moving to Dubai was a big step. For now, Dubai is home, but I'm open to change if new opportunities arise.

Rupa: If you were to expand Growth Ninja beyond Dubai, where would you go next?

Donatus: Saudi Arabia and Singapore are high on my list. We're already seeing growing interest from clients in Saudi, and Singapore is a hub for tech innovation.

Rupa: Finally, what marketing advice would you give to businesses looking to grow?

Donatus: Three key things:

1. Don't automate before you validate. Start manually, refine, and then scale.
2. Don't assume you know your customers—ask questions, collect data, and listen.
3. Stay open-minded. The best ideas often come from unexpected places.
And one bonus tip—leaders should be the last to speak in meetings. If you speak first, you influence others and miss out on unique ideas.

Rupa: That's gold! Before we wrap up, what's your long-term vision for Growth Ninja?

Donatus: Our goal is to build a \$100 million company that disrupts markets in a positive way.

Rupa: And if you ever decide to sell Growth Ninja and retire, what would you do?

Donatus: (Laughs) I'd probably take a short break—maybe six months—then jump into something new. I love challenges too much to stop working completely.

Rupa: That's amazing. Thank you, Mr. Donatus, for such an insightful conversation. If you want your brand to grow like a ninja, you need to reach out to Mr. Donatus. We've left his contact details in the description below. Stay tuned for more conversations with entrepreneurs making it big in the Gulf. Who knows, maybe the next success story could be yours!

This is Rupa Jha, signing off from Black Swan Business Setup Services. Thank you for listening!

Thanks for downloading this podcast script. We hope you have learned something new from here! If you have any questions regarding this podcast, do let us know.



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