We were tasked to develop a full go-to-market strategy for a new spin-off Ed-Tech product, spending 3 weeks in the Tel Aviv partner incubator EdVantage developing the steps at right. We provided TTK a 12-month plan to build a business around their new product as a fresh Ed-Tech startup.

External Research

Internal Research

Market Evaluation

Competitor Analysis

Customer Analysis

Business & Pricing Models

Sales Forecast

Marketing Strategy

OFFSITE PHASE

Remote Research

WEEK ONE

Market Exploration

WEEK TWO

Pricing & Marketing

WEEK THREE

12-month Strategy

The project

The team

Boaz Schedlesky
MIT IEM '19

Christine Ortiz
MIT Sloan

Tanner Red
MIT IEM '19

Alyssa Levy
MIT Sloan

Jonathan Zanger
MIT MBA

The mentors

Dextina Booker
MIT IDM '19

Chengang Liu
MSMS '18

Hiroaki Tanie
MIT Sloan MBA '18

The class

Israel Lab 15.248

On campus this fall, we learned about the history and growth of Israel’s unique startup environment, and then spent 3 weeks in Tel Aviv exploring business concepts through a sponsored project.

The company

Time to Know

A next-generation Ed-Tech solutions company, TTK empowers the human connection in digital learning. The place the learner and instructor in the center of the learning process with their learning management systems and business analytics tools. tools.

The product

Ha-Bi-Lis

A predictive analytics tool, Ha-Bi-Lis empowers educators to improve course dropout rates by predicting drop risks before performance drops and providing contextual intervention recommendations.

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