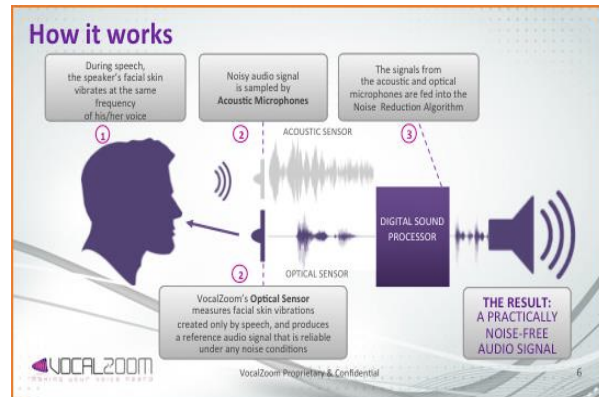




# MIT Sloan: Action Learning Israel Lab 2015

## Who are they?

VocalZoom, founded in 2010, is a start-up which provides a multifunction sensor for Human-to-Machine Communication. By using optical devices, VocalZoom sensor can generate data by measuring facial skin vibrations and convert them to audio signal. With this technology, the VocalZoom sensor gives users a near-perfect voice signal regardless of noise levels.



## What do they need?

The company is faced with difficulty in pricing their product – the sensor. What price should they charge for the product? How would the price change over time once their volumes increase in the future? How should they convince their customers that the price is appealing?

## How and what did we do?

After learning the cost structure and trend of VocalZoom's sensor product and doing research, we estimated the price range that VocalZoom can charge to different potential customers. We also proposed potential market priority recommendations for the sensor product.



## What's more?

During our three weeks stay in Israel, besides the project there, we also visited Yad Vashem, Technion, Old City Jerusalem and joined the OurCrowd 2016 Global Investor Summit. The ancient and the modern, religions and civilization, the "Start-up nation" brought us a unique and memorable experience.

## Team members

Lu (Alora) Chen (MSMS 2016)  
Francisco Javier Mejia (MBA 2016)  
Jiaqi (Mike) Yang (MFin 2016)  
Rui Deng (Sloan Fellow 2015)

## Team Mentor

Christine Ortiz  
Dean for Graduate Education and the Morris  
Cohen Professor of Materials Science and Engineering



VocalZoom, Yokneam Illit, Israel