Research Questions
1. What product should Windward provide for sanctions compliance?
2. How should Windward position itself to enter this market through maritime insurers whilst setting grounds for product expansion to other stakeholders?

On-Site Research Methodology

1. Understanding the compliance challenge
   - Outlined legal framework behind compliance
   - Created comparison of common ambiguities when complying with maritime laws

2. Charting the competitive landscape
   - Assessed the strengths and weaknesses of companies in the compliance space

3. Outlining a go-to-market strategy
   - Presented a summary of findings and recommendations to the executive committee at Windward

Key Takeaways
- Adjusting and working in direct cultures was a good way to broaden cultural understanding of Israel
- Importance of analyzing customer’s needs while developing a product
- Challenges of frequent iterating and pivoting while developing solutions
- How to evaluate options constantly and filter ideas to form final products

Remote Research

1. Market Analysis
   - Preliminary analysis of the shipping industry
   - Global trends in the maritime analysis
   - Changes brought by technology at a macro-level

2. Key Stakeholder Analysis
   - Data interests of different stakeholders in the industry
   - Conducted preliminary interviews with stakeholders to assess notions of risk

3. Competitive Analysis
   - Assessment of Windward’s competitive advantage and ways to leverage current strengths
   - Preliminary analysis of competitors and gaps in the insurance markets

Israeli Experience

The team at Windward
Old city walls in Jerusalem
Yad Vashem