



ISRAEL LAB 2019

Company name: **TULU**

Location: **Tel Aviv, Israel**

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As Tulu expands to New York City, it has contemplated utilizing a few different business models to reach a greater variety of clients. Our expansion recommendation presented two business models with pricing points based on research.

PROJECT SCOPE. Map out the variety of business models identified by the client, and provide recommendations about how to shape the business model going forward and create a pricing plan.

METHODOLOGY. Interviews with potential client(s), client surveys, market and expert research. Competitive landscape analysis was performed using tools in (a) Porter's five forces and (b) Lean Business Model Canvas.