Monday.com is a project management software company in Tel Aviv, Israel. Although well-known in Israel, the company wants to increase its user base and visibility globally.

**PROJECT & METHODOLOGY**
We focus on go-to-market strategy for students globally. Aim: increase use by students (free product) to create loyalty following their entry into the workforce.

**HOST COMPANY**

**NEXT ACTIONS AND SUGGESTIONS**
1. Elaborate target school and student strategy by establishing customer profile (needs, frequency, career trajectory)
2. Focus on networking within educational community by building partnerships too with strong flagship institutions such as GMAC, Fulbright, and EMBA Council
3. Establish and leverage grassroots student ambassador programs by providing strong student incentives (skills training, internships, autonomy)
4. Provide customized training for target schools and offering in-demand skills-based (e.g. coding) project management sessions with career offices
5. After establishing beachhead customers, focus on global expansion to a mix of developed (status advantage) and developing markets (first-mover advantage)