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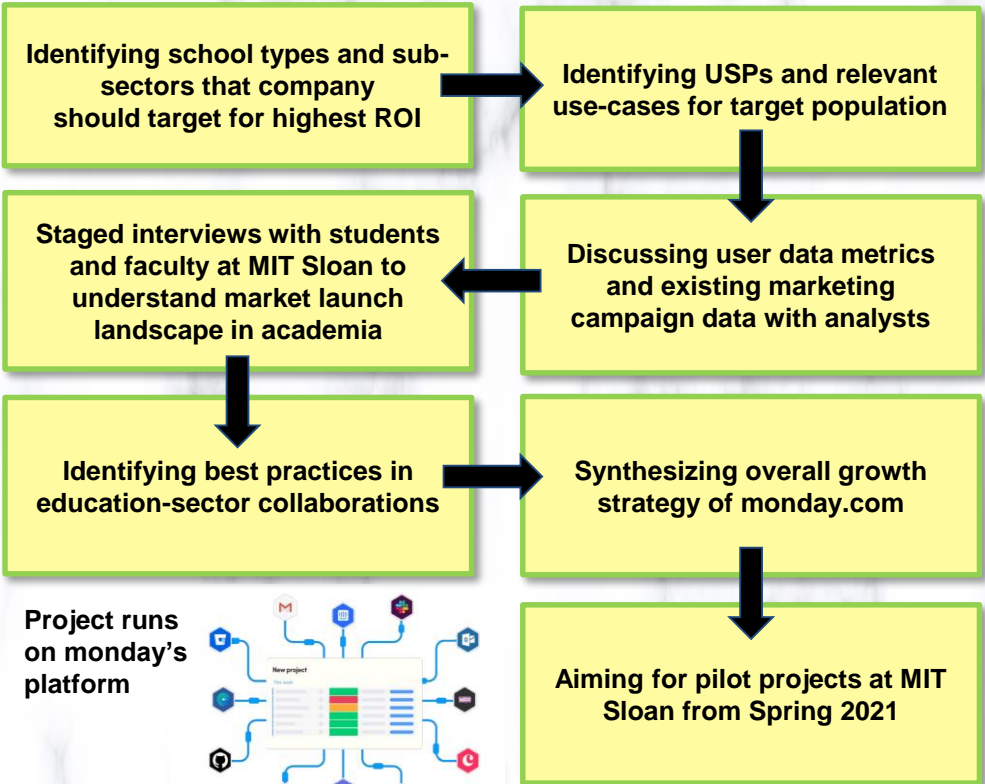
HOST COMPANY

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.



*USP: Unique Selling Proposition

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)