Time to Know

the team
- Dextina Booker — *MIT IDM '19*
- Chengang Liu — *MSMS '18*
- Tanner Reid — *MIT IDM '19*
- Hiroaki Tanie — *MIT Sloan MBA '18*

the mentors
- Boaz Schedlesky — *Time to Know*
- Christine Ortiz — *MIT Sloan*
- Alyssa Levy — *MIT Sloan*
- Jonathan Zanger — *MIT MBA*

the class

Israel Lab 15.248

On campus this fall, we learned about the history and growth of Israel's unique startup envirnoment, and then spent 3 weeks in Tel Aviv exploring business concepts through a sponsored project.

the company

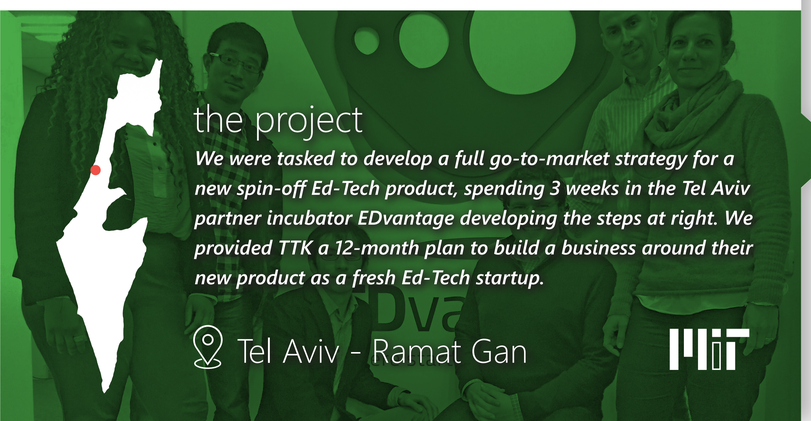
Time to Know

A next-generation Ed-Tech solutions company, TTK empowers the human connection in digital learning. The place the learner and instructor in the center of the learning process with their learning management systems and business analytics tools. tools.

the product

Ha-BI-Lis

A predictive analytics tool, Ha-BI-Lis empowers educators to improve course dropout rates by predicting drop risks before performance drops and providing contextual intervention recommendations.



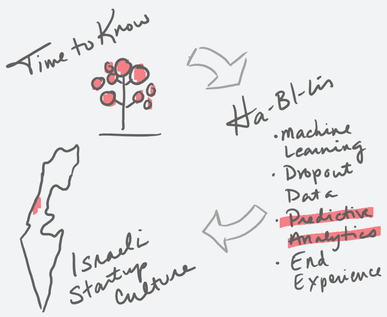
the project

We were tasked to develop a full go-to-market strategy for a new spin-off Ed-Tech product, spending 3 weeks in the Tel Aviv partner incubator EDvantage developing the steps at right. We provided TTK a 12-month plan to build a business around their new product as a fresh Ed-Tech startup.

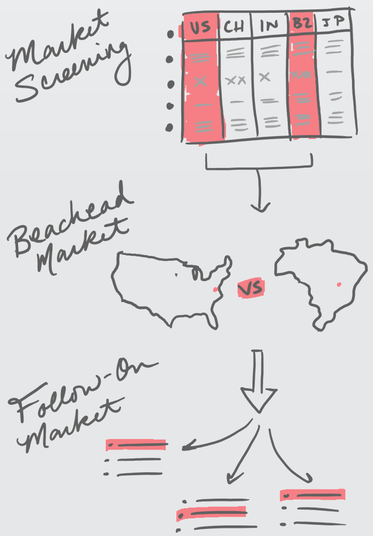
Tel Aviv - Ramat Gan

External Research

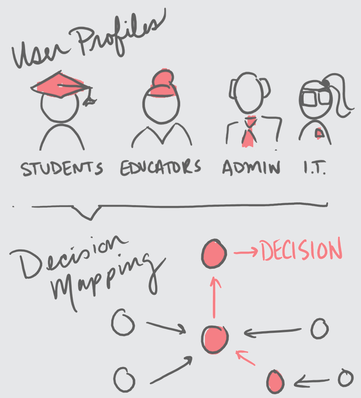
Internal Research



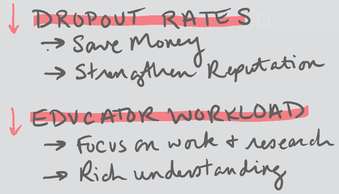
Market Evaluation



Customer Analysis

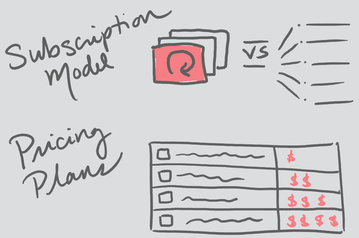


Value Proposition



Competitor Analysis

Business & Pricing Models



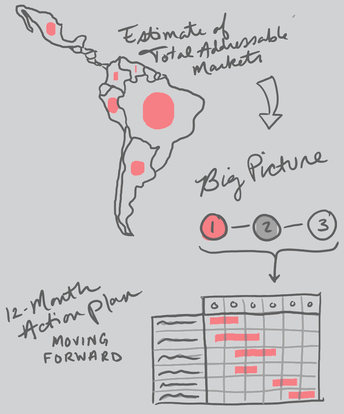
Marketing Strategy

"Move beyond your statistics."

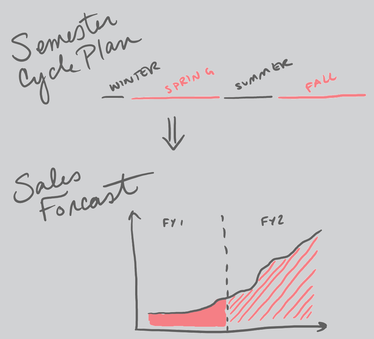
"We see students as humans, not as demographic statistics."

- IDENTIFIED ISSUES WITH PRODUCT IMPLEMENTATION & MESSAGING TO ADDRESS

Growth Plan



Sales Forcast



OFFSITE PHASE

Remote Research

WEEK ONE

Market Exploration

WEEK TWO

Pricing & Marketing

WEEK THREE

12-month Strategy