DATE
2026-07-03

MARKET ENTRY STRATEGY

EDTECH SCALE-UP

Go-to-market playbook for two regional launches — with an 18-month runway mapped end to end.

2 REGIONAL LAUNCHES APPROVED | 18-MONTH RUNWAY MAPPED

PREPARED FOR
Board of Directors

CLASSIFICATION
CONFIDENTIAL

An inflection point for expansion

01.
Global EdTech market growing at 16.5% CAGR through *2028*

02.
Proven core product and capital in place to fund expansion

03.
Two regions chosen on demand density, regulatory fit, and partner access

04.
Challenge: simultaneous launches with disciplined resource allocation

Two markets, two motions

REGION A

PRIORITY

Southeast Asia

Addressable market — $4.2B

High mobile-first penetration across young learner base

Regulatory environment: moderate, partnership-friendly

REGION B

PHASED

MENA

Addressable market — $2.8B

Government EdTech mandates actively driving demand

Regulatory environment: structured, requires local entity

PHASE 1 · MONTHS 1–4

Market Seeding

Pilot cohorts launched and local partnerships signed to establish presence.

PHASE 2 · MONTHS 5–10

Revenue Activation

Full product launch with pricing live across both regional markets.

PHASE 3 · MONTHS 11–18

Scale

Expansion within region and broadening of acquisition channels.

Three phases over 18 months

Each phase gated by defined KPIs before the next release of capital.

A three-tier channel model

T1

Academic Institutions

Curriculum integration and credentialing co-brand.

T2

Corporates

L&D licensing deals and cohort subscriptions.

T3

Government Bodies

Public tender participation and subsidy access.

Standardized SLA template across regions for speed of close.

Built for each region

LANGUAGE & UX

Full UI localization with right-to-left support for MENA.

CONTENT

Regional curriculum mapping and local instructor onboarding.

COMPLIANCE

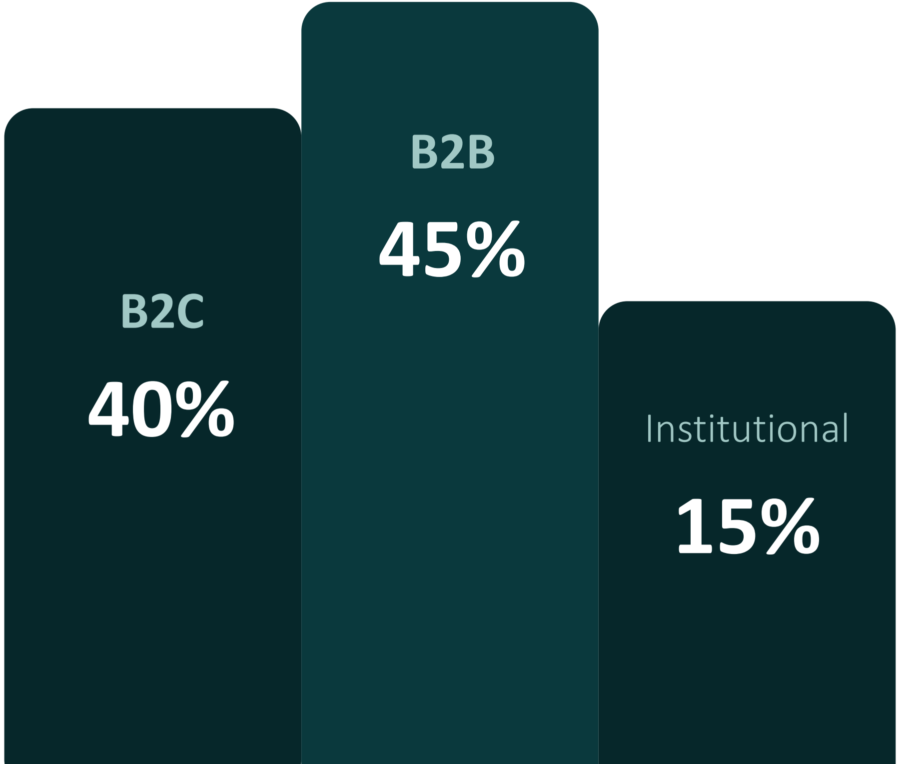
Data residency, age-gating, and regional accessibility standards.

INFRASTRUCTURE

Edge CDN deployment per region for sub-200ms load times.

Three revenue lines

REVENUE MIX TARGET · MONTH 18



$9–29 /mo

B2C

Freemium to subscription, PPP-adjusted per region.

$120–480 /seat/yr

B2B

Cohort licensing across volume bands.

Tender

GOVT / INST.

Flat annual institutional licensing.

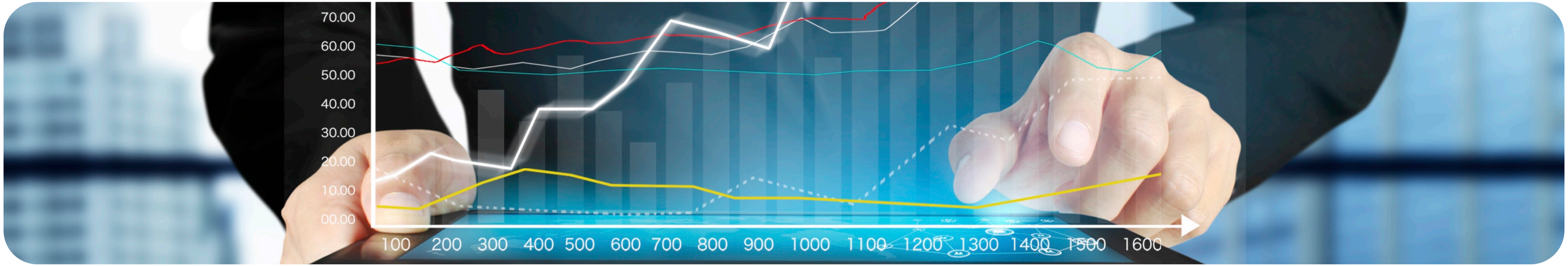
Capital, gates, and targets

CAPITAL ALLOCATED

$4.2M Across both regions

BLENDED BURN

$233K /mo Runway to Month 18



CAPITAL RELEASE GATES

M6

2,000 active learners per region; 3 Tier-1 partnerships signed.

M12

MRR breakeven in Region A; 80% partnership pipeline converted.

M18

22,000 combined active learners; $1.4M ARR run-rate.

Identified, owned, mitigated

RISK	MITIGATION
Regulatory delay — MENA entity setup	Pre-engaged local legal counsel
Partner onboarding lag	Parallel pipeline, 2x target list per tier
FX exposure	USD-denominated contracts, hedging policy active
Talent acquisition	Regional leads hired by Month 2

2 Regional Launches Approved

18-Month Runway Mapped

DELIVERED

Go-to-market playbook · Localized product adjustments · Partnership frameworks · Structured pricing schedules

NEXT

Board sign-off→Region A pilot kick-off→Q3 2026