

### **What does the company do?**

The company provides research and consultancy services for local and national governments in the field of educational policy.

### **What will the company do or make?**

The company provides research and consultancy services for local and national governments in the field of educational policy. Its focus is on non-formal learning methodologies outside the traditional educational system. An example of this would be learning in youth work settings by young people.

### **What is new, interesting about it compared to competitors?**

Compared to existing products, this new company differentiates itself by approaching the topic from the perspective of education as opposed to social/youth studies. This new approach fits into a broader trend of youth work being more educational oriented. This is a recent shift in policy approach which makes this nice not yet occupied by other companies.

### **Who is your target customer?**

Target customers can be divided into two groups: local governments and the national ministry of education (group 1) and educational consultancy firms. Within the first group local governments will be a major customer as youth work is being delegated by the national government to lower governments. The second group of customers often outsource part of their work to subcontractors. Having already secured a subcontracting agreement with one of the major consultancy companies in this field in my country, gives me a good foundation to build further upon.

### **What monetization models will be tested in the next year?**

I will test direct sales as a monetization model in the next year. This will be with the first customer group. Through my network in youth organizations I hope to contact local governments. I know there are several potential customers working at local governments that I know through these organizations.

### **How to find customers?**

For the first customer group, I will use my network in various youth organizations to secure orders. As many people in these organizations are active in local governments and have partial decision making power, I should be able to convince them to hire me. Customers in the second group will be more limited in number as there are only a handful of consultancy firms in this sector. However, I have already secured a subcontracting arrangement with one of them.