

Business Case

Role: Business Strategist Lead

Sector: Sustainability Tech | SaaS | B2B2C

As part of our Change Management course at Hyper Island I contributed to the strategic development of a scalable climate engagement platform designed to help large organizations activate sustainable behavior among employees and customers. The solution combined a personalized user ecosystem with a white-labeled engagement hub, enabling measurable impact, gamification, and ESG-aligned reporting.

My contributions:

- Conducted cross-sector research on behavioral motivators, ESG drivers, and platform adoption across industries (finance, energy, retail, municipalities)
- Developed business hypotheses and validated feature demand through market analysis
- Helped design a tiered licensing model and pricing strategy aligned with startup constraints and enterprise scalability
- Integrated cross-marketing and reward-sharing mechanisms to boost network effect and user retention
- Co-authored a comprehensive roadmap spanning pilot, scale-up, and international expansion phases
- Produced internal handoff materials and pitch assets for seamless product development continuation

The strategic framework informed the platform's go-to-market plan and pilot structure, helping position the company for international growth and multi-industry adoption.