

# Gemini

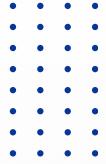
## Growth Case Study

College Adoption Growth Strategy

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# What's inside...



- 3** What this is all about
- 5** Why it's important now
- 6** Top objections hindering adoption
- 9** Growth Strategy
- 11** GTM Timeline
- 12** Forecasted Impact





# What this is all about.

This case study presents a GTM strategy to make Google Gemini the go-to GenAI tool for U.S. college students. Despite its power and integration, adoption trails ChatGPT. The plan tackles this gap through campus activations and LMS integrations, projected to boost student adoption by 60% YoY and embed Gemini in the future of AI-powered education.



WHO

Google Gemini team, university partners, and student end-users (college students in the U.S.)

WHAT

Drive adoption of Gemini Pro (free) among college students to dominate the Gen AI in the education space.

WHY

Students are increasingly turning to Gen AI tools for study help, yet Gemini remains underutilized despite integration with Google tools

# Why it's important now.



## Low College Students Adoption

Only 13.62% of college students use Google Gemini as their primary AI application vs. 64.77% for ChatGPT. [\(1\)](#)



## Crowded Marketplace

Students are overwhelmed with too many AI options and lack embedded access via school systems.



# Top Objections Hindering Adoption



**Faculty Resistance to AI in Classrooms:** Without faculty buy-in, integration into the curriculum fails. Attempts to push AI without alignment may lead to bans or limited usage.



**Hard to Prove Academic ROI at Scale:** To keep university buy-in, Gemini must prove that it improves learning outcomes. But large-scale academic performance improvement is hard to measure, slow to show, and often entangled in biases.



**Low Awareness and Usage Among Students:** Despite hype, only a minority of students actively use AI tools for coursework. Many don't know how to apply AI effectively to their specific studies.

# How Google can tackle those objections

## Build trust and achieve buy-in from faculty via AI education

Conduct AI literacy workshops to help faculty see Gemini as a co-pilot, not a replacement. For example, show them how to create future-forward and relevant curriculum with the help of AI, putting them ahead of other institutions

## Build trust and achieve buy-in from faculty via AI education

Partner with select faculty to run controlled classroom pilots, tracking performance, time saved, and student engagement. Example: Creative art students use Veo to visualize their ideas instantly in class, reducing idea creation and validation timeframes

## Encourage student-led AI education via student ambassadors

Use peer ambassador programs to host live demos and onboarding sessions with snacks, swag, and incentives. For example, a computer science ambassador could host a Google-sponsored masterclass, teaching peers how to build AI/ML tools better and faster with Vertex AI.

# What users think of the top Gen-AI applications

Tool	Easy to Use	Feature Rich
ChatGPT	High	Medium-High
Gemini Pro	Medium	High
Claude	Medium	Medium
Copilot (Microsoft)	Medium-high	High
Perplexity AI	High	Medium

# Growth Strategy – using the JTBD framework



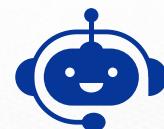
## Struggling to understand a concept?

Use the embedded Gemini bar inside the LMS (such as Canvas) to get an immediate understanding of a concept, using information grounded in the lecture material itself. You can also use NotebookLM inside the LMS to create a podcast version of your lecture notes, allowing you to study on the go



## Planning a creative project?

You can use VEO to instantly visualize drafts or use Vertex AI to generate initial lines of code. This eliminates creative blocks and saves hours for other productive tasks.



## Struggling to find one reliable AI tool for college?

No need! Gemini Pro is already embedded in the LMS, so it can handle everything from research, coding, and design to image generation. This makes learning simpler and more practical.

## Channel

- University LMS integrations (Canvas, Moodle)
- Swag kits + onboarding for freshmen
- UGC and TikTok, YouTube Shorts with student creators
- Sponsored AI-in-Education campus events

## Assets

- Student ambassador program (with referral incentives)
- Gemini x VEO creative showcase contests
- AI Curriculum Builder for faculty

# Go-To-Market Timeline

Date	Task
Sep - Dec 2025	Launch pilot in 5 universities in top 5 states with high college student population (California, Texas, New York, Florida, and Pennsylvania)
Jan - April 2026	Ambassador training + events for students
May - Aug 2026	Review efforts and garner feedback from faculty and students
Sep 2026	Expand to 20 - 50 campuses
January 2027	Enter new markets

# Forecasted Impact



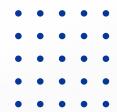
Increase Gemini Pro student adoption by 60% YoY



Expected reach: 3.9M U.S. college students (20% of enrolled college students population in the U.S)



Capture 20–25% of TAM currently underserved due to tool fragmentation and low campus penetration



# Thank You!

If you're hiring or know a team looking for GTM, Growth, or product marketing talent, I'd love to connect

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