

Innovation Agency for Higher Education



What we do

 Strategic Consulting Opportunity discovery and selection	 Product Design User research and product requirements
 Research Best practices and trend analysis	 Process Design Organizational structure and instructions
 Program Design Instructional models and curriculum	 Business Models Pricing, packaging and projections
 Marketing Strategy Positioning and go-to-market process	 Implementation Planning Budgets, timelines and vendors

Process



Leadership Team

Entangled Solutions was founded in 2015 and is based in San Francisco. Our core team is a group of edtech entrepreneurs with deep experience in product development and organizational change in Higher Education. We use our startup connections to bring cutting edge technology to the academic world.



Paul Freedman
Principal Consultant



Yury Lifshits
Managing Director



Mat Frenz
Director of Operations



Jason Sanders
CFO

Members of our team have lead the development
of the following systems:

- Largest CRM in Higher Ed, used by 2000+ universities
- First early alert retention system
- Technology that powers The Common Application
- First LMS for blended continuing education
- Leading LMS for competency-based learning
- K-12 math tutoring system used by 1M+ students

Investing and advising



raise.me

 **FIDELIS**

 **Course Hero**

 **gradescope**



 **handsfree**

 **ApprenNet**

 **peerTransfer**

 **TOOLWIRE**

Contacts

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