

Product details



[Technomentis: At Crossroads](#)

Case - Reference no. 819-0012-1

Subject category: [Entrepreneurship](#)

Authors: [Nimisha Singh](#); [Arun Sahay](#)

Published by: Birla Institute of Management Technology

Published in: 2018

Length: 11 pages

Data source: Field research

Topics: [Entrepreneurship](#); [Growth dilemma](#); [Start-up strategy](#); [STEM](#); [Business ecosystem](#)

About

Abstract

Astha Sharma established Technomentis in 2015 to offer STEM based programs. Over a period of three years, they had offered STEM based programs in schools as well as at their own centre. The company offered innovative, educational solutions to foster innovation among young students. B2C was delivery model at their own centre while B2B was the model at schools for STEM promotion. Over past three years, Technomentis had made considerable progress in terms of revenue and number of enrolments but despite very positive feedback, Astha was facing challenges to scale up the business. To maintain quality, she was engaged in all aspects of running her business including marketing, business acquisition, and offering the program despite developing a team. She was standing at crossroads; she had to choose a clear path for growth. She wondered whether to adapt to B2C or B2B model of business for future growth. She needed to re-evaluate the programs offered, assess the demographics, business environment for STEM, marketing strategy and importantly the financial performance of the programs run during last three ears to make a decision for future.

Teaching and learning

This item is suitable for undergraduate courses.

Settings

Geographical setting

Region: Asia
Country: India

Featured company

Technomentis Edu Services

Type: Educational

Featured protagonist

- Astha Sharma (female), Founder

Related



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