

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



[Technomentis: At Crossroads](#)

Teaching note - Reference no. 819-0012-8

Subject category: [Entrepreneurship](#)

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

Published by: Birla Institute of Management Technology

Published in: 2018

Length: 13 pages

Data source: Field research



Customers who viewed this product also viewed...

View up to ten items most often browsed with this product.



Ref no: 320-0287-1

[Kodak's Shift to](#)



Ref no: 308-291-4

[Nokia \(A\): A Stable](#)



Ref no: 614-071-1

[Turnaround of a](#)



Ref no: 815-071-1

[Turning the Wheels at](#)



Ref no: 319-0341-1

[Mementos that Anchor](#)



Ref no: 520-0070-1

[OnePlus: A Chinese](#)



Ref no:

[Can Elor](#)

Your recently viewed items

View up to the last ten items that you browsed. Fancy something different? [Find out what's new >](#)



Ref no: 819-0012-1

[Technomentis: At](#)
[Crossroads](#)



Ref no: 319-0044-1

[Kwality Glass: Store](#)
[Atmospherics](#)



Ref no: 118-0056-1

[Financial and](#)
[Qualitative](#)
[Performance Analysis...](#)



Ref no: 318-0097-1

[Cisco: Chase to the](#)
[Cloud](#)



Ref no: 819-0012-1

[Technomentis: At](#)
[Crossroads](#)



Ref no: 319-0044-1

[Kwality Glass: Store](#)
[Atmospherics](#)



Ref no:

[Final](#)
[Que](#)
[Performa](#)

The Case Centre is the independent home of the case method.



UK office

The Case Centre
Cranfield University, Wharley End
Bedfordshire. MK43 0JR, UK

t +44 (0)1234 756410
e info@thecasecentre.org

© Copyright The Case Centre, 2021

[Contact](#) [Site search](#) [Privacy & Cookies](#) [Site compatibility](#) [Modern slavery policy](#)

USA office

The Case Centre
Babson College, Babson Park
Wellesley MA 02457, USA

t +1 781 239 5884
e info.usa@thecasecentre.org

The Case Centre is a not-for-profit company limited by guarantee, registered in England No 1129396 and entered in the Register of Charities No 267516. VAT No GB 870 9608 93. It is also the trading name of The Case Centre USA, a non-profit making company. Tax ID No 04-31-43431.