



Project study portfolio : Rakoono

Partner: [Rakoono.com](https://rakoono.com) (AI EdTech) | **Duration:** 3 Months | **Team:** 2–4 Students

Topic: Designing and testing a market entry and product adaptation strategy for an AI conversational learning agent in the German corporate training market.

1. Context and problematisation

Rakoono is an AI EdTech startup expanding from the student market into **B2B corporate training**.

- **Context:** Demand for AI in L&D is growing, but the German market has specific barriers (GDPR, Works Councils, incumbent players).
- **Challenge:** Moving from a broad offering to a **validated strategy** requires navigating local regulations and defining specific **product adaptations**.

2. Project goals

- **Strategic:** Define a data-driven market entry strategy (ICP, Value Prop, Pricing, Channels).
- **Operational:** Validate the strategy through real-world testing (expert interviews, initial outreach).
- **Adaptive:** Identify concrete product modifications (UX, compliance, features) based on feedback.
- **Academic:** Apply strategic management and innovation frameworks (e.g., Blue Ocean, Localization).

3. Approach and methodology

Phase 1: Market intelligence	Phase 2: Customer discovery	Phase 3: Testing & Planning
Map competitive landscape and analyze pricing/features of key players (e.g., BetterUp). Identify regulatory requirements.	Conduct 10–15 interviews with HR/L&D Managers. Validate the Ideal Customer Profile and list necessary product adaptations.	Test messaging via low-volume outreach. Define the "Pilot Package" and finalize the Market Entry Playbook and Roadmap.

4. What have Rakoono to propose you ?

- **Responsibility:** you will lead operations in Germany
- **A strong reference for your future:** if you need a referral for an internship, we'll be there to recommend you
- **A deep dive into HR and EdTech solutions**
- **Founders' mentoring** if you want to launch your own startup



Feel free to contact me if you'd like more information !
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