



Cases for the 6th BRIDGE Session

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## Company



### Geoscan Group

Promoting drone show.  
Determine the capacity and growth rates of regional markets

### Trip for students

To develop a strategy for entering the market of the Scandinavian and Baltic countries

### Arcadia

Develop an outreach marketing strategy for the Nordic market

### Digital Design

Product development

### Teachingame

Case 1: Open lesson for collaboration

# Company



## Cofium

Develop brand awareness and increase revenue

## Raketa

Analyze of the markets of corporate clients (companies) in the countries of the EMEA region as potential markets for the promotion of Raketa.

## Teachingame

Case 2: Technology for employees development

## ВкусНа food delivery service

Develop and partially implement a communication campaign

## KORA'

Digital promotion

**Type of enterprise:** Private

### **Short description of the company**

Arcadia is a software engineering company focused on providing software development services to clients worldwide. We are a team of 700 professionals with diverse technology skills and domain expertise.

In 1993, Arcadia started out as a family business of three people. Due to the high standards of professionalism and ambitious goals that they set for themselves and the company, Arcadia has evolved from a small team into a global enterprise. Today, over 700 IT professionals work at Arcadia, but we still maintain a homelike atmosphere and a positive working environment.

Arcadia offers a wide range of services from full-stack app development to big data analytics and provides end-to-end data-related solutions. We focus on the best practices and use the latest technologies also used by the world's leading companies to provide the best services to your business.

Arcadia has offices in the USA, UK, Russia, and Belarus.

### **Plans for future development**

Grow expertise in Healthcare, Education, FinTech, and Travel industries. Grow sales in Europe and the US.

### **Assignment**

Develop an outreach marketing strategy for the Nordic market: create an ideal customer profile, determine the best outreach channels and provide message examples.

### **Preferrable way of communication**

A mixture of video-call, chat and email

**Type of enterprise:** Private

### **Short description of the company**

Geoscan Group is Russian manufacturer of unmanned aerial vehicles (UAV) and developer of photogrammetric data processing and three-dimensional data visualization software.

Geoscan specializes on production of 2 types of UAV: fixed-wing and multirotor. One of the main advantages of our UAVs is inhouse Russian-based production. Production line uses only few components of third-parties production. Prevailing part of own developed components allows to reduce prime costs seriously.

Our electronic equipment and UAV production facilities, design and software developments located in 5,500 m2 area in St.Petersburg. Geoscan group has offices in Moscow, Belgorod and Surgut.

Geoscan supplies its products to 12 countries. The unique advantages of Geoscan technology are record length and duration of flight. Quality of our UAVs allows to compete and surpass most of the global equivalents.

### **Plans for future development**

To grow further and become a company number one in Russia

### **Assignment**

Find the largest distributors/resellers by tag set (drone light show, live sfx, fireworks show) to promote drone shows in three key regions: Middle East, India, Southeast Asia. Determine the capacity and growth rates of regional markets, their segmentation and market shares of key competitors

### **Preferrable way of communication**

A mixture of video-call, chat and email

**Type of enterprise:** Private

### **Short description of the company**

Digital Design is one of the top 20 largest software development companies in Russia. Digital Design provides services of custom software development and workplace automation in the corporate segment.

Over 27 years, Digital Design experts have implemented more than 5,000 projects for the largest private and state-owned companies and organizations in Russia and abroad. In addition to implementing in-house products, the company is known as a major system integrator: we completed large-scale projects for IT infrastructure development, unified communications system implementation, information security, and mobile solutions development.

Besides developing and implementing IT systems, Digital Design conducts advanced research and development based on machine learning and AI technologies. Science Lab solutions include industrial processes control, predictive repair of equipment, search of incompatibilities in contracts, compliance control, intellectual text processing, etc.

### **Plans for future development**

For over 28 years of work, the company has found a stable place on the Russian workplace automation market. Also, the company has occasionally completed several projects for customers in EU and US. Recently, a company has launched a project for finding new customers and partners abroad and establishing a process of doing it on a systematic basis.

### **Assignment**

Research for a specific product: automation system for conducting boards of directors called **Areopad**.

It is necessary to research the demand for such solutions in the market, find out who is already represented on it, and compare with our solution.

Investigate partnering with a local company to offer a comprehensive solution.

### **Preferrable way of communication**

A mixture of video-call, chat and email



**Type of enterprise:** Private

**Short description of the company**

We create trips for students and youth around Russia.

**Plans for future development**

We want to start organizing tours for foreigners to Russia. The first priority is the nearest Scandinavian and Baltic countries.

**Assignment**

To develop a strategy for entering the market of the Scandinavian and Baltic countries:

- to study what directions potential clients are interested in
- understand how the travel market works in other countries
- brand promotion strategy in a new market

**Preferrable way of communication**

email/WhatsApp/Telegram





### Case 1: Open lesson for collaboration

**Project overview:** You have to research the education landscape in Kolarctic CBC countries and create an open lesson for teachers, to bring new teaching methods and technologies into schools. Solution should be useful in an international context.

**Who:** [Teachingame.ru](https://teachingame.ru). We create new forms and products for solving educational tasks: simulations, business games, online courses, workshops. Clients: universities, non-profit organizations, companies. We also work directly with schools, teachers and students to fulfill our mission: to make education more interactive, immersive and fun.

**Challenge statement:** Teachers and school administration say that now it becomes harder to find new ways for involving students, especially on online classes (but not only). Teachers sometimes have no time to create new tools or materials for their lessons. Also there are a lot of topics, skills and directions which are not covered by school standards but critically important for people.

But there is not enough to just create good instruments. In order to provide effective cooperation and usability of students, developers should deeply understand how teachers really works and solve their everyday tasks.

#### The product (solution) image:

Two main parts of your solution:

**Research.** You have to find out real teachers' needs for engaging students, creating new forms of learning and having enough "ready to go" materials.

**Product.** lesson or extracurricular activity scenario. Instructions for teachers and mentors to run the activity into the classroom. It could be an online lesson scenario, collaboration game, set of materials, board game, simulation, etc. Materials should help teachers involve students and make education more interesting and fun. It could even be open-source materials which can be edited by the teachers community. **IMPORTANT:** it has to solve the real teachers problem found in the previous step.

Feel free to check out links, which we think will help you to inspire new ideas. And don't forget about your international advantage.

#### Tools and methods, we recommend using:

- Design thinking approach for making product for exactly your audience and understanding their needs;
- Interview to provide more information, what could be important on class;
- Experiment to find feedback, prototyping to see if your product works well.

#### Criteria:

- Understanding real needs - Level of your research, how deep you understand needs of teachers, students or school administration.
- Using technology - Feel free to use apps, approaches, or even mix ideas from different subjects to create your own lesson.
- Methodology and learning experience - The vision that students will appreciate the classwork and they will engage in it, to explore more about the topic of your lesson, it's one of the key factors of a successful lesson. Try to focus on a completely new learning experience.

#### Materials for inspiration:

Our open materials for [learning cryptography](#).

Website where teachers can share and sell their [learning materials](#)

[Elon Musk school](#) to develop student voice, strategic thinking, and collaborative problem-solving

[Teaching in the US vs. the rest of the world](#)



**Case 2:** Technology for employees development

**Project overview:** You have to research how companies develop their employees in Kolarctic CBC countries and find a market opportunity for running new tech product.

**Who:** [Teachingame.ru](https://teachingame.ru). We create new forms and products for solving educational tasks: simulations, business games, online courses, workshops. Clients: universities, non-profit organizations, companies. We also work directly with schools, teachers and students to fulfill our mission: to make education more interactive, immersive and fun.

**Challenge statement:** Companies are strongly interested in developing their employees, not only to fit “The triple bottom line framework”, it is just necessary to grow. Digitalization gives a huge amount of opportunities to make employee development more efficient, less cost and more attractive.

We know that a lot of companies do not use any kind of tech solutions for people development (the question is “why?”). Also we understand the potential power of technologies for education and people development but we do not know the specifics of employee development and market in companies based in Kolarctic CBC countries.

**The product (solution) image:****Two main parts of your solution:**

**Research.** You have to find out companies that already have proper employee development and see which forms they are using now and what kind of problems they still have. Choose a priority segment or list of companies.

**Product vision.** It could be a simulation description, management solution, recruitment idea or plan for self-development. Even a computer game which can be adopted for solving educational tasks.

**Tools and methods, we recommend using a:** benchmarking, interview, finding business requirements.

**Criteria:**

- Realistic - The product that you will make should be realistic and have progress to implement in the company. Gives company measurable effects.
- Research insights - Idea of your product can be inspiring
- System thinking - The way of team developing is should include all stakeholders, so that it will work within issue of the company
- Active learning and tech using - Right way of using technologies and learning approach.

**Materials for inspiration:**

[Serious game wiki](#)

[How to develop team in Bridgewater](#)

[Pixar, increase creative of workers](#)

**Type of enterprise:** Private

### **Short description of the company**

Cofium is a new chain of establishments in a new format for St. Petersburg (takeaway food + quality drinks from a barista + mini market). Positioning - coffee and smart food - emphasis on the healthiness of the dishes and the harmony of the diet. The premium format designed for consumers with an average and higher income.

### **Plans for future development**

Expansion to a network of 20 outlets in St. Petersburg, leadership in the market niche.

### **Assignment**

The key task is to develop brand awareness and increase revenue from sales at the pilot point. Now it is very small, three times less than planned. It is important to define online and offline promotion tools (budget no more than 100,000 rubles per month) in order to increase revenue. Fast tools are important. The company also wants to receive recommendations for placement in other areas of the city - where it is more profitable to develop such a format

### **Preferrable way of communication**

email

**Type of enterprise:** Private

### **Short description of the company**

Food delivery service, key competitor and reference company is YamiYami.

БкycNa food delivery service is a startup, the activity has just started - at the moment there is one dark kitchen production (at Shchavrova, 26 in St. Petersburg).

In the near future, two more will be opened in other areas of the city (Oktyabrskaya Embankment and Murino). The creators put the emphasis on taste and technology. The price of services is average (slightly cheaper than YamiYami).

### **Plans for future development**

Development of the dark kitchen network in St. Petersburg and Moscow (20 or more per city).

### **Assignment**

Develop and partially implement a communication campaign (select the optimal set of online and offline tools for no more than 1,000,000 rubles per month, taking into account three bases). Fast selling tools are important, primarily online.

### **Preferrable way of communication**

email/WhatsApp



**Type of enterprise:** LLC

### **Short description of the company**

Raketa is a leader and innovator in digital solutions for the business travel industry.

Raketa was the first in Russia to create a neutral online platform for travel management. Raketa has quickly become a corporate digital ecosystem, which includes a cloud based web platform and a mobile application for business travelers. A corporation of any size can implement the platform in a day, organize a business trip in just a few minutes, all processes will be seamless and frictionless for the firm.

The company's economic model implies neutrality meaning that Raketa does not take cash backs from clients volumes and provides only technology. Unlike other platforms, customers do not pay any implementation, license fees or subscription fees. They only pay the transaction fee for the selected travel services of the suppliers.

The company has a revolutionary business model of technology sharing, which was awarded at the Business Travel Show in London in 2019. The innovation of the model is that the client can get access to the most complex functionality almost for free and without spending their own IT resources.

### **Goals and objectives that the digital ecosystem Raketa solves:**

#### Goals:

- expense management and reduction of the total cost
- business trip process optimization
- digital transformation of enterprises
- development of online technologies in the business tourism industry

#### Tasks:

- travel management of the company at 360°
- full control of the business trip process
- efficient and secure data management
- integration of interfaces and functionalities
- reporting and data analytics
- time and resources optimization
- budget controls
- transparent pricing for purchased services
- data security
- seamless business processes
- frictionless experience

### **The goals of Raketa company for 2022**

- increasing the market share in Russia, Kazakhstan, Ukraine
- opening new markets in the countries of the EMEA region
- increase company's profitability
- achieving a stronger position in the international market

### **Our values**

#### **Data security. This is one of the priorities for Raketa.**

A high level of security is guaranteed by several security measures:

PCI DSS certificate

Data processing center (cloud computing) of the top Internet hosting provider-Hetzner Online GmbH

Reliable crypto-resistant SSL certificate

Cluster server infrastructure

Regular audits and pentests executed by global corporates

#### **Business connected to science**

Raketa strongly supports the popularization of science in society and business. We consider it important to connect scientific streams with business to empower our employees and help them achieve more.

#### **Our employees and expertise**

Raketa unites professionals, experts who strive to be the best in their field. We invest resources in our team, constantly increasing the human capital of the company.



## Case for the Kolarctic BRIDGE team

Raketa intends to scale up its business in other countries and enter new markets in the next 2 years in the EMEA region in order to increase ROI. We are ready to offer our corporate clients a unique business model, high security and reliability of our digital solution.

**Problem:** We do not know how and in which countries we can scale most effectively in terms of parameters:

- ROI
- time to market
- SWOT analysis
- Porter's Model
- The McKinsey Matrix

## Support for participants of the Kolarctic BRIDGE program

- online sessions with Raketa's CEO (vision, expertise)
- online meetings with the project team of Raketa

**The task for the Kolarctic BRIDGE team (from the point of view of Raketa):** analysis of the markets of corporate clients (companies) in the countries of the EMEA region as potential markets for the promotion of Raketa.

## Questions for research:

- what are the corporate clients' markets in the EMEA countries: participants, industries, main characteristics, number of employees, volume of business trips per month, year?
- what are their pains, problems, needs in digitalizing or organizing business trips?
- which online booking tools, digital platforms for business trips are used by companies in these countries? What's missing?
- which countries Raketa can enter with less efforts?
- what tools, mechanisms, strategies, based on the conducted research, do you see as the most effective for scaling up the solution?





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### **Type of enterprise:** Limited

### Short description of the company

The company is engaged in the grove sale of small flowers and training of florists (in the school subdivision). There is one off-line store, an internet shop and a study space. decorating events - weddings, presentations, public spaces is also an important aspect of the activity.

### **Plans for future development**

The company plans intensive growth by increasing the efficiency of the online ordering system (via Instagram and the website), expansion by opening new outlets. As well as an increase in the flow of student florists

### **Assignment**

At the moment we need an effective digital promotion program for a year in two key areas - trade and school. we would also like to have some measurable team deliverables. actions are calculated based on the estimated budget of 100,000 rubles per month.

### **Preferrable way of communication**

email

Welcome to St. Petersburg

IT's **MO**re than a  
**UNIVERSITY**