



UK Market Expansion Strategy

1 About Sana

Sana is an AI platform for accessing, learning, and applying all of an organisation's collective knowledge to enhance business operations. Their B2B business model promotes 2 key products:

- AI-first learning platform: a digital tool for structured learning and knowledge, to help organisations to manage, create, deliver, and analyse learning initiatives
- Knowledge assistant: a company-specific AI assistant to retrieve, chat with, and capture knowledge for unstructured learning processes

Founded in 2016 in Stockholm, Sana has since expanded to the UK and US, recently being recognized as a top 50 AI startup by Forbes in 2024.

2 Project Context: Expansion into the UK Market

Sana entered the UK market in 2023 and has since partnered with 24 organisations. They aim to replicate their expansion experienced in the Nordics, for the UK market. This expansion requires a targeted strategy which has come from in-depth market research.

In this project, ICG will help Sana identify key UK firms for potential partnerships. Once identified, Sana aims to understand each targets pain points, L&D objectives, and overall vision. This will help Sana to expand with tailored value propositions at lower costs without a strong reliance on high outreach volume.

3 Project Objectives

Primary Research Campaign Development

- Develop a structured approach to identify key partners from a list of 500 potential firms
- Design survey and/or interview campaign to build database on each firms' characteristics and potential for a partnership with Sana

Target partner identification and implementation

- Conduct primary research recording contact information for respective firms
- Analyse results to shortlist promising firms

Case studies on promising target firms

- Investigate promising targets to understand pain points with current providers, L&D objectives, important purchasing criteria and overall vision
- Provide recommendations on the most appropriate firms to approach and how best to tailor their value proposition

4 Learning Outcomes

- Experience the fast-paced environment of a startup, as well as the direct impact of your work
- Learn and apply business analytical skills and big data
- Gain insights into a variety of consulting techniques used to tackle each of the project objectives
- Hands-on experience in an interesting and niche, but growing industry

5 Application process

The project is expected to commence in the third week of October 2024 and last for 6-8 weeks. To apply, please submit your CV stating your reasons for applying and the qualities you would bring to ICG. Shortlisted candidates will be interviewed by the Project & Engagement Manager before commencement of the project.

