

## CASE STUDY

## GROWTH

## ACCELERATION

Stage18 develops plan for Edtech company to sustain and grow revenue as demand declined



### Client Situation

An Edtech B2B2C digital platform experienced flat growth until the pandemic drove a double-digit spike in demand. As the pandemic began to wane, the company's investors wanted to capitalize on and sustain the growth despite the decline in demand.

### Stage18 Solution

Stage18 developed a comprehensive plan to maintain and accelerate the company's growth, focusing on three key areas:

1. **Go-to-Market Improvements:** Stage18 shifted management focus from internal operations to external market opportunities. The team analyzed all revenue and cost opportunities and developed a new go-to-market strategy.
2. **Corporate Development:** Stage18 devised a strategy for growth via partnerships, joint ventures, and M&A. The team built a list of potential targets or partners, ranked them based on alignment with the growth strategy, and initiated initial conversations.
3. **Innovation & Market Expansion:** Stage18 introduced a new product vertical targeting a new, but adjacent, market.

### Results

By implementing the Stage18 solution, the Edtech B2B2C digital platform was able to sustain and accelerate its growth even as the pandemic-driven demand began to decline. This strategic approach enabled the company to capitalize on its recent success and create a path for continued growth in the future.

### By the Numbers

- ❑ Doubled compound annual growth rate (CAGR) to approximately 9%.
- ❑ Maintained stable EBITDA.
- ❑ Achieved early revenue growth with further revenue growth acceleration expected.

Stage18 is the premier growth acceleration platform for middle market companies