

GG



Case Study



**Grapho
Game**

How GraphoGame accelerated its Brazil market entry by uncovering adoption barriers & clarifying partner pathways

SUMMARY

This case study showcases EntryMapper's collaboration with GraphoGame, a Finnish early literacy solution, to shape its market entry strategy in Brazil. Faced with a complex and fragmented education landscape, GraphoGame needed clarity on how to prioritize segments, navigate decision-making structures, and localize effectively. EntryMapper provided critical insights by mapping private school archetypes, assessing digital readiness, analyzing competitors, and outlining viable go-to-market pathways – enabling a focused, actionable plan for entry and scale.



GraphoGame is a scientifically validated digital learning tool designed to build foundational reading skills in young children. It has been successfully implemented in several international markets through research-led, partnership-driven strategies focused on early literacy.

Despite global success, GraphoGame faced strategic challenges:

1. Uncertainty around which school segments to prioritize and which go-to-market channels (e.g., Learning Management System partners vs. direct outreach) to pursue
2. Limited visibility into digital readiness, procurement structures, and adoption barriers across diverse school types
3. Difficulty aligning product implementation with local curriculum standards and infrastructure realities
4. Lack of clarity on competitor positioning and whitespace opportunities to differentiate GraphoGame

EntryMapper's work enabled GraphoGame to address these challenges head-on – aligning internal planning with on-the-ground insights and accelerating progress with the right partners and pilot schools.

OUR APPROACH

EntryMapper's approach to address GraphoGame's market entry challenges in Brazil was structured into three key analysis pillars – each answering critical go-to-market questions and unlocking insight!



1 CONDUCTED MARKET LANDSCAPE ASSESSMENT

We segmented Brazil's private school market into archetypes, conducted market sizing, mapped key players, and uncovered success factors and pitfalls to inform GraphoGame's positioning.

2 ASSESSED TECH ADOPTION & DECISION DYNAMICS

We evaluated schools' digital readiness, infrastructure, and teacher enablement, while also mapping purchasing behavior and compliance needs across segments.



3 DEFINED GTM & ENTRY PATHWAYS

EntryMapper identified the highest-fit school segments for piloting and growth, outlined scalable go-to-market pathways such as Learning Management System partnerships, and developed a prioritized list of pilot-ready schools to streamline outreach, drive traction, and accelerate GraphoGame's entry.

RESULTS

Outcomes and strategic advancements:

EntryMapper equipped GraphoGame with the market clarity and strategic footing needed to accelerate its Brazil entry. The project revealed critical adoption barriers, surfaced partnership opportunities, and sharpened GTM focus—enabling the team to avoid missteps, move faster, and prioritize efforts with the highest potential for traction. By delivering actionable insights on school segmentation, buying behaviors, and local distribution pathways, EntryMapper helped GraphoGame fast-track pilots, validate positioning, and build toward long-term product-market fit.

EntryMapper unlocked 3 critical levers for GraphoGame's success in Brazil:



Mapped market

- Illuminated education market structure for GraphoGame despite fragmented and limited data
- Collated findings on key successful and failed edtech market entries into Brazil
- Successfully identified methods to overcome key adoption barriers (infra gaps, teacher readiness, decentralized buying)



Facilitated channel intros

- Mapped partnership ecosystem, including key benchmarks on past partnerships
- Successfully identified key partnership archetype, including outreach and introduction to specific pilot partner
- Designed GTM approach with bundled pilots & phased rollout
- Facilitated warm intros to partners, accelerating entry & validation



Accelerated pilot

- Selected highest priority segment for targeting
- Built a refined, high-fit school target list (customers)
- Generated list of high potential partners for targeting
- Streamlined outreach for faster pilot traction by prioritizing leads by tech maturity & product fit

THOUGHTS FROM THE TEAM



Jesper Ryyänen
COO
GraphoGame

"This research has been transformative. It's helped us understand where GraphoGame fits, what we need to do to be ready, and where to start with scale. From a product point of view, it's the clearest blueprint we've had in any country. It sharpened our thinking on integrations, partner pathways, and market entry strategies in a way that feels actionable. We've already started aligning our product roadmap to what we now know matters most in Brazil – and that's incredibly valuable."



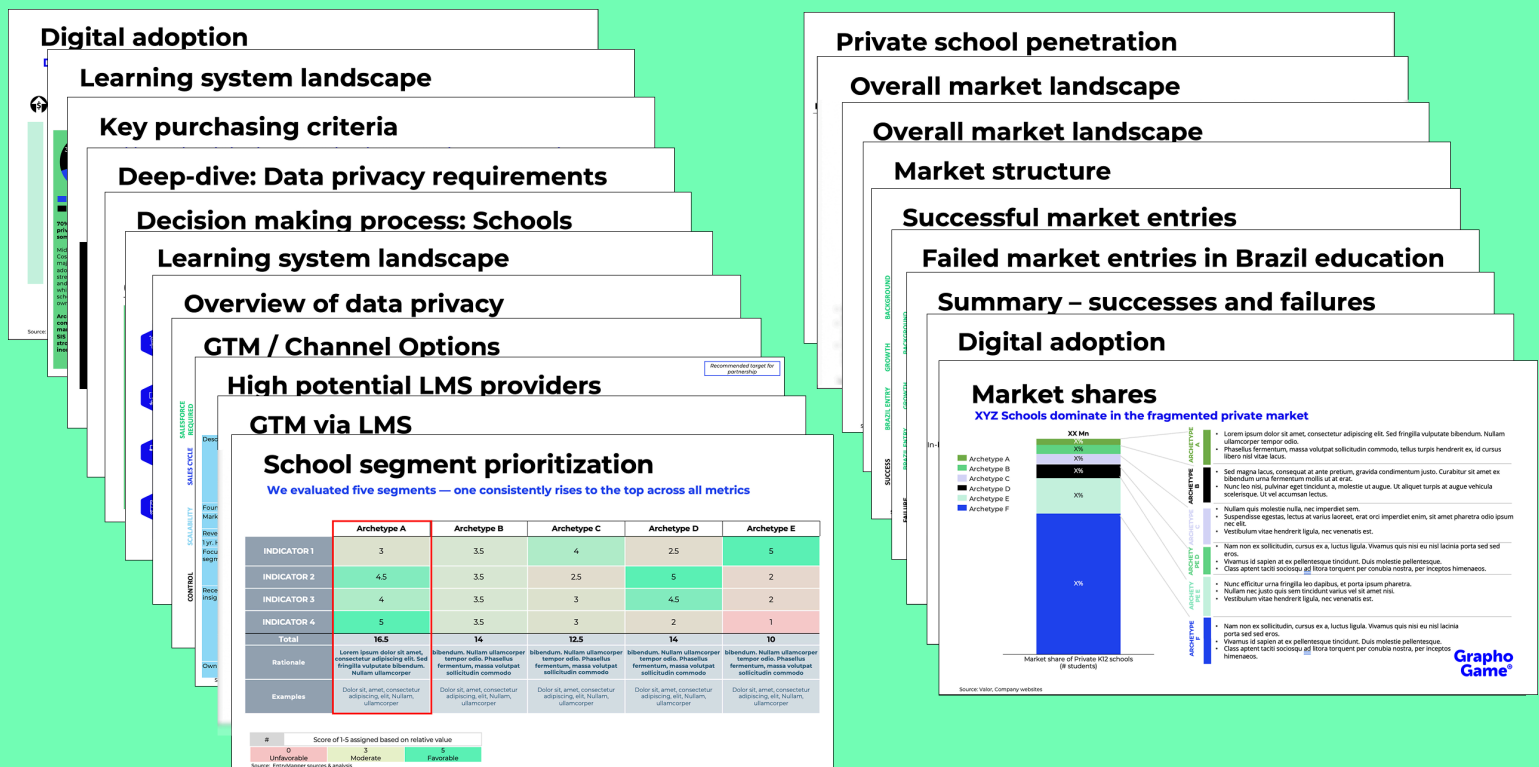
Mervi Palander
CEO
GraphoGame

"In my 20+ years in EdTech, this is hands down the most insightful and actionable market report I've ever seen. The level of detail and strategic thinking is truly remarkable. It's clear, high-quality work that gave us insights we've never had – not even in Finland. The level of granularity is fantastic. For the first time, we truly understand the Brazilian education market and how to navigate it. It has not only helped us define a go-to-market path but also shown us the most efficient way to do it. I believe this level of research could benefit the entire EdTech sector. It's eye-opening and something I would strongly advocate for across the industry."

WHAT DID WE DELIVER?

Our approach was delivered as an extensive report, combining deep market and competitor analysis, adoption readiness mapping, and go-to-market strategy design. We outlined a tailored GTM strategy, prioritized potential distribution partnerships, and compiled a high-fit customer list for piloting. This comprehensive package equipped GraphoGame with a clear, actionable path to validate its offering, build local traction, and scale effectively in Brazil's complex education market.

*Document details have been obfuscated



GET IN TOUCH

Inspired by GraphoGame's success story?
Get in touch with us to start your journey
toward outstanding results.



contact

hello@entrymapper.io

