



**Puzzle Title: *Strategic Expansion for a New Market***

**Scenario:**

You are part of the Strategy Team at a fictional tech startup, GreenWheels, which specializes in micro-mobility solutions (electric scooters, bikes, etc.). GreenWheels has been successful in various cities across North America, and the company is considering expanding into an international market. However, this expansion comes with challenges, including understanding the regulatory environment, competitive landscape, cultural fit, and potential revenue streams in the target location.

After initial research, GreenWheels has narrowed down two potential cities for its expansion: Berlin, Germany and Bangalore, India.

**Your Task:**

As an intern, you've been asked to analyze and recommend which of these two cities—Berlin or Bangalore—would be a more suitable location for GreenWheels' expansion.

**Instructions:**

1. Research and Analysis (1-1.5 hours)
  - Regulatory Environment: Briefly summarize any regulatory considerations in each city that might impact GreenWheels' business.
  - Market Potential: Research the demand for micro-mobility solutions, including target demographics, population density, and existing transportation options.
  - Competitive Landscape: Identify at least two competitors in each city and analyze how GreenWheels could differentiate itself.
  - Financial Viability: Consider startup costs, pricing strategies, and revenue potential. Make any assumptions needed.
  
2. Strategic Recommendation (1 hour)
  - Write a brief report (500-700 words) with the following sections:
    - Executive Summary: Summarize your recommendation and key points (2-3 sentences).
    - City Comparison: Present your analysis for each city in a structured, comparative format.
    - Recommendation: Based on your research, recommend one of the cities and justify your choice. Address the potential risks and how GreenWheels

could mitigate them.

- Creative Strategies for Differentiation: Suggest one unique marketing strategy or partnership that could give GreenWheels a competitive edge in your chosen city.

**Expected Output:**

A well-structured, concise report (approximately 500-700 words) that demonstrates your analytical abilities, strategic thinking, and creativity.