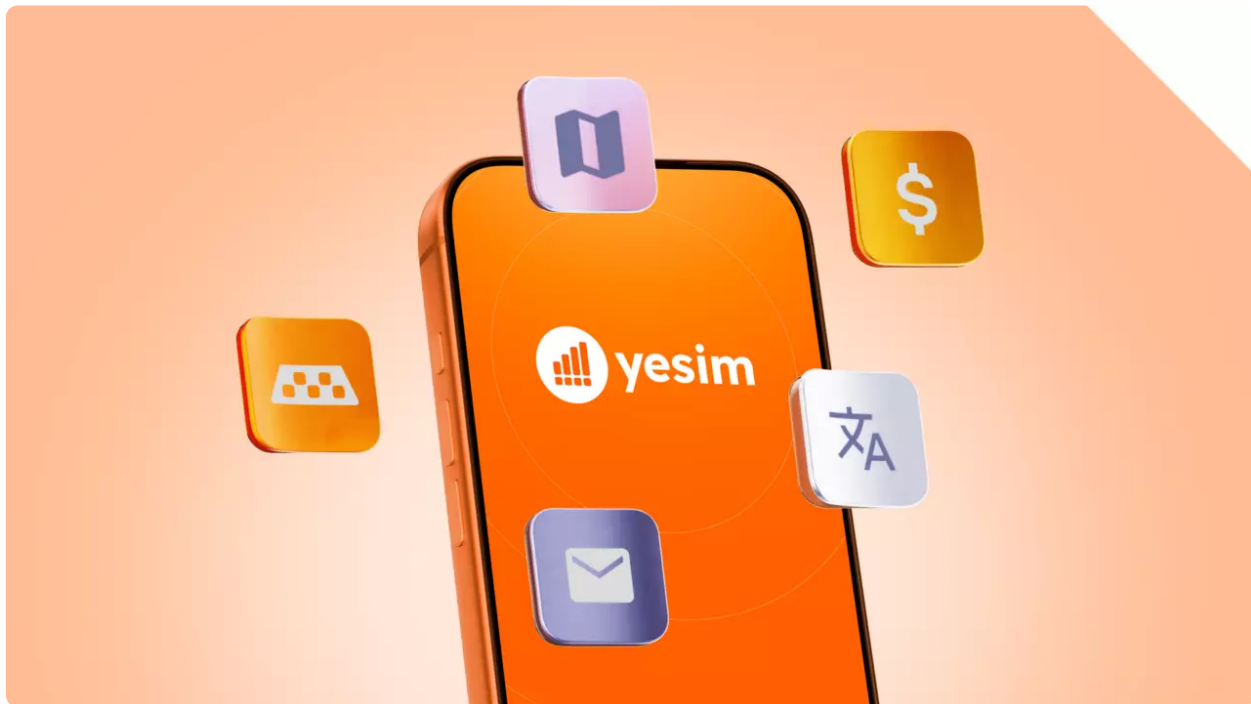


Yesim partners with Kingston Business School to explore new markets

Baar (20.08.2026) - Yesim, a global travel eSIM provider, partners with Kingston Business School to explore growth opportunities across several priority markets through live postgraduate consultancy projects.



Three teams from Kingston Business School's Consultancy in Practice programme are examining different aspects of Yesim's international growth, from customer behaviour and market attractiveness to product positioning and commercial opportunities. The teams are combining independent research with anonymised business insights and expertise from Yesim.

"Innovation depends on being willing to challenge your own assumptions. When you work closely with the same product and industry for years, blind spots inevitably develop, and an outside perspective can help you see familiar problems differently," said Dina Usolceva, Chief Product Officer at Yesim. "By opening real strategic

challenges to postgraduate students, we gain fresh, independent thinking while giving them experience that is difficult to replicate in a classroom."

The projects come at a pivotal point for the eSIM market. According to GSMA Intelligence,

, with eSIM smartphone

connections forecast to outnumber those using traditional removable SIMs by 2030. For providers such as Yesim, that shift is turning the question from whether consumers will adopt eSIM to where and how the next phase of growth will happen.

The projects will conclude with confidential recommendations presented directly to Yesim's leadership team, with findings expected to inform future product, investment and market-entry decisions.

About Yesim

Founded in 2019 and headquartered in Zug, Switzerland, Yesim is a pioneering provider of global eSIM connectivity and travel-tech innovations. With coverage in more than 200 destinations, Yesim empowers individuals and businesses to stay connected without physical SIM cards, offering wireless mobile internet with flexible data plans, virtual numbers and a secure self-service platform. The company's mission is to make secure, seamless connectivity accessible to everyone, whether at home or abroad. Yesim serves millions of users globally, helping them stay connected to enjoy life's meaningful moments.

For more information, visit <https://yesim.app/>

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