Cahoot

World's First Peer-to-Peer Fulfillment Network

6-Feet Go-To-Market strategy

BIG IDEA

Global Pandemic has taught us the significance of "Social Protection".

How do we create awareness
and acquire **millions of Americans**
to use **6-Feet on their mobile** ~~and wearables~~?

A Mobile app that helps to maintain 6-feet social distancing!

Power of Many™

6-Feet

6-Feet: Overview

Objective: A mobile app for proximity warning if a user is within 6-feet distance to others.

Vision: To instill social protection values in people
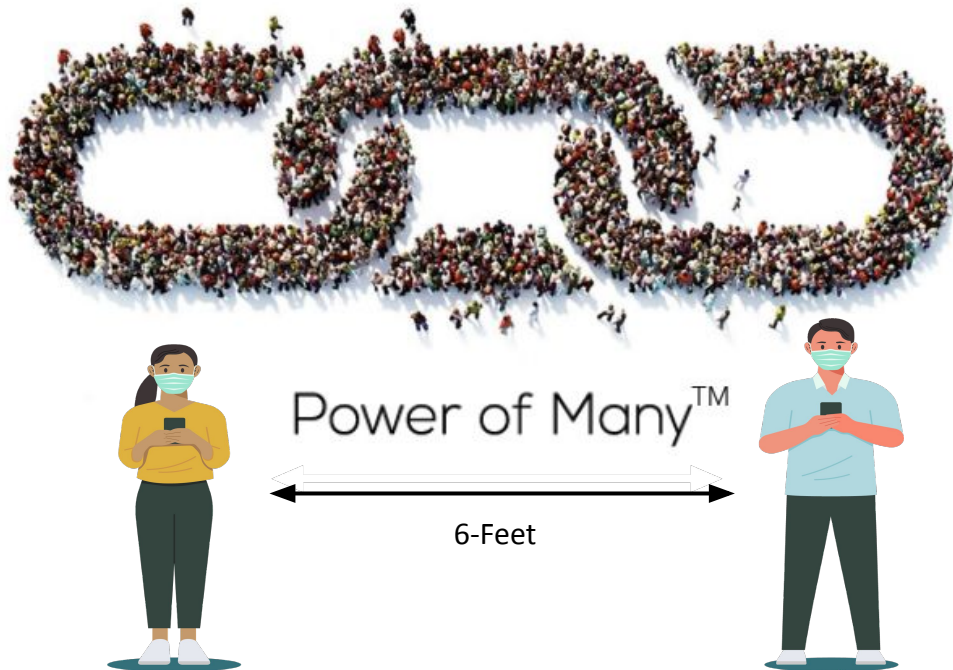
Business Goal Target for June 2023:
- Raise awareness across ~330 Million people (USA)
- Drive first-time users towards our app through Ads
- Generate revenue through strategic partnerships
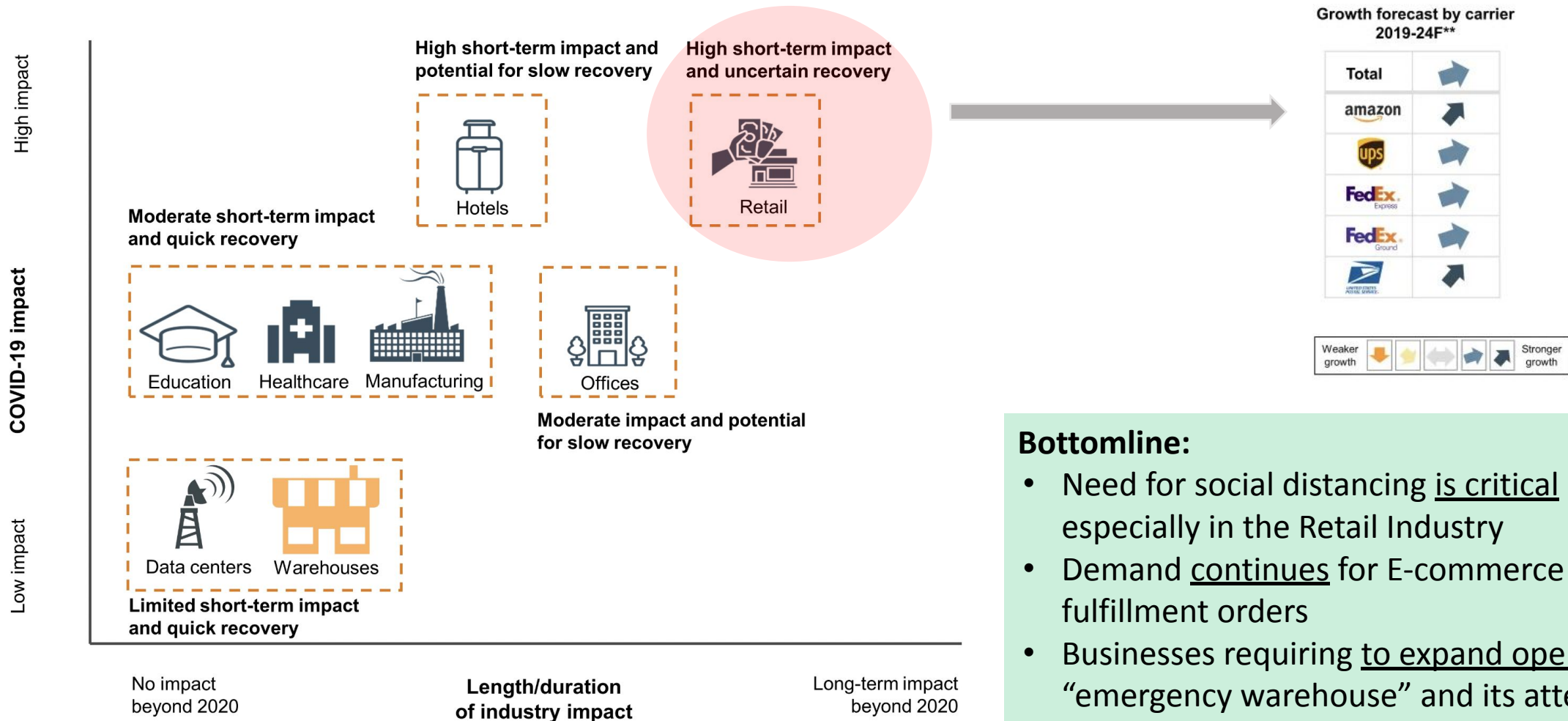
North Star Metric:
# of distancing alert notifications triggered within app

Success Metrics:
1. # of app downloads on play store
2. Average weekly active users (WAU)

Current Landscape

High short-term impact and potential for slow recovery

Hotels

High short-term impact and uncertain recovery

Retail

Moderate short-term impact and quick recovery

Education   Healthcare   Manufacturing

Offices

Moderate impact and potential for slow recovery

Data centers   Warehouses

Limited short-term impact and quick recovery

High impact — COVID-19 impact — Low impact

No impact beyond 2020

Length/duration of industry impact

Long-term impact beyond 2020

Growth forecast by carrier 2019-24F**

Total	→
amazon	↗
ups	→
FedEx Express	→
FedEx Ground	→
USPS	↗

Weaker growth ← → Stronger growth

Bottomline:
- Need for social distancing is critical especially in the Retail Industry
- Demand continues for E-commerce order fulfillment orders
- Businesses requiring to expand operations: "emergency warehouse" and its attendants

PESTLE Analysis - Current 2023 (in USA)

Political

Increased anxiety under healthcare reform, rising regulatory scrutiny and the United States Center for Disease Control and Prevention 's impending COVID-196-feet distancing protocols are contributing to global safety on new public health innovations. (Link here)

Economical

Several industry operators are expected to increase at an annualized rate of 2.8% to 1,041 operators over the five years to 2027. Similarly, industry employment is projected to grow at an annualized rate of 3.2% to 118,536 individuals during the outlook period. (Link here)

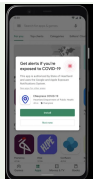## Social

Mobiles are the largest mediums for ecommerce industry, accounting for an estimated 41.3% share. A slow recovery population and rising community expectations will drive demand for social distancing over the coming years to 2027. (Link here)
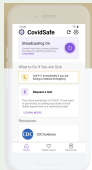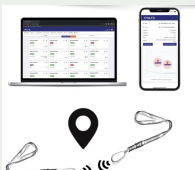
Technological

The age of capital equipment will determine demand for products, as the life span of equipment averages 3 to 5 years and can also be as little as 18 months. This paves way for more advancements and flourishing demand for future. (Link here)

Legal

Industry players go for viable and easier bio-printed stents and Ultrawide Bands for the body to accept than traditionally produced stents or Bluetooth. The Global Harmonization Task Force (GHTF) encourages convergence in regulatory practices across Europe, Asia-Pacific and North America. (Link here)

Environmental

The industry is experiencing a low level of both the rate of new patents and the concentration of patents in the industry. This creates an environment where the threat of new technologies driving disruption is low. (Link here)

Competitor and Positioning (Top 6 in US)

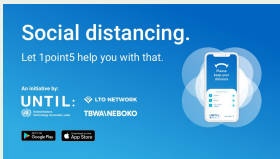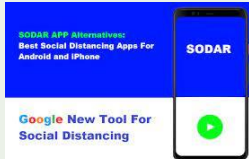| Product	HealthLynked	Exposure Notification	CovidSafe, ProtectWell	Polte proximity	TraceTag	COVID-19 Shield
Competition Type	Direct	Direct	Direct	Direct	Substitute	Direct/Substitute
Overview	Apple's Contact tracing, self-reporting, News, chat	Google's contact tracing, self-reporting, Public health administration	Microsoft's Contact tracing, self-reporting, proximity tracking	Polte's Contact tracing, Employee management	Traix Technologies' Contact tracing, health tracking system, Industrial safety	Everbridge's Contact tracing for safe return to office
Target Audience	iPhone users (Apple Appstore)	Android users (Google Playstore)	Android and Apple, website	Enterprise Businesses	Manufacturing and Industrial workers	Corporate, Healthcare and Government
Market size	136 Million users	133 Million users	334 mobile users	1.76 Billion	12.8 Million employees	550 million users
Technology	Bluetooth	Bluetooth	Radio frequency identification (RFID)	Internet of things (IoT) cloud, GPS	Wearable, IoT	Bluetooth Low Energy, Wi-Fi, camera
App details	2.5M downloads, 4.5 ratings	Eg. Colorado 500k downloads, 3.8 rating	Startups and businesses	SMB, Enterprises businesses	Hard Hat or body-workplace wearable	Platform ecosystem
Pricing Model	Free, In-App	Free, In-App	Free for Protectwell, CovidSafe - premium	Tier-based	Subscription by # users	Enterprise packages
How it looks?						

Competitor and Positioning (Outside USA Popular Apps)

Product	Arogya Setu	SafeEntry	1point5	Sodar	Safe Spcaer	Smart Garment
Competition Type	Direct	Direct	Direct	In-Direct	Substitute	Alternative
Audience	India, 1.5 Billion people	Singapore, 5 million people	UK, 60 million people	Google, Global - 10 billion	Expert, Global 10 billion	Bell Integration, Global - 10 billion
Overview	Contact tracing, self-reporting	Contact tracing, self-reporting	Contact tracing, self-reporting	Contact tracing, Employee management	Contact tracing, Businesses with minimal 25 people	Contact tracing, Industrial safety
Application	Mobile app	Mobile app	Mobile app	Website tool	QR based detection	Clothing Jacket
Play store	Android (Google), iOS (Apple)	Android (google), iOS (Apple), Huawei (App Gallery)	Android (Google), iOS (Apple)	Android (Google)	Corporate infrastructure wearable	Employee provide
Technology	Bluetooth	Bluetooth/ TraceToken	Bluetooth	WebXR, Camera	Ultra-wideband	GPS, Gas, Noise
Distance	6 feet	6 feet	5-8 feet	6.5 feet	6 feet	Custom
How it looks?						

Product-Opportunity-Gap

Pandemic & Beyond: **Moving from "Lifestyle awareness" to "Social Protection"**

1. **HMW improve continuous biomarker monitoring—and health with it?** Apps and devices have long been a goal of providers and patients to measure blood glucose levels noninvasively, without pricking a finger and drawing blood. That goal will be closer to reality in 2023.

1. **HMW offer vital insight into holistic health?** While tracking individual biomarkers is important, it will be even more impactful when we're able to monitor multiple biomarkers to get a holistic picture of a person's total health. That will start to be possible in 2023.

1. **HMW drive a transition from "sick care" to proactive healthcare?** Instead of hotspot or proximity detection, how about we also integrate to support disease recovery procedures?. Indeed, that would be a game-changer.

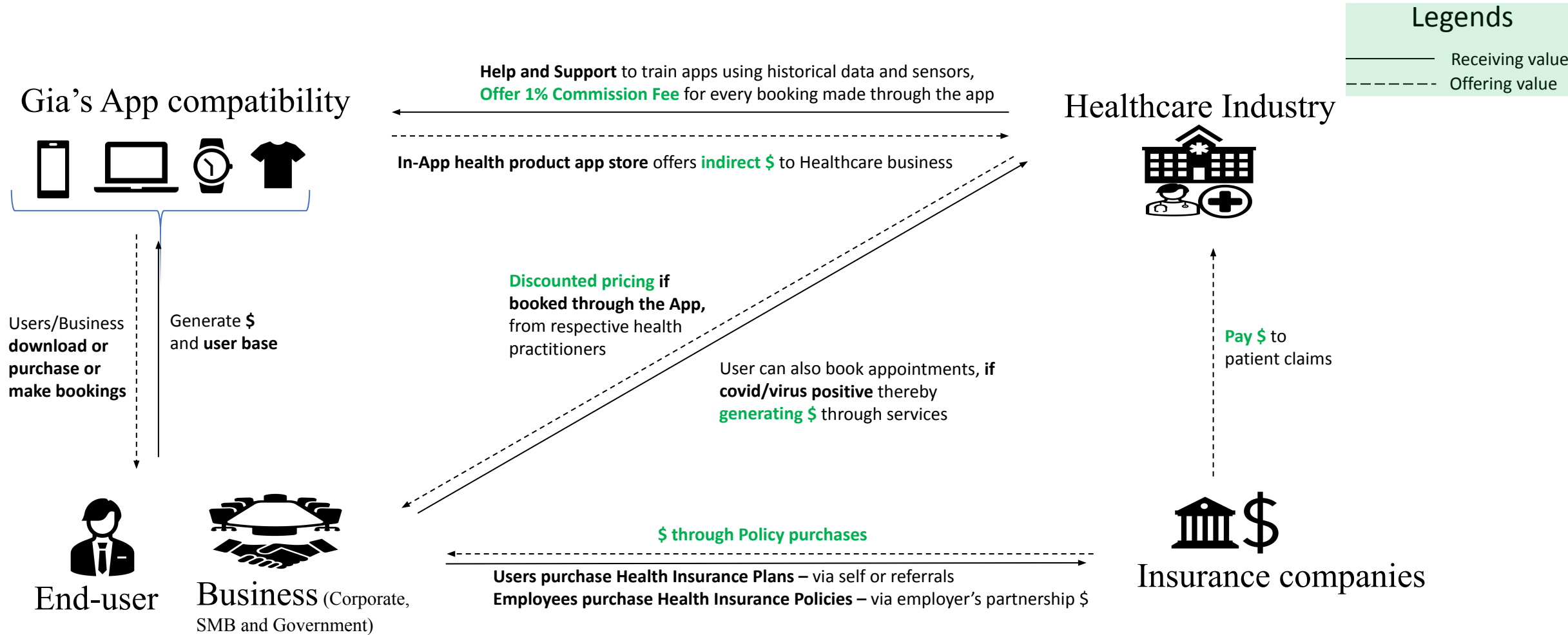**Is my solution viable?** Transition from contact tracing <u>to add Health consultation booking</u>:

- **By Technology –** Use more accurate sensing and predictive models complying with ESG practices,

- **By Economic –** Provide affordable and equal healthcare and maintaining global app standards,

- **By Social –** Increase in Psychological well-being resulting in happy citizens.
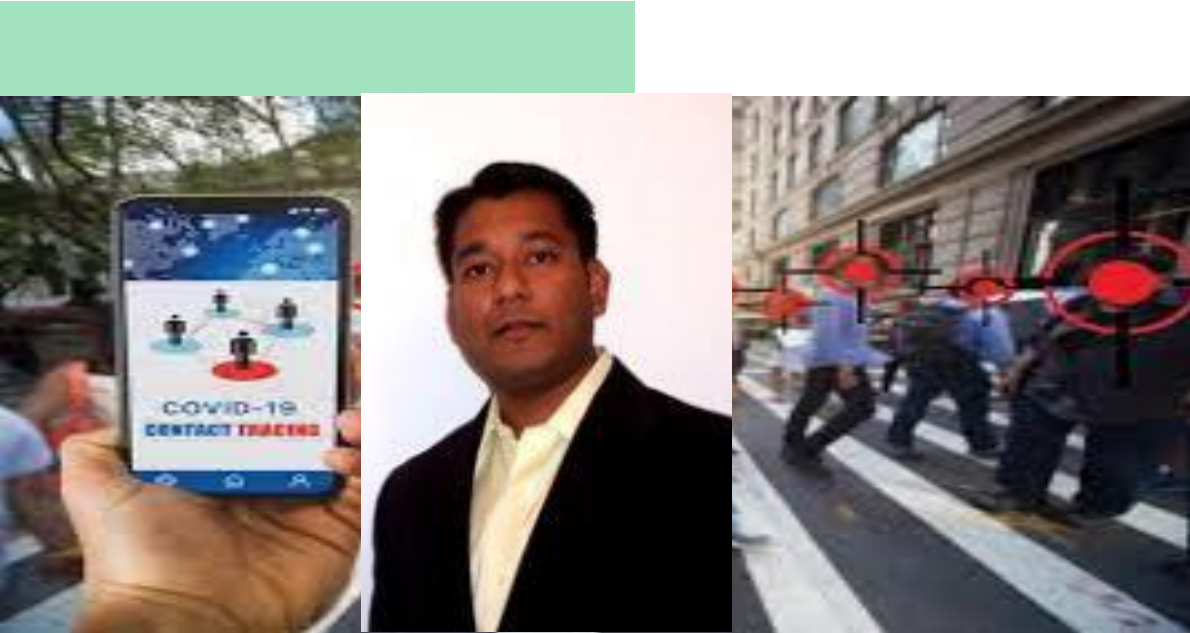

<u>Sentimental analysis</u>

Additional Value Model for Gia

Gia's mobile app should be integrated to healthcare practitioner system in the long run on mobile, desktop and wearables to sustain the business

Legends
— Receiving value
---- Offering value

Gia's App compatibility

Help and Support to train apps using historical data and sensors, **Offer 1% Commission Fee** for every booking made through the app

In-App health product app store offers **indirect $** to Healthcare business

Healthcare Industry

Users/Business **download or purchase or make bookings**

Generate **$** and **user base**

Discounted pricing if booked through the App, from respective health practitioners

User can also book appointments, **if covid/virus positive** thereby **generating $** through services

Pay $ to patient claims

$ through Policy purchases

End-user

Business (Corporate, SMB and Government)

Users purchase Health Insurance Plans – via self or referrals
Employees purchase Health Insurance Policies – via employer's partnership $

Insurance companies

Audience Persona I (CXO Businessman)

"*How can I effectively utilize the data to back-trace the violations of 6-feet social distancing norms towards to restructure performance compensation benefits?.* – asks Manish.

General Background

Manish, who is 50 is the Founder and CEO.

He is shocked to hear from Compliance team in USA recognizing the need for their employees to follow 6-feet distancing as they observe norms are not being followed and absenteeism is higher in March due to Viruses.

Goals

Want an app that can track and also auto-record the people who often come in close contact (within 6-feet) daily as an when alert notifications are triggered to users.

Frustrations

- *Unable to implement the guidelines effectively without any recording journal to scrutinize their performance evaluations.*

- *Lenient employees who are unaware of the consequences.*

Audience Persona I (Fulfillment worker)

Cahoot

General Background

Lizzo, who is 32 is currently a diligent Warehouse worker.

She lives in USA and has a proven record for completing order deliveries on-time and being an excellent worker. But she has been fired due to frequent illness and non-compliance to distancing.

Goals

Want an app that alerts her when she gets in contact.

Needs the app to be within her basic mobile version so it ensures her safety and health side-effects.

Frustrations

- *Her employer do not have any contact tracing or alerting mechanisms due to which she was negligent*

- *Did not anticipate that she would be fired*

- *She has compromised health over performance at work*

"*I have been fired by my recruiter. What could I have done better while safely delivering orders through contact tracing apps?*" – asks Lizzo.

Product Strategy

Main Value Proposition

Mobile app that can **detect 6-feet proximity** using **Ultra-wideband technology** that is <u>10 times more reliable</u> than Bluetooth **across Android and iOS devices**

Positioning

Our market is to focus on the B2B warehouse and Fulfillment centers as our user research and surveys shows that **60% of employees and business are "very disappointed"** with current solutions.

Messaging Plan

- **Illness Tracing** – for ensuring employee health
- **Corporate Reporting** – to proactively detect affected employees
- **Company alerting** – repercussions of non-compliance of employees

Sales and Support Materials

Propose evidences as to "**How many sick days in an year could be saved with this app**" and what **partnerships** are required to use the product for greater impact?

Customer Journey

App downloads, In-app purchases of PPE equipment's and masks and employer's tracking of orders for their workers and tracking of contacts.

Use Cases

- **Users in need** to track 6-feet distance
- Businesses wanting to **filter violated employees**
- Families in-turn using the app through **network effect to support professionals**

MVP: Pricing, Promotion and Distribution

Considering US Market and majority of the population is a working population, **our target audience would fall under "Businesses" who in-turn will create a "Network effect"** towards "Families", "Social teenagers", "Workers" and "End-customers" that attributes to ~330 Million users in the USA. Based on below, we will need to run A/B tests, user interviews and collect data for our pre-market validation idea on validating hypothesis for launch.

MVP feature will not only track the 6-feet distancing but also <u>build an alerting and reporting mechanism</u> to differentiate the product. **UI is lightweight and intuitive. "Be Alert always" is our Mantra.** Quality **Customer service** for partnership sales promise 99.999% quality onboarding experience and resolution.

App will be available across <u>Android playstore and iOS appstores.</u> Distribution will be through the **strategic partnerships** of <u>Mobile and Telecom providers</u> to have pre-installed app and Businesses to have custom-built app.

Product	Price
Place	**Promotion**

Pricing will be free (for tracking) and paid (for reporting and company-wide announcements). A cost-based pricing for tiered model will be utilized for SMB, and **in-app purchases also drive revenue through commissions** from health-providers. Payment will be handled through **Merchant Card payments** only.

Raise awareness and drive app downloads through Facebook, Instagram (Social media advertising), Paid marketing adverts, Inbound Marketing, **Public Relation outreach** to Businesses (esp. in the Retail landscape)

Go-to-Market Strategy Plan

Brand image would be "**Be alert always**" and the Key messages would be rolled out to convey the brand importance through demo's, Social media banners and marketing advertisements to draw site visits. This in turn will be analyzed for **further research and strategic planning using Google or Adobe analytics funnel- customer lifecycle process**.

Tasks	Ownership	Deadline
Start product marketing efforts	Marketing & Sales teams	Until May 15 – actively and then passively based on adoption
Complete product requirements	Product Team	March 25
Validate Product idea through A/B testing	UXR & Product Development teams	April 25
Develop the MVP	Product Development team	April 30
Quality testing	QA team	May 3
User Acceptance testing	UAT Users	May 7
Product Go-Live	Production Support	May 15
BAU validation and support	Operations team	Continue to validate all links to campaign as per SOP Report immediate issues through Incidents

Gantt Chart here for reference.

References

Primary Sources

- L.E.K Market interviews and analysis on Executive Insights

- Digital Commerce 360's U.S. Ecommerce Market Report

- 3PLs competitive landscape in IBIS world report

- U.S Postal services delivering covid kit: FY 2023 report (Form-10)

- Pestle Analysis on Medical innovations from IBIS Industry outlook

- Straits research on Top 6 Market players for Contact Tracing

Secondary Sources

- Straits research on Top 6 Market players for Contact Tracing

- Need for additional services beyond health tracking

- Why USA needs more than contact tracing apps features

- New America – Mixed success of covid exposure notifications

- Why Social distancing is a best practice post pandemic

- Importance of Ecommerce fulfillment in social distancing world

Thank You

Cahoot

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