### SkyServe GeoRisk

Product Overview

SkyServe’s *GeoRisk* is a powerful tool that uses satellite-based edge computing to assess risks associated with specific geographical locations. The product is aimed at industries like real estate, insurance, and property risk assessment, enabling precise evaluation of hazards for properties based on geospatial data such as flood risks, seismic activity.

**Market Research (Task 1)**

For *GeoRisk*, the target audience can be divided into the following segments.

**Insurance Companies:**

Parameters: They require precise data for underwriting and claims to mitigate risks.

Potential Leads: Large global insurers like AXA, Allianz, and regional insurers specializing in property risk.

**Real Estate Developers & Property Investors:**

Parameters: Interested in geospatial risk evaluation to make informed property investment decisions.

Potential Leads: Real estate investment firms and urban planners.

**Government & Municipal Authorities:**

Parameters: Risk management for public infrastructure and urban planning.

Potential Leads: National disaster management agencies, local government planning departments.

**GTM Strategy (Task 2)**

For each of the segments identified, different marketing strategies should be implemented.

**Insurance Sector:**

Channels: Industry conferences (e.g., insurance tech forums), LinkedIn campaigns targeting risk managers.

Sales Tactic: Direct sales through partnerships and specialized software demos to highlight how GeoRisk can reduce loss ratios.

**Real Estate Sector:**

Channels: Webinars on property risk analytics, integration into real estate platforms, and partnerships with real estate consultancy firms.

Sales Tactic: Showcase property risk mitigation through interactive case studies and digital ads targeting property developers.

**Government & Public Sector:**

Channels: Government tenders, partnerships with local councils, and outreach through urban development and disaster management organizations.

Sales Tactic: Highlight long-term cost savings in disaster mitigation and urban planning.

**Metrics (Task 3)**

Tracking the success of the GTM strategies involves.

**Customer Acquisition Cost (CAC)**

How much is being spent to acquire each lead.

**Conversion Rate**

Percentage of leads converted to paying customers.

**Customer Lifetime Value (CLV)**

Revenue per customer over their relationship with the company.

**Campaign ROI**

The return on investment for specific marketing campaigns.