

WOAMY

Revolutionary Biofoam for a Sustainable Future.

How might we Enhance Engagement through digital touchpoints?

ENABLING CONSTANT PRODUCT DEVELOPMENT

FIRST STEP: THE SHOWROOM

Woamy's Digital Showroom is an interactive online platform designed to showcase the unique properties, capabilities, and potential applications of Woamy's biobased, plastic-free foam. This Digital Showroom serves as a centralized hub of information, making it easy for potential clients to understand and explore the full potential of Woamy's foam.

- ◆ **3D MODELS**
Advanced 3D models that demonstrate the foam's structure and functionality, allowing users to interact with and visualize the material.
- ◆ **Case study**
Case studies and examples of current applications, including images, videos, and testimonials from existing clients.
- ◆ **Foamforge AI**
An AI-powered assistant that generates personalized potential use cases by understanding the visitor's industry and application needs.

Woamy

Type: 6 weeks student team project

Course: IDBM Capstone: Industry Project

Industry partner: Woamy Oy

Year: 2024

Project brief: Develop a scale-up plan to establish Woamy's international brand and presence.

**This project was associated with the EU-founded EIT-HEI Initiative project INCREDIT*

Personal contribution:

- Desktop research & field research
- Lead co-creation workshop with the client
- Visual communication design
- Digital showroom design

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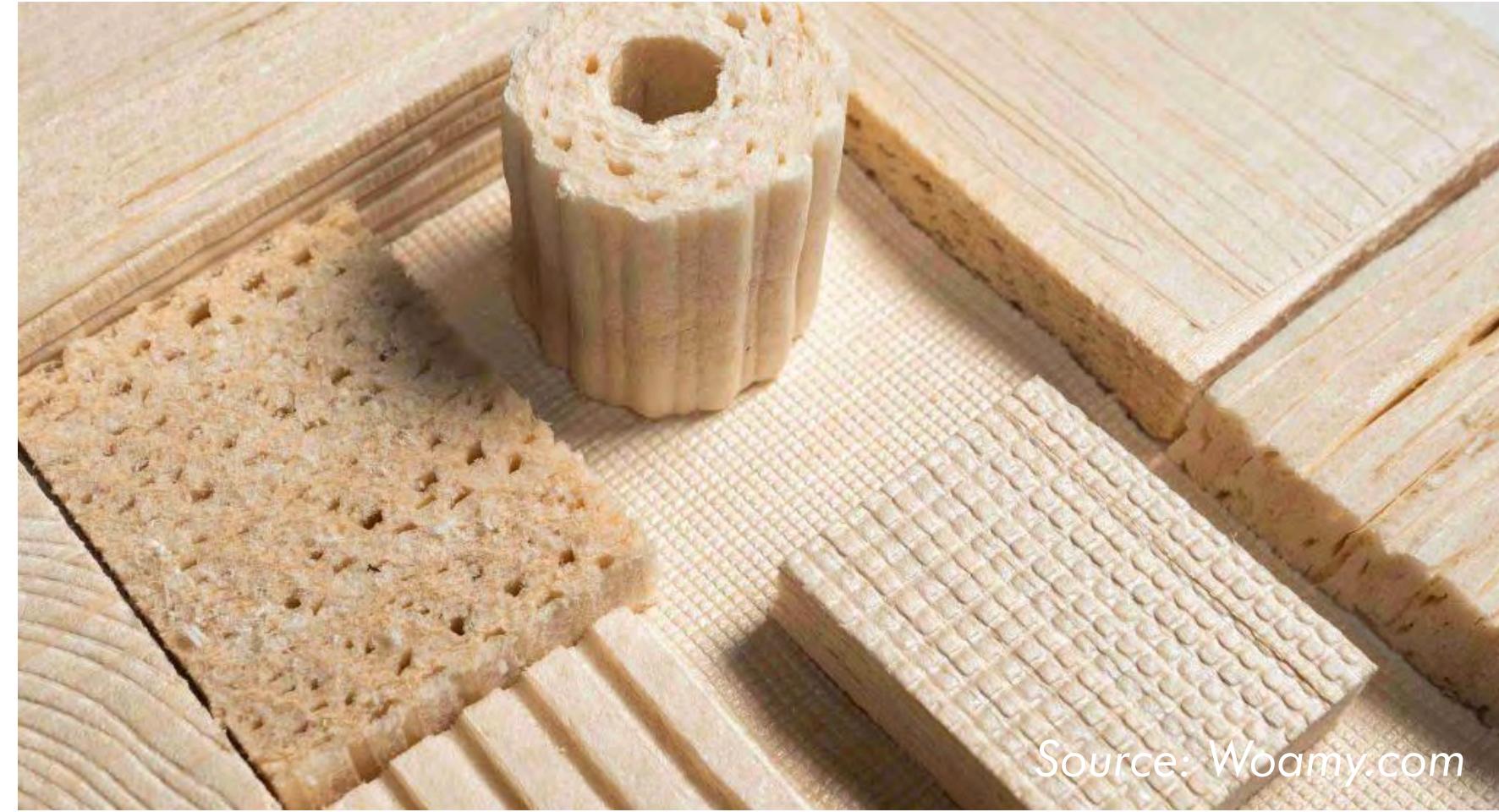
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Enabling constant product development for an early stage startup

Woamy, an early-stage startup, aims to set new standards in packaging with its revolutionary bio-based, plastic-free foam. However, introducing such a novel product into B2B markets presents unique obstacles. Businesses may hesitate to adopt unfamiliar materials due to the unknown company and products as well as implementation complications. These dynamics add layers of complexity for Woamy as it works hard to establish itself within this market. As a result, Woamy needs an effective marketing plan in order to effectively convey its unique value proposition of biofoam.

As the delivery, we delved into the research findings that informed the development of the Snowball Effect Strategy, provides detailed descriptions of each component of the solution, outlines an implementation plan, and highlights the anticipated benefits for Woamy and its customers. Essentially, the strategy encompasses a range of digital tools and tactics designed to increase touchpoints with potential clients, improve market learning capabilities, and finally drive the adoption of sustainable packaging solutions provided by Woamy.



Source: Woamy.com

Our industry partner: Woamy

Woamy, an early-stage startup, is redefining packaging with its bio-based, plastic-free foam. This eco-friendly material offers a sustainable alternative for protective packaging, featuring biodegradability, recyclability, and a dust-free composition, making it versatile across various applications.

However, entering the B2B market poses challenges. Companies may resist adopting unfamiliar materials from a new brand, and implementation hurdles can arise. Meanwhile, the sustainable packaging market is rapidly evolving, driven by growing consumer demand and stricter regulations, creating both opportunities and intense competition for Woamy.

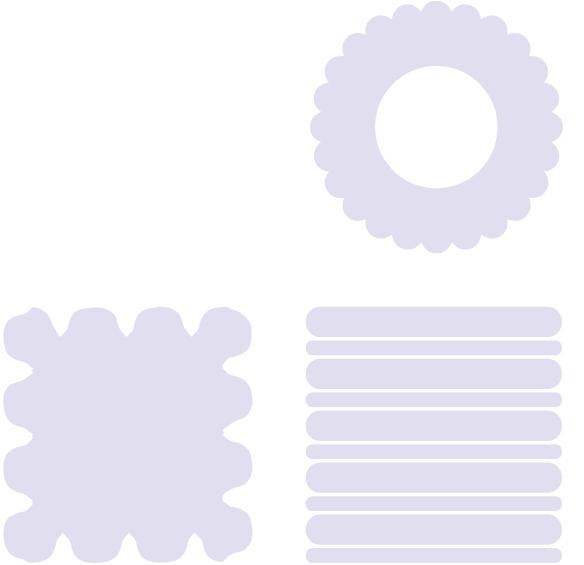
Business Target

How to communicate the properties of Biofoam to the market?

In this project, Woamy's business target was to strengthen its position in the sustainable packaging market by increasing brand awareness, customer engagement, and market adoption of its bio-based, plastic-free foam, especially within B2B markets.

The business targets were to:

- Effectively communicate the unique properties and benefits of Woamy's foam to potential clients.
- Generate qualified leads and move them toward purchase or proof-of-concept stages.
- Build long-term relationships through personalized, digital touchpoints.
- Scale market presence with cost-effective, easily implemented marketing tactics.



Topic break down

To develop an effective strategy, we analyzed market dynamics, consumer preferences, regulatory impacts, and the competitive landscape. Key insights from this research highlight opportunities and challenges for Woamy in the sustainable packaging industry. The findings map below outlines themes such as visibility, engagement, sustainability, and scaling within the industry.

The map connects these themes, showing that increasing visibility can result in improved engagement, leading to support sustainability efforts and enable scaling. Digital marketing may attract more clients who can then be engaged through personalized communication or interactive experiences to promote sustainability messaging while driving market adoption.



Visibility

Market dynamics

- Growth in sustainable packaging
- Environmental awareness
- Favorable positioning

Consumer preferences

- Preference for sustainable
- Demand for biodegradable materials

Regulatory impacts

- EU regulations
- Competitive edge

Sustainability

Role of sustainability

- Core aspect of innovation
- Communication challenges

Innovation challenges

- Balancing requirements
- Refining products

Engagement

Marketing strategies

- Effective B2B marketing
- Online presence and personalization

Brand identity

- Strong brand identity
- Consistent communication

Customer journey

- Understanding B2B processes as in B2C
- Engaging experience

Scaling

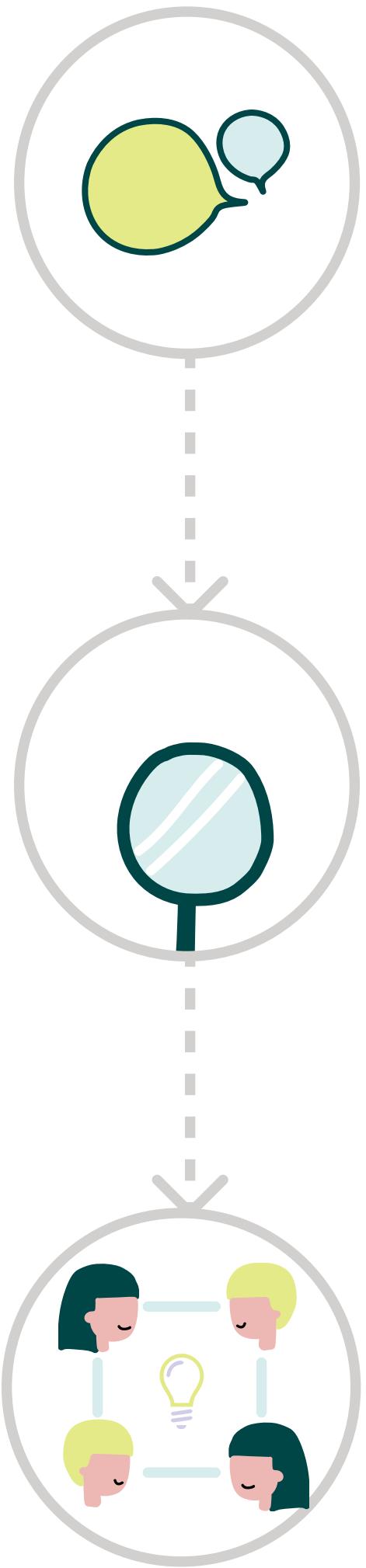
Strategic partnerships

- Key to scaling operations
- Enhances credibility

Market presence

- Strategic approach
- Multi-channel strategy

Research methods



01. Interview with 20 experts

Beginning by knowing our target audience and understanding their needs and pain points through research, we embarked on our strategy of empathizing with stakeholders such as potential clients, industry experts, and Woamy team members through 20 in-depth interviews. These interview provided valuable insights into market dynamics, consumer preferences, and regulatory impacts.



02. Field research: Foam Expo

Engaging with stakeholders through interviews and field trips to expos provided insights into their expectations and challenges, which laid the foundation for our problem statements.



03. Co-creation workshop with Woamy

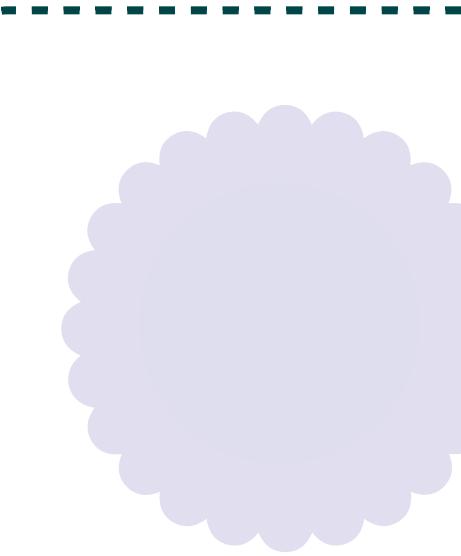
In the co-create workshop, we used the 10+10 method, where team members sketch 10 ideas, share them, and refine one in a second round, producing 20 diverse concepts. Incorporating speculative design principles, we envisioned future scenarios to bridge practical challenges with user values and adapt to evolving market conditions.



Solution framing

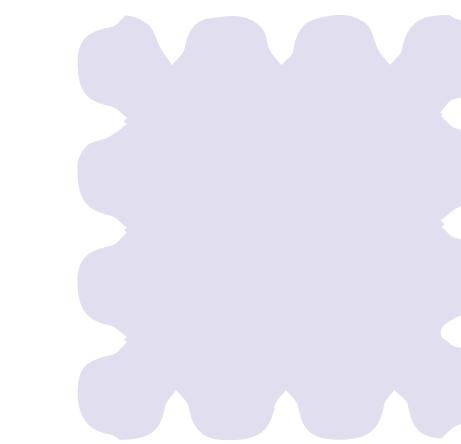
Many ideas came from the co-creation workshops. It was about how to build an online community, how to leverage partnerships and create viral content. Creating a huge presence on social media platforms, implementing an innovative viral video campaign or developing education materials for B2B customers to make them informed about packaging sustainability and EU regulations, and improving their awareness, were some of the ideas that we discussed. There was a focus on improving interaction with customers through personalized communication. For example, making targeted video or messages and creating an online community to improve engagement with customers and increase the visibility of the brand.

Incorporating speculative design principles, we aimed to anticipate future scenarios and bridge the gap between practical challenges and user values. Speculative design involves envisioning potential futures and designing strategies that can adapt to evolving market conditions. Applying these principles, we created three initial design visions, each focusing on different aspects of Woamy's market strategy.



Vision 1: Digital Experience

Design an interactive digital showroom illustrating product information, use cases and 3D models to intercept potential clients and 'zoom in' on the unique benefits of our Foam making us even more desirable.



Vision 2: Humanizing B2B Marketing

Personalize communication, storytelling and social media to create long-term relationships with our clients. This approach sought to humanize Woamy's brand by emphasizing the company's values and mission.



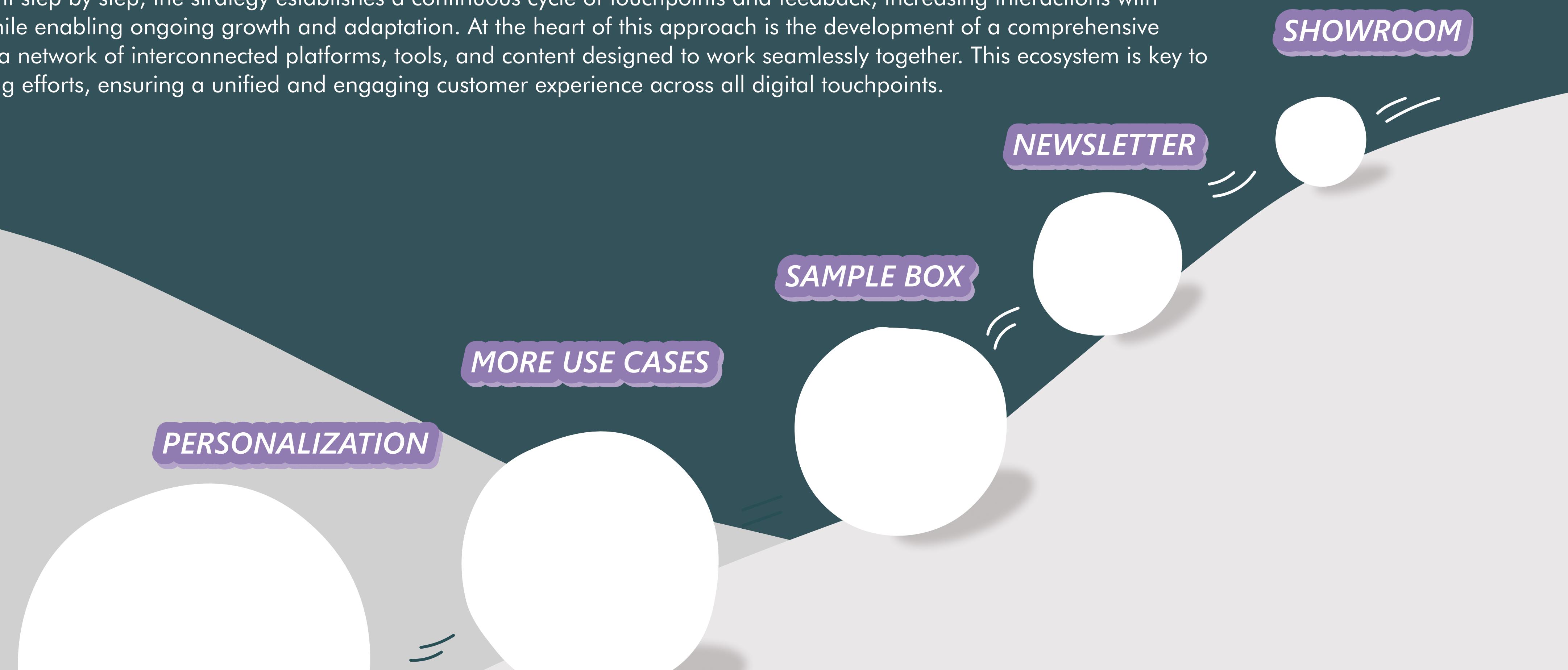
Vision 3: From Sustainable to Safe

Make sustainability easy and accessible by communicating our unique benefits and lasting practical advantages such as the best option regarding safety and environmental issues.

Solution: Snowball Effect Strategy

From the initial stages of design, we went through multiple iterative feedback cycles. By incorporating stakeholder input, we refined our approach and developed a sharper focus on the most impactful aspects of the vision. Through this process, we brought together the strongest ideas into a single, streamlined strategy, ultimately shaping the final iteration of the vision: "Snowball Effect Strategy."

This strategy for Woamy centers on creating a cumulative and self-reinforcing impact known as the Snowball Effect. It leverages a range of interconnected digital solutions to strengthen brand recognition, enhance customer engagement, and deepen market insights. By building on each component step by step, the strategy establishes a continuous cycle of touchpoints and feedback, increasing interactions with potential clients while enabling ongoing growth and adaptation. At the heart of this approach is the development of a comprehensive digital ecosystem, a network of interconnected platforms, tools, and content designed to work seamlessly together. This ecosystem is key to Woamy's marketing efforts, ensuring a unified and engaging customer experience across all digital touchpoints.

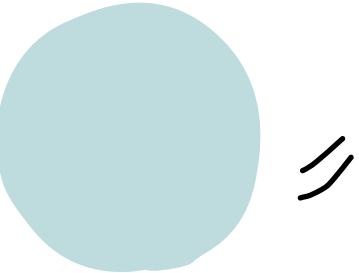


The First Snowball: Digital showroom

The Digital Showroom is prioritized as the first step in the Snowball Effect Strategy due to its potential to serve as a central hub for all of Woamy's digital marketing efforts. It will function as a virtual storefront, showcasing product information, use cases, and 3D models of the foam materials in an interactive way. By providing potential clients with a comprehensive and immersive experience, the Digital Showroom can raise brand awareness, generate leads, and lay the groundwork for subsequent interactions through newsletters, sample boxes, and personalized recommendations. This integrated approach ensures that every engagement with Woamy's digital ecosystem contributes to a broader impact, resulting in sustained growth and a lasting market presence.

The Digital Showroom is designed to be implementable almost immediately using limited resources. It combines product information and elements Woamy already has or can generate at a low cost. There are three main elements to be showcased in the digital showroom, two of which Woamy already has: 3D models of their foam and existing use cases. As the existing use cases are limited in this early stage, the third element is designed to show potential use cases using generative AI and a customized foundation model, which we call Foamforge AI.

The key feature include (1) 3D models, (2) Case studies, (3) Foamforge AI





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3D MODELS

Showing models of the foam helps potential customers understand the unique properties of the foam, and having a 3D model is especially beneficial since Woamy's foam has directional properties. We suggest including informational hotspots in these 3D models to show key features. According to Batra et al. (2021), stating the key features of a product should be one of the first tasks of a startup to increase familiarity with a product. This further demonstrates the potential benefits for Woamy to show the 3D models.

Case study

By incorporating existing use cases, Woamy can show their current capabilities and build trust and credibility with future customers. As our research has shown that trust-building is essential in B2B relationships, providing proof of existing partnerships is a great way to build legitimacy for a startup. Showing the existing use cases can therefore effectively influence decision makers by increasing the perceived reliability of both the product and the company.

Case Study

Secto Design

Woamy, Secto Design, and Paptic, are collaborating to transform the lighting industry's packaging standards. The redesigned packaging is recyclable and aligns with the principles of the circular economy. Secto Design, a company specializing in modern hand-made design lamps, moved its Petite product line's products from traditional fossil-based packaging into new packaging made of materials that are recyclable and in line with the circular economy. The plastic foams, used to protect the metal parts from scratches during transportation in the Petite floor and table lamps, will be changed to fully bio-based, plastic-free, biodegradable, and recyclable biofoam produced by Woamy. The plastic hoods will be replaced with ones made of renewable and recyclable at-scale Paptic® material.

[Learn more →](#)

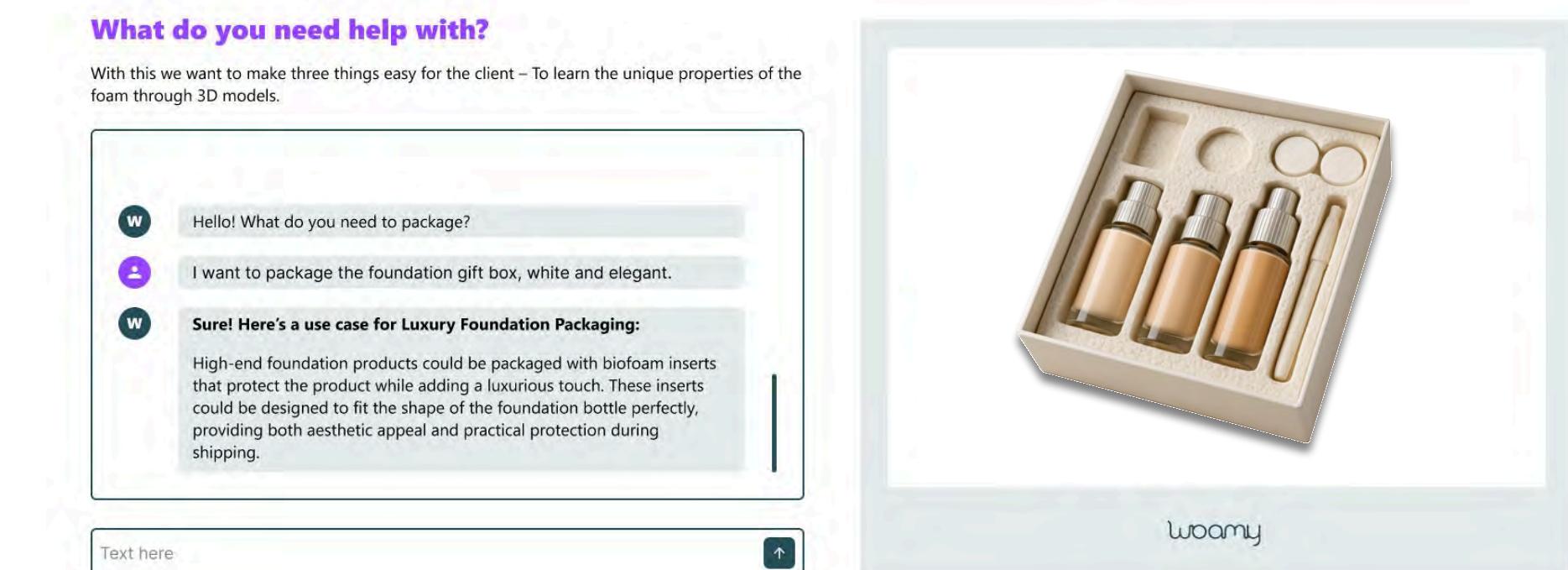
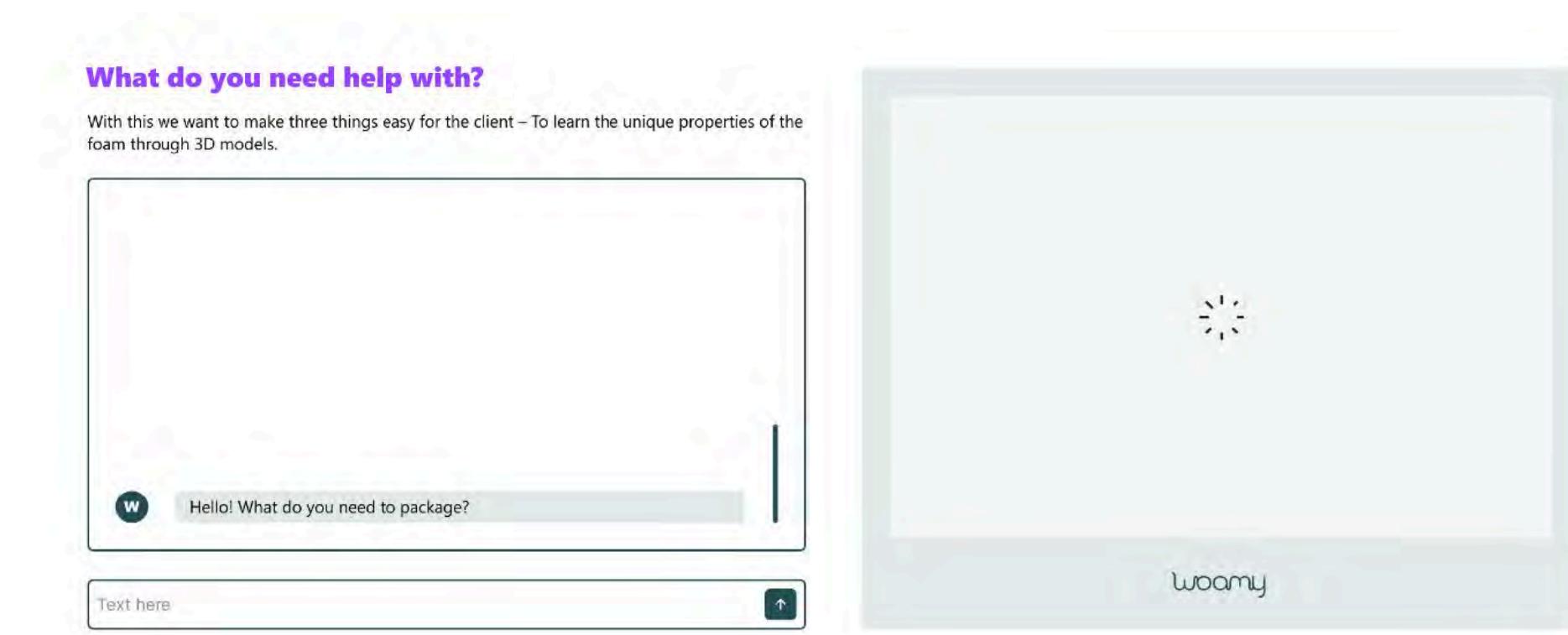
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Foamforge AI

We suggest creating a customized foundational model, Foamforge AI, that visitors of the digital showroom could use to generate personalized use cases for Woamy's foam. Developing task-specific AI, like Foamforge AI, is achievable through prompting and small-scale training on existing foundation models. Our proof of concept demonstrates the functionality of Foamforge AI using OpenAI's ChatGPT 4 and a custom model. The process involved generating and labelling foam use cases, incorporating them into the model's instructions, and prompting the model to create visualizations. This customized AI tool provides personalized recommendations and design assistance, making it easier for clients to integrate Woamy's foam into their products.

This was the input and output of our trained model and the steps to achieve this customized model are listed below:

1. Generate 200 foam use cases for different industries.
2. Automatically label these use cases using ChatGPT into good and bad ones based on practicality and feasibility.
 - a. Good example: Using Woamy's foam for packaging fragile electronics due to its shock-absorbing properties.
 - b. Bad example: Using Woamy's foam as a construction material in high-heat environments where it may degrade.
3. Out of these, 50 good and bad use cases were added to the custom GPT instructions.
4. The custom GPT was also prompted to create illustrative and sketch style visualizations of each generated use case.
5. In a second iteration, a PDF file was attached with technical properties to be referenced in the generated use cases.



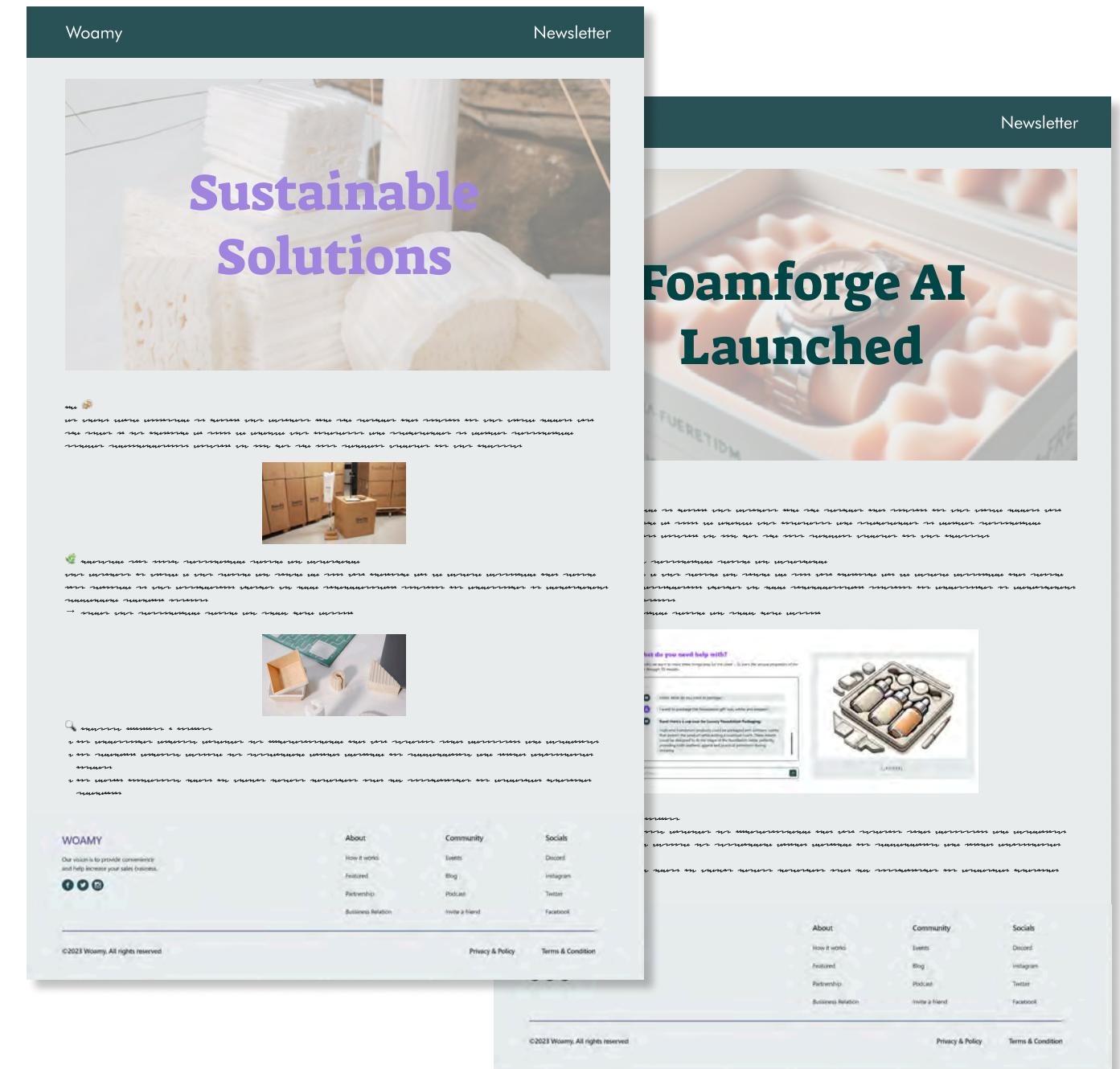
Example of the generated images



Source: Woamy.com

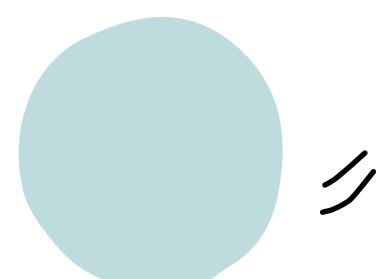
The Second Snowball: Newsletters

Personalization is key to successful newsletters, and Woamy can achieve this by integrating CRM data with WIX through API connections or tools like Zapier, enabling targeted content based on client needs. For example, electronics clients can receive updates on shock-absorbing properties, while packaging clients get insights on sustainability and recyclability. Leveraging its Digital Showroom as the primary channel to engage potential clients and drive newsletter subscriptions, Woamy can expand its reach and customer base. Additionally, by using the Foamforge AI tool to track user interactions and preferences within the Digital Showroom, Woamy can tailor newsletter content to individual interests, ensuring relevance, boosting engagement, and increasing conversions.



The Third Snowball: E-commerce Sample Box Scaling

Woamy's sample box, featuring various foam types, is a valuable tool to boost brand awareness, generate revenue, and attract qualified leads. Integrating sample box sales into the redesigned website will enable seamless e-commerce, making the boxes more accessible and allowing potential clients to experience the foam's unique properties firsthand. A well-designed box with clear labels, brochures explaining applications, and a QR code linking to an intro video can enhance customer engagement. Over time, using Foamforge AI to personalize sample box recommendations based on client preferences will increase relevance, improve customer satisfaction, and drive more conversions while reducing manual lead qualification.



The Forth Snowball: Extended Use Cases

While developing an extended use case library is not an immediate task, it should be a key part of Woamy's long-term strategy. As the company grows and accumulates more cases from its clients, the library will evolve into a dynamic and informative platform. The use of technology is also advocated to optimize the library in order to maximize user experience and engagement. Examples for technological improvements can be introducing an advanced search operator to refine results, comparison tools that allow users to compare different use cases side-by-side, and/or a content management system to aid with the creation, editing, and management of use cases within the library. The use cases can also be further linked with the sample box sale as discussed in the previous section. Based on different use cases, the sample box can be curated, making it easier for people to buy a sample box related to their unique business needs.

The Fifth Snowball: Personalisation

Personalization is the final stage of Woamy's strategy, aiming to enhance client satisfaction, loyalty, and retention by delivering tailored experiences that make every customer feel understood and valued. By leveraging data and automation, Woamy can recommend the most relevant foam solutions and content based on client behaviors, preferences, and interactions. This involves collecting and analyzing customer data, implementing automation tools for personalized recommendations, developing advanced website features for dynamic content, and using predictive analytics and machine learning to anticipate client needs. Together, these efforts strengthen relationships, encourage repeat business, and drive long-term growth.

Source: [packagingpremiere](#)



Example of personalization