

# X Suit

*Suit up! Work smart*





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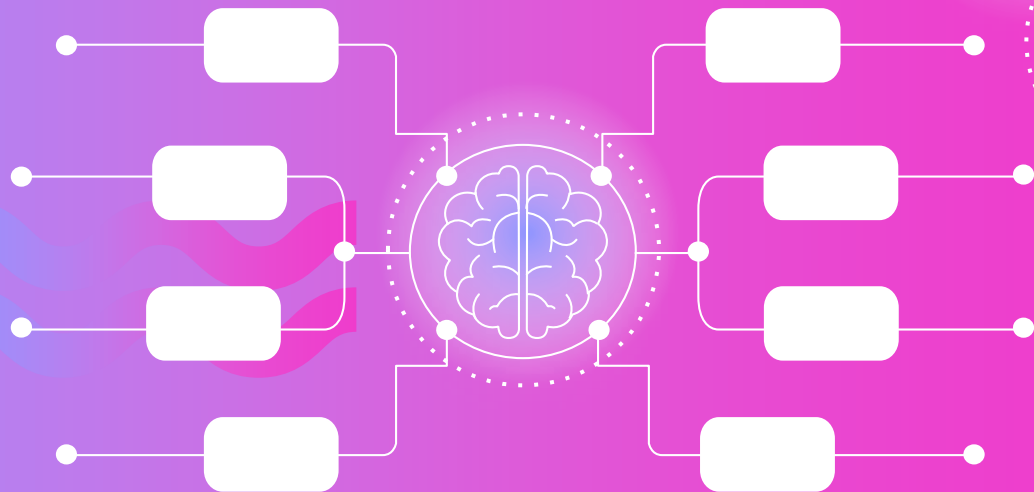
Promotion materials, media promotion



01

# About us

Our new revolutionary idea





Romania is facing some serious problems among the working sector. People working in construction are not very privileged, so that we decided to create a unique product supposed to help workers gain strenght and protection.



X | S

X SUIT is helping workers gain power for lifting heavy stuff diminishing the issue of fatigue and increasing working hours





02

# Market analysis

A brief analysis of the market on the construction sector



# The activity level in construction sector

**2022**

The activity level in 2022 is estimated to stand at €11.8 billion, an increase of 10.3% from previous year.



**2021**

The activity level in 2021 was €10.9 billion.



**2014–present**

In the past 8 years this market segment has seen a significant growth from year to year.



# Evolution of imports I

Last 2 years

2022

## Present year

Imports of construction equipment in Romania have seen a rise in comparison with the past years

2021

## Last year

2020

## Pandemic year

Due to the pandemic and the high demand for buildings, the evolution increased significantly





# Evolution of imports II

Past 10 years



2019

2016

2012

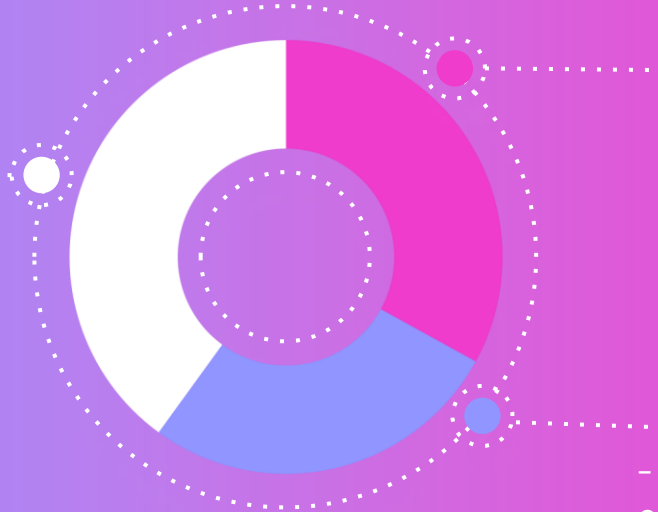
Each year in the past 10 years has been  
a growth of 7.6 to 9.4 percent each year.



# Our competitors

## 1. Caterpillar

- the biggest competitor on the market when it comes to sales, has a commanding lead at the top of the table



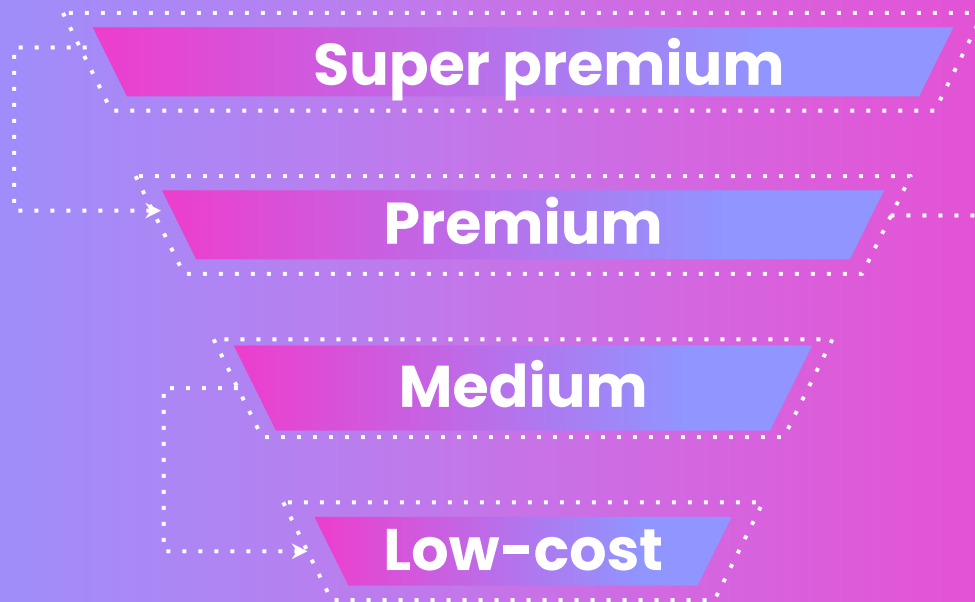
## 2. Komatsu

- number two on the list of top construction equipment manufacturers

## 3. John Deere

- the third largest manufacturer on the market due to the purchase of the Wirtgen Group

# Price segment



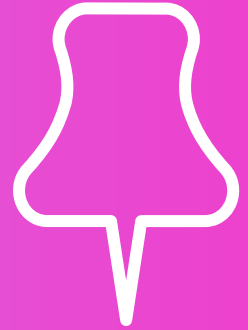
Our product stands  
for the premium  
segment

**X|S**  
X SUIT

Our competitors reach each category  
such as the market is in the  
construction field



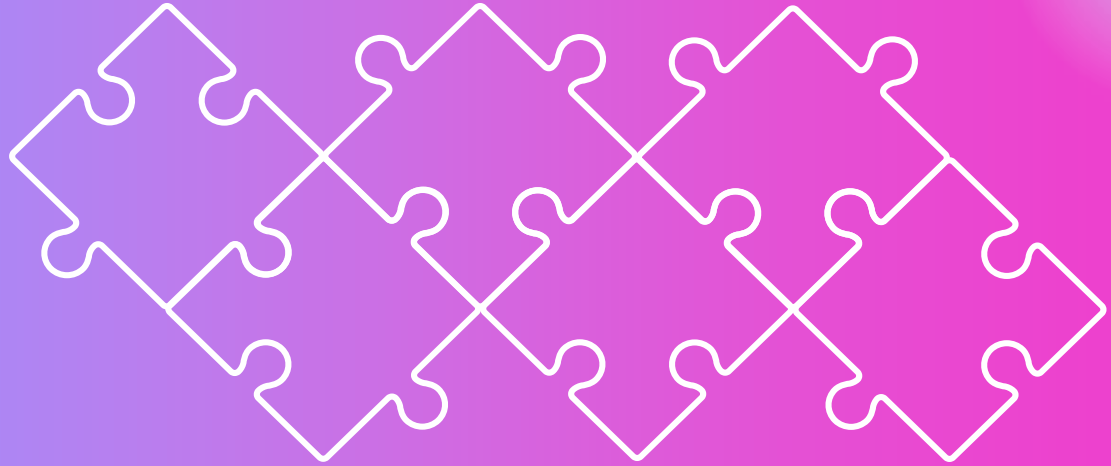
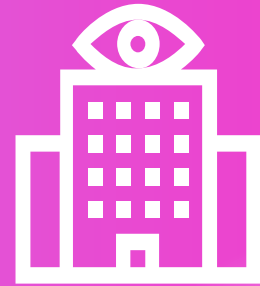
**The main channels of distribution that those manufacturers are the following: direct selling and selling through intermediaries**



03

# Segmentation, targeting and positioning

The target audience, positioning strategies



Our target audience is the labor force so that they can perform outstanding work. Construction workers can wear exoskeletons to amplify their strength and gain support in lifting heavyweight items or tools at the construction site.



04

## Our product

How it differentiate?  
Logo, slogan and color range



# Our goals



**Improve  
work quality**



**Develop interest in  
construction  
domain**



**Assure people's  
health**



**Improve working  
time**





*Our slogan* is “Suit up! Work smart.”and it addresses to a large public sector.

*The name* “X Suit” embrace the idea of technology, of a new era.

*Our logo* is minimalist, available in 3 colors: white, black and purple:



# Color range

#ffffff

#6375ff

#9095ff

#90ffff

#ef3ccc

The range of colors is represented by using blue and purple as the main colors and sometimes their derivatives. The psychological meaning behind those colors is the fact that blue is giving a feeling of **peace**, of **serenity** and purple means **bravery**, which is exactly the perfect combination of feelings that we want our costumers to have.



- Different types of X suits can bring different types of restrictions with different potential negative effects, including balance problems, friction at support and unpredictable loading.

# Buyer journey

## Awareness



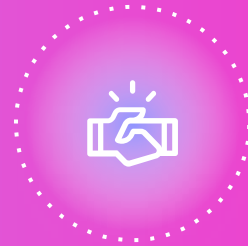
The buyers should be aware of the threats that our product can bring

## Consideration



The buyers should consider both the positive and negative aspects

## Decision



The buyers should have the power to decide what is best for them



05

# Budget and distribution

The pricing and distribution strategies



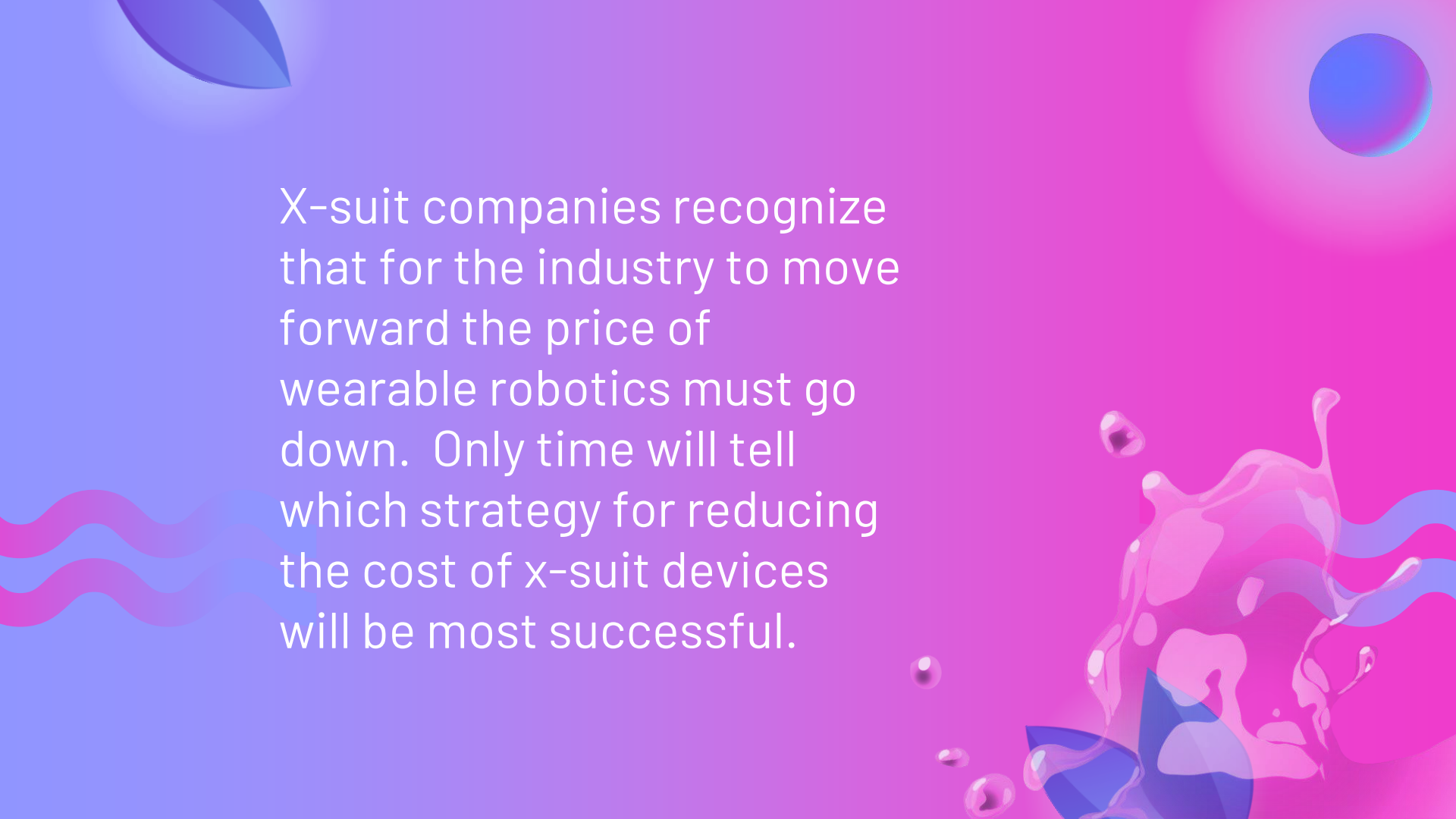
# Pricing

**Powered lower extremities  
sell for \$70,000 – \$120,000  
each. This figure is just the  
cost of the device, it does not  
include service and  
maintenance, parts or  
training**



**70,000 – 120,000**

Pricing



X-suit companies recognize that for the industry to move forward the price of wearable robotics must go down. Only time will tell which strategy for reducing the cost of x-suit devices will be most successful.

**Current commercial exoskeleton devices tend to be slow, cumbersome, with the degree of usefulness still up for debate.**







06

# Promotion

Promotion materials, media promotion



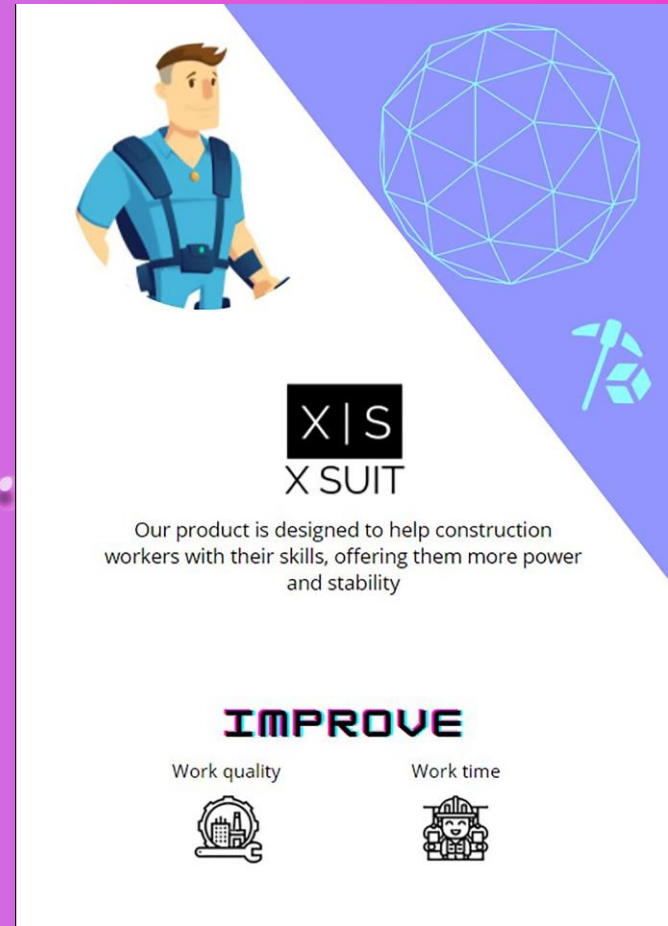
# Mission statement

- Our message to the public is not only a rational one, but also emotional, such as we want both to improve the quality of construction work and to show some compassion for people who are struggling in this sector.
- We would also love to adopt the push and pull strategies by leaving our product on our site to be bought by those who believe in it or by construction companies who want to make a change in their life




# Promotion material

Our promotion material which will communicate the revolutionary message is shown on the right and we would display it on TV channels, on ads by using Google Ads, and even on flyers distributed in our local area to make us grow also in our environment.





# **Awesome words**



- “You can dream, create, design, and build the most wonderful place in the world. But it requires people to make the dream a reality.”

– **Walt Disney**

# Thank you!



# Resources

## Assets

*slidesgo*

*freepik.com*

*poster made in Canva*

## Text

<https://www.greencarcongress.com/2019/09/20190930-sivak.html>

<https://jneuroengrehab.biomedcentral.com/articles/10.1186/s12984-019-0639-0>

[www.euromonitor.com](http://www.euromonitor.com)

<https://www.emerald.com/insight/content/doi/10.1108/JMTM-01-2019-0023/full/html>

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