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DIGITAL PRODUCT MANAGEMENT  
FOR LARGE ENTERPRISES

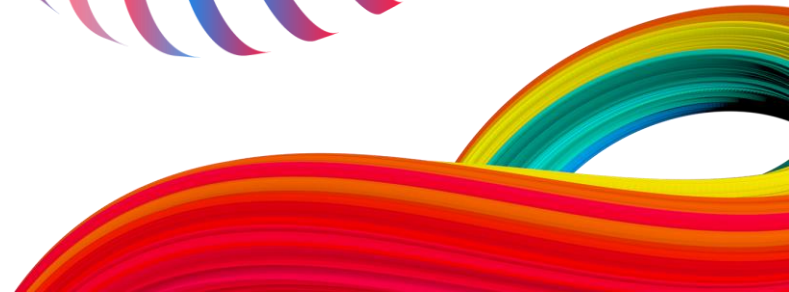


Campus: Indian Institute of Management, Kozhikode (IIMK)

Team Name: Team Kollaborators

Names of Team Members:

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3. Saumya Jindal



# Total Addressable Market



Total U.S.  
Population  
( 329.45 mn)

Population that  
travels – 70%  
(230.6 mn)

Population that  
does not travel –  
30%

Pre-Boomer –  
7.6%

Baby Boomer –  
21.8%

Gen X – 19.9%  
(45.8 mn)

Millennials – 22%  
(50.7 mn)

Gen Z – 20.3%  
(46.8 mn)

Post Gen Z –  
8.4%

## Problem Statement

Challenges include **difficulty in transportation** of powersports vehicle, **expensive maintenance and storage**, **difficulty in getting access to multiple vehicle types** –

We suggest focussing on growing number of **adventure travellers**. These people are motivated to explore and are an ideal segment to focus on.

We'll leverage social media, physical events etc. to generate traction for the Powersports industry.

Relaxing – 51%  
(–23 mn)

Visiting Family –  
48%  
(–22 mn)

Sight seeing –  
48%  
(–22 mn)

Family Play – 41%  
(–19 mn)

Relaxing – 55%  
(–27 mn)

Visiting Family –  
50%  
(–25 mn)

Family Play –  
45%  
(–23 mn)

Romantic  
Getaway – 34%  
(–17 mn)

Visiting Family –  
56%  
(–26 mn)

Relaxing – 51%  
(–24 mn)

Sight Seeing –  
45%  
(–21 mn)

Special Event –  
36%  
(–17 mn)

## Assumptions:

1. Population that enjoys travelling = 70% of total U.S. Population.
2. Considered the travel choices of Gen X, Millennials and Gen Z which account for the majority of U.S. population that would enjoy adventure sports.
3. The vacation types being overlapping in nature, considered an average of all the segments that would be potential adventure seekers.
4. Travel Days/ Year–
  - Millennials – 35 travel days/year
  - Generation X – 26 travel days/year
  - Generation Z – 29 Travel days/year

**Gen X – Average Travellers**  
=  $(23\text{ mn} + 22\text{ mn} + 19\text{ mn}) / 3 = 21.3\text{ mn}$  ( approx)

**Millennials – Average Travellers**  
=  $(27\text{ mn} + 23\text{ mn}) / 2 = 25\text{ mn}$  ( approx)

**Gen Z – Average Travellers**  
=  $(24\text{ mn} + 21\text{ mn}) / 2 = 22.5\text{ mn}$  ( approx)

**Total Addressable Market**

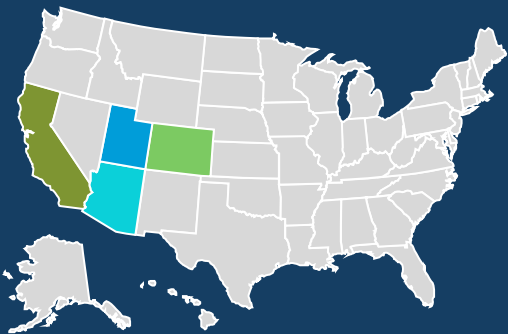
**70Mn (approx)**

The market of all major powersports vehicle types – ATVs, SSVs, PWCs, snowmobiles, and heavyweight motorcycles (>600 CC) is heavily dependent on performance of the North American region.

It's expected to remain the largest market for power sports in the next five years.

The US alone accounted for more than 50% of the global power sports market.

Most preferred adventure locations



- 1 California
- 2 Colorado
- 3 Arizona
- 4 Utah
- 5 Alaska

Millennial and Gen Z Travel trends post COVID

Types of experiences people want when they return to travel:

- #1 Unique Experiences
- #2 Try new Food
- #3 Enjoy Outdoors

Source: <https://www.startribune.com/interest-in-powersports-helped-polaris-to-sales-and-earnings-increases-in-2020-but-drained-dealer-in/600015193/>

Power Sports Market And Travel Trends

Market growth will **ACCELERATE** at a CAGR of over **5.97%** from 2021 to 2028

Source: <https://www.verifedmarketresearch.com/product/power-sports-market/>

Incremental Growth

**\$ 52.43 bn** by 2028

Motivations for Adventure Travellers

Transformation	Expanded Worldview	Learning	Nature & Discovery	Mental Health
Fun and Thrill	Connection	Meaningful Stories	Physical Health	Unique Experience

U.S. Adventure Travel Personas

Mass Travellers	Adventure Grazers
Adventurers	
Up and upcoming adventurers	Adventure Enthusiasts

*"Subscription is a powerful business model because it creates an environment where the default customer behavior is retention, as opposed to one where the default behavior is churn."* – Eric Stromberg, AngellInvestor

Subscription Target

Convenience Seekers (30–60 years)	➔ Wants to avoid hassles of maintenance, insurance, etc.
Prime Customers (36–60 years)	➔ Wants to purchase cars for a short term
Aspiring Millennials (18–34 years)	➔ Wants to avoid financial burden.

## CHOOSE-YOUR-THRILL

### Wayfarer

For those who tend to be active and love outdoors. For those who seek atypical and once in a lifetime experience.

**The Wayfarer Pack**  
**\$/month**  
(typically 2-3 rides a year)

### Explorer

For those who are receptive to interesting, unusual destinations. Love the outdoors and open to exploration.

**The Explorer Pack**  
**\$\$/year**  
**+ PowerX Adventure Community Membership**  
(typically 4-5 rides a year)

### Dauntless

Hard-core adventure enthusiasts. Power-Sports is passion. Love challenges.

**The Dauntless Pack**  
**\$\$\$ /year**  
**+ PowerX Adventure Community Membership**  
**+ AutoSport Magazine Subscription**  
(typically 8-9 rides a year)



Deepak  
Sharma  
Age : 32 yrs  
Minnesota



An adventure enthusiast who is driven by the adrenaline rush. Is now married with a kid in Minnesota but wants to rekindle his love for snowboarding.



Owning a snowmobile is very expensive. He is looking for easy access to vehicles on ad-hoc basis without any commitment to ownership.



Melissa  
Paris  
Age : 27 yrs  
California



An IT professional who loves being on the road, specially going on weekend bike rides. She wants to break the stigma around women bike riders.



Being an avid rider, she loves experimenting with different bikes for multiple short trips. She feels owning and maintaining a vehicle is a hassle, given her hectic lifestyle.



Evan Kramer  
Age : 35 yrs  
New York

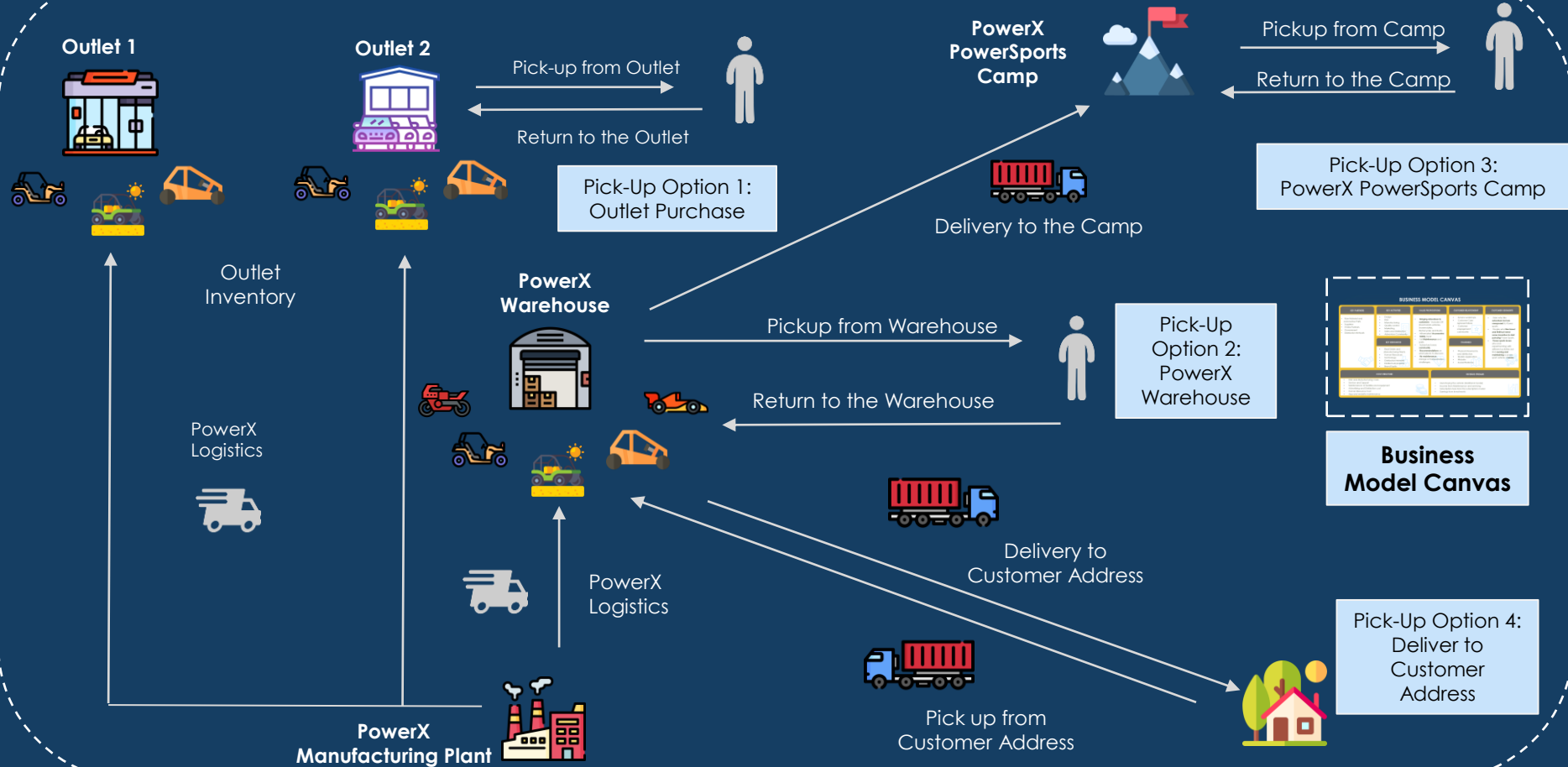


A Sales head at a top advertising company who travels a lot for work and fun. He is an **off-road racer**, loves all kinds of sports and is always looking for new adventures.



He seeks **variety** - needs diff. activities across places which include off-road racing, performance vehicles for National parks or just a luxury boat for a relaxing day on water with friends.

# Business Operating Model – Subscription Value Chain



# Value Proposition Model

## PRODUCT

## CUSTOMER



### BENEFITS

- Lower retention spend.
- Better financial forecasting
- Efficient inventory management
- Faster feedback loop
- Amplified brand awareness.
- Increased Reliability.
- Good customer retention.



### FEATURES

- Direct channel through subscription model to engage with customers.
- Easy access to a wide vehicle variety.
  - Consistent revenue stream through value-chain optimization.
  - Improved convenience and predictability.

- Tiered pricing structures, add-ons offers the customers flexibility to pay, further reducing churn.
- Curated experiences with the ease of selecting vehicle type, destination and delivery location.

### EXPERIENCE

**Company:**  
**PowerX**

**Products:**  
Off-road all terrain vehicle  
Snowmobiles  
Superbikes  
Boats  
Defense Vehicles  
Associated parts and accessories

**Ideal customer:**  
**Adrenaline Junkies**

### GAINS

- Lower maintenance and storage costs, thus reducing financial burden.
- Lesser hassle while looking for spare part providers.
- Instant access to a variety of vehicles to choose from as per the desired experience.



### NEEDS

- Subscriptions provide less of commitment.
- Flexible Solution - Ability to spend smaller amount on limited access.
- Constant customer contact offers need to be provided.
- Optimization of subscription as per changing Requirements.

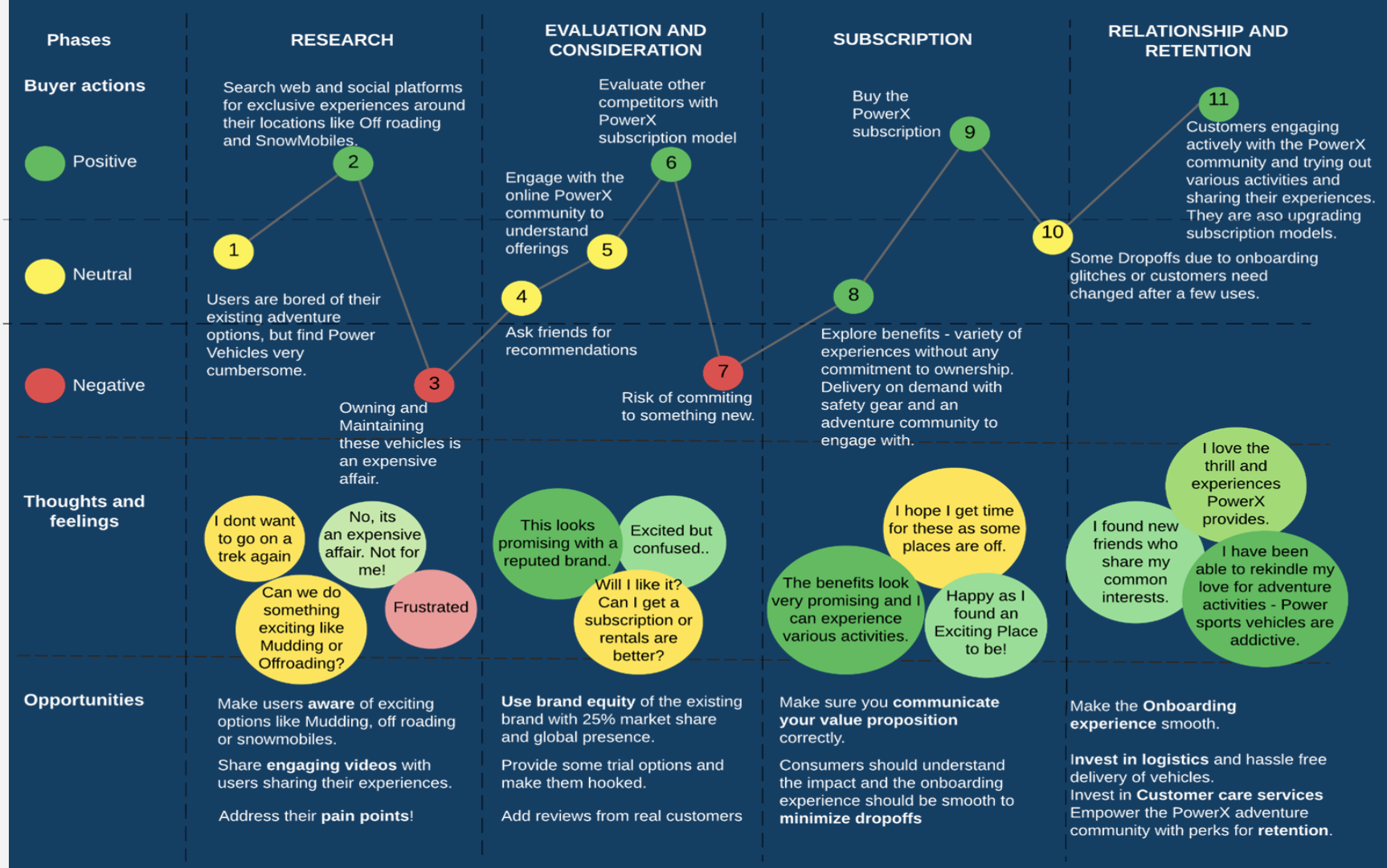
### PAINS

**Substitutes:**  
Other thrilling adventure activities that might entice customers and are a competition to PowerX

- Bungee Jumping
- Parasailing
- Sky Diving
- Rock Climbing



# Customer Journey PowerX Subscription Model





# B2C & B2B Strategy as per Subscription Tiers

## B2C

As part of the B2C effort, we'll be renting PowerX Power Sports vehicles Tech App, Physical Showrooms, Corporate Distributors.



Supplier



Production



Off Road Distributors



Direct consumer



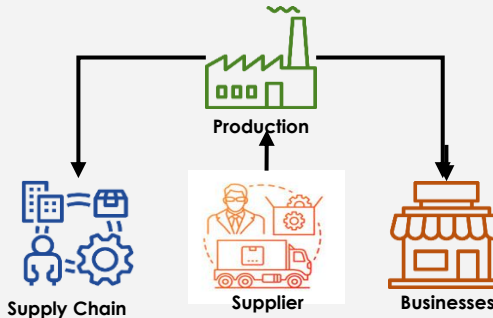
Adventure application

### Goals:

- Provide **unique** and **appealing** products for consumers
- Reach customers **wherever they are**, and provide **multiple purchase avenues**

## B2B (Additional Channel)

As part of the B2B effort, we'll be collaborating PowerX with sports gear manufacturers & suppliers such as Decathlon, ProMAXima.



### Goals:

- Increase **efficacy** and **transparency** of current purchase flow
- **Reduce friction** in providing requirements

## The Launch Strategy will entail four areas



### Identifying Target Industries

Depending on the **local market scenario** of various industries utilizing powersports, a list of target industries needs to be prepared for each region



### Creating Value Proposition for customers

On the basis of **local customs and tastes**, a portfolio of PowerX vehicles with **unique value proposition** needs to be constructed



### Pricing competitively to gain market share

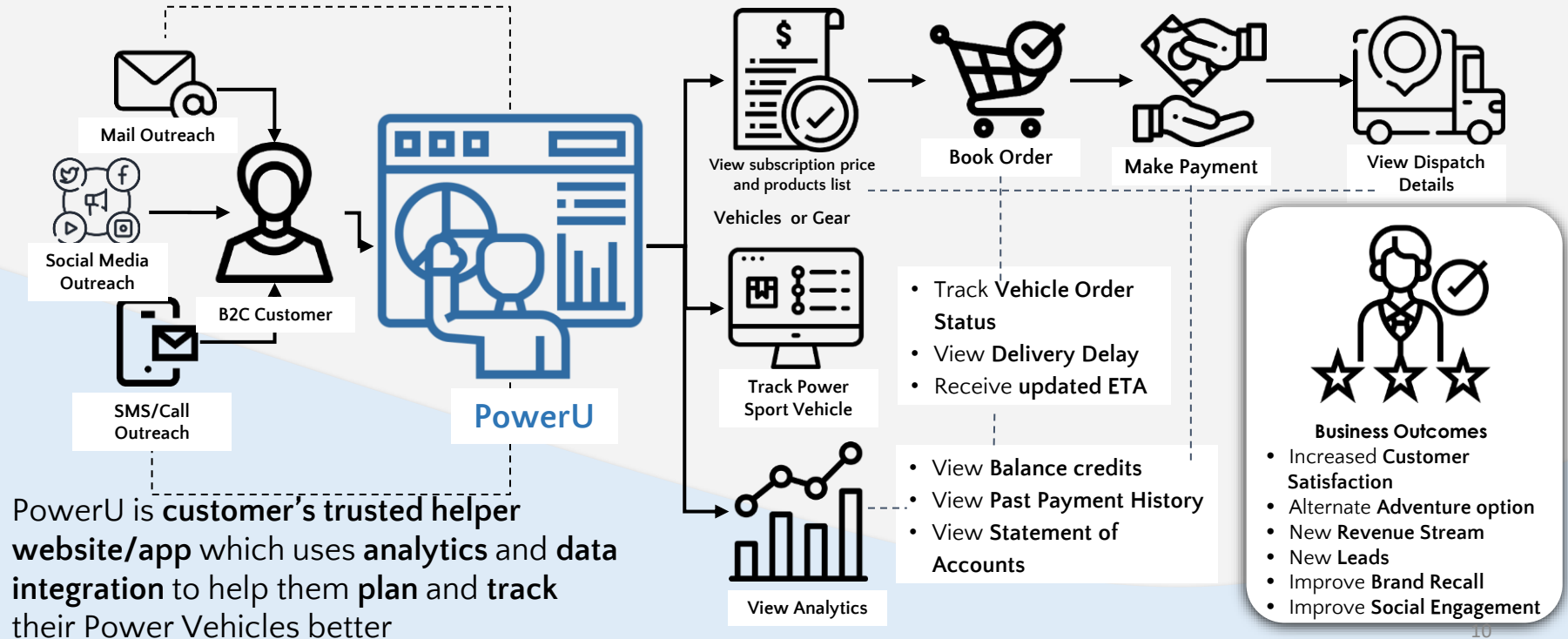
As PowerX aims to be major manufacturer of powersports vehicles, it should **take advantage of economies of scale** and **price quality vehicles at competitive rates**



### Marketing via multiple channels

After building the portfolio and pricing, a **locally focused marketing strategy** needs to be implemented focusing on **local media consumption patterns**

# Our B2C Online Platform **PowerU** provides a one-stop avenue for all customer requirements



# Our B2C Online Strategy follows an omni-channel approach to reach customers where they are

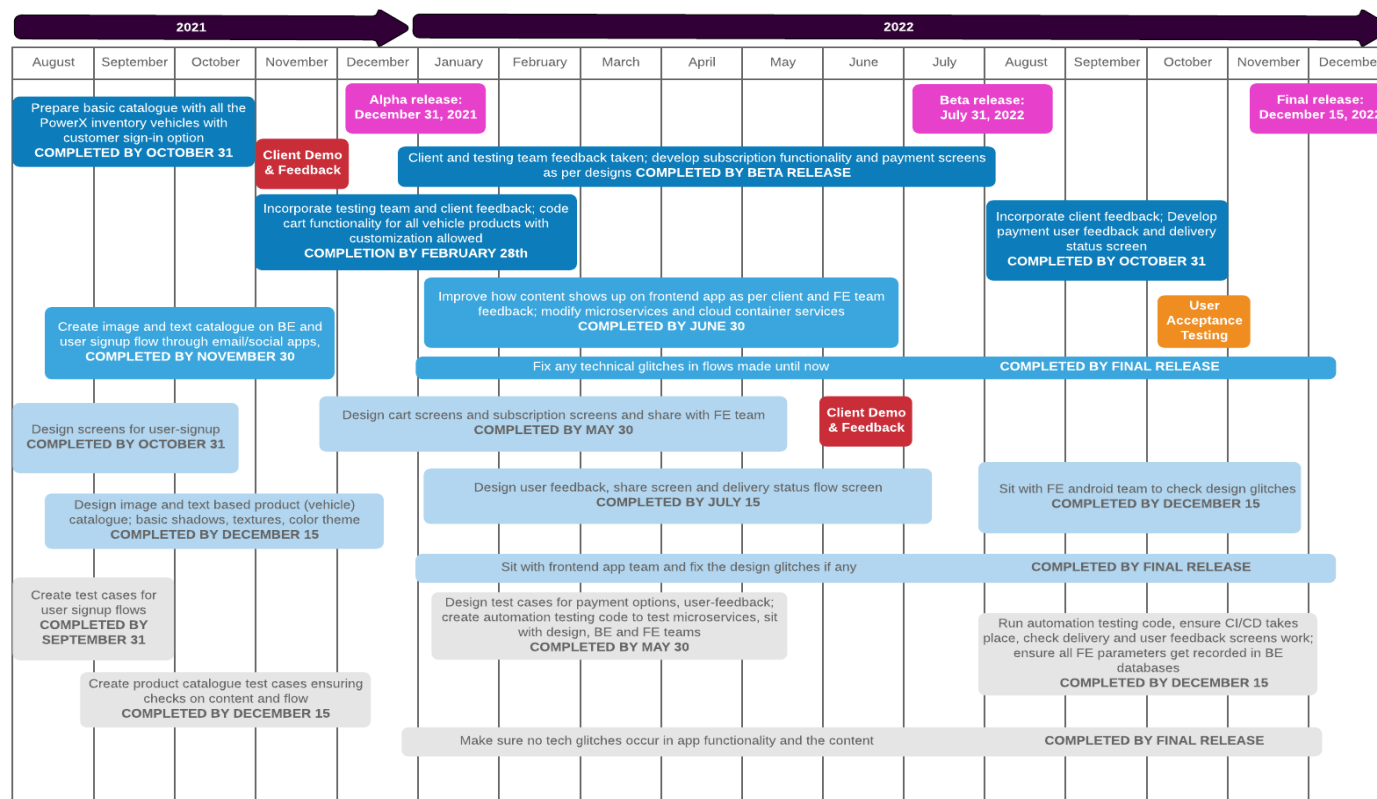


By implementing this approach, B2C customers can conveniently **interact, consider and purchase** our PowerX powersports vehicles effectively.

Testing Team  
Design Team  
Backend Dev Team  
Frontend Dev Team

**Vision:** Creating an multi-user website/app having a catalogue to rent **PowerX Powersports Vehicles** using three-subscription plans with payment options, delivery tracking and user-feedback features.

An Agile Delivery Plan to build and release "PowerU Website/App"



The plan incorporates following tech/design teams:

1. **Frontend Dev Team**
2. **Backend Dev Team**
3. **Design Team**
4. **Testing Team**

The plan considers & assumes:

1. **Client User Requirements** – initial step of planning and Assessment
2. **Client User Feedback** – after each sprint release
3. **Elongated Timeline for app releases** – can be modified as per scope, scale and client requirements

Thankyou

