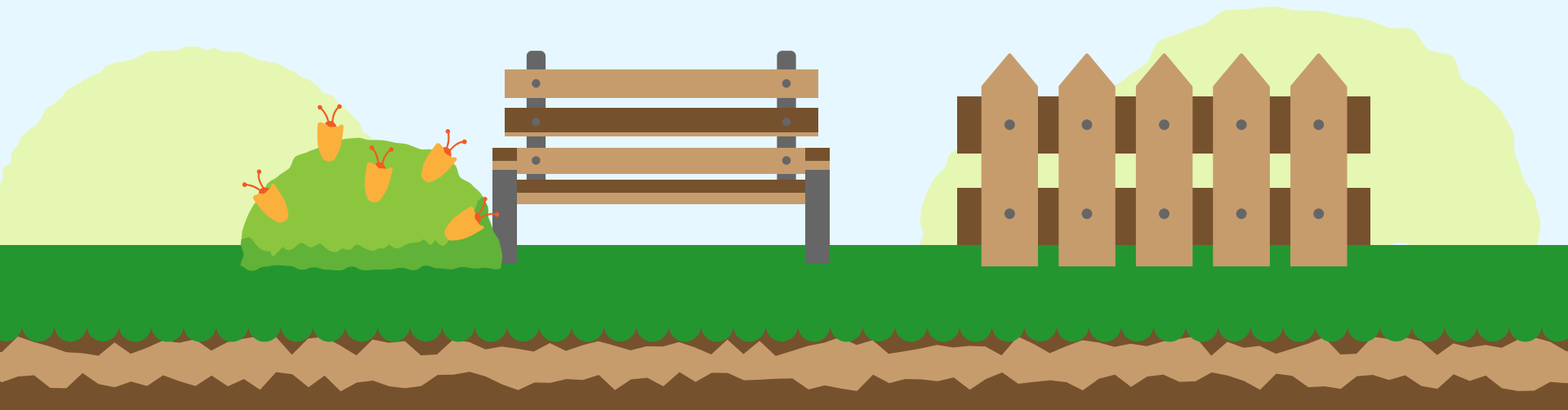


USGreentech

Presented by Aleksandra Miller, Joseph
Rushe, Amulya Satyavarapu, Breeaun
Canady & Tharun Kumar Thonukunoori



USGreentech

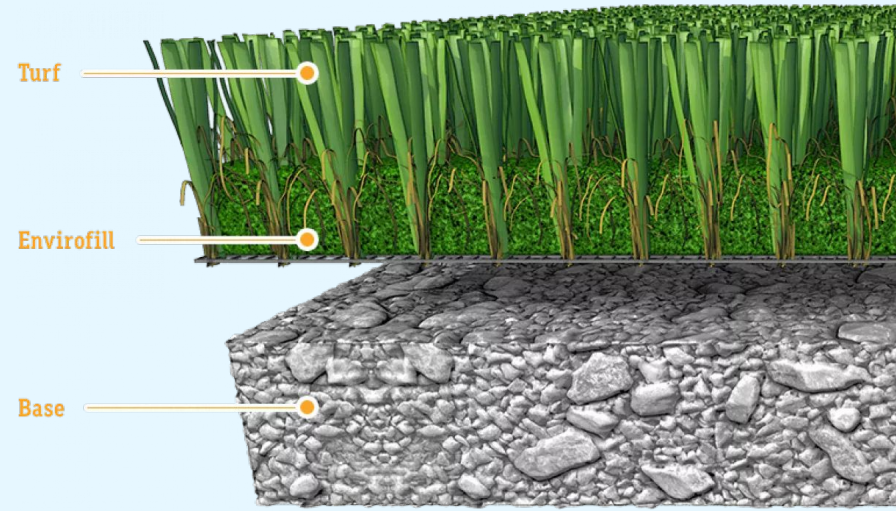
USGreentech is dedicated to bringing innovation to premium, non-rubber infills for synthetic turf. The high performance turf infill, Envirofill, is used in landscape applications

A stylized landscape illustration featuring a light blue sky with two white clouds. The ground is composed of a green turf layer with a scalloped edge, and a brown soil layer below it. In the foreground, there are two green bushes; the left one has several orange flowers. The word 'envirofill' is written in a large, bold, sans-serif font, with 'enviro' in dark blue and 'fill' in green. The letters are partially obscured by the green turf layer. A registered trademark symbol (®) is located to the right of the 'fill' text.

envirofill®

Agenda

1. Overview of USGreenTech
2. Business Problem
3. Secondary Research
4. Observational Research
5. Survey results
6. Eye Tracking
7. A/B testing Experiment
8. Realistic Recommendations



Business Problem

New Entrants in the marketplace are eroding market share. There is opportunity to better target customers who have the appetite for the higher quality option.

"A main strategic issue facing our company is increasing sales through our retail distribution channels and competing against new entrants into the market with lower pricing"

— Ross Vocke

Secondary Research – Findings

Major Players



5.5% Tarkett
2.7% Sport Group Holding GmbH
0.8% Sprinturf, LLC
0.2% Brock International
0.2% A-Turf Inc.
90.6% Other

Artificial Grass Turf Installation
Source: IBISWorld

Products & Services Segmentation



Fields and sports applications



Residential artificial grass installation



Nonresidential artificial grass installation



Other

IBISWorld(2021-2022)

Barriers to Entry Checklist

Competition	High ⚠️
Concentration	Low ✅
Life Cycle Stage	Growth ✅
Technology Change	Low ✅
Regulation & Policy	Medium ⚖️
Industry Assistance	Medium ⚖️

Observational Research – Shop Along Visit



Pet safety



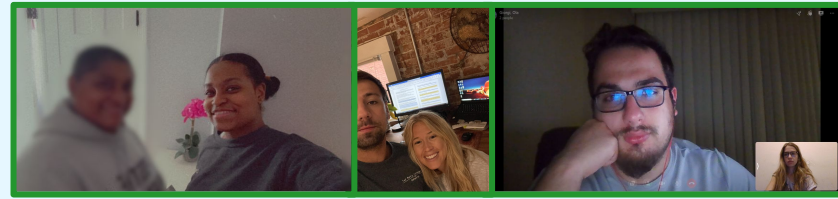
Importance for
Reviews and Ratings



Lack of
Awareness



Interviews – Insights



1

Customers are concerned about the overall safety of infill.



2

Many aren't aware of any particular brand of infill.



3

Most would prefer to speak to an expert before making a purchase.

Focus Groups Results



Education around artificial turf helps eliminate misconceptions



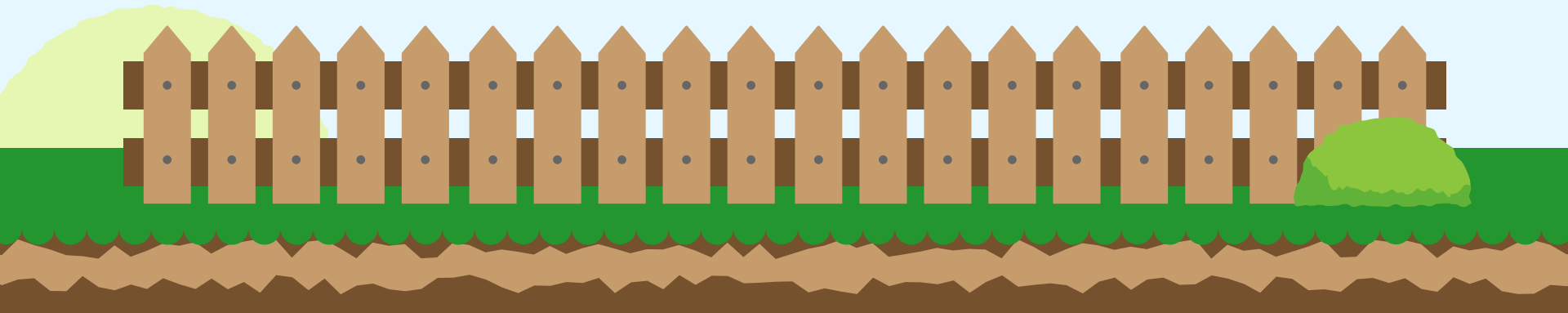
Survey takers initially had negative connotations



Questions around upkeep and how that compares to natural grass

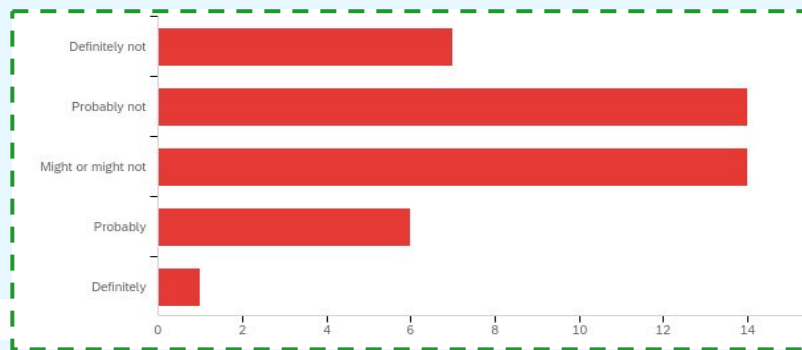


Concerns around health effects and safety for kids/pets.

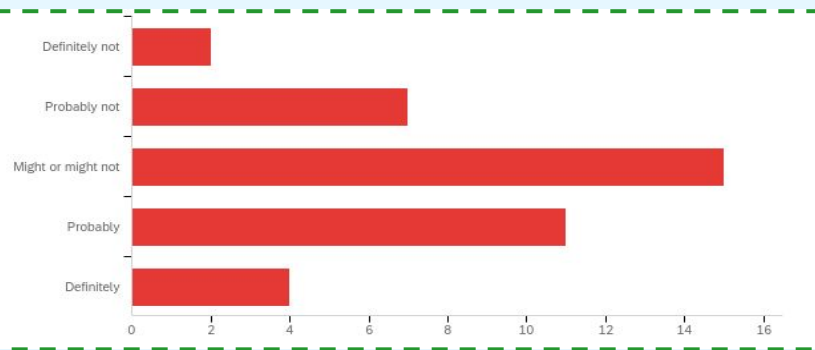


Survey – Insights

“Would you consider installing artificial turf in your backyard and/or front yard?”



Responses before learning about synthetic turf



Responses after learning more about synthetic turf

Segmentation

1 High income level
(> \$70k Annual Household Income)

4.31

average score

(5 = very important)

for the importance of
"look & feel" of their lawn

2 Low income level
(< \$70k Annual Household Income)

4.33

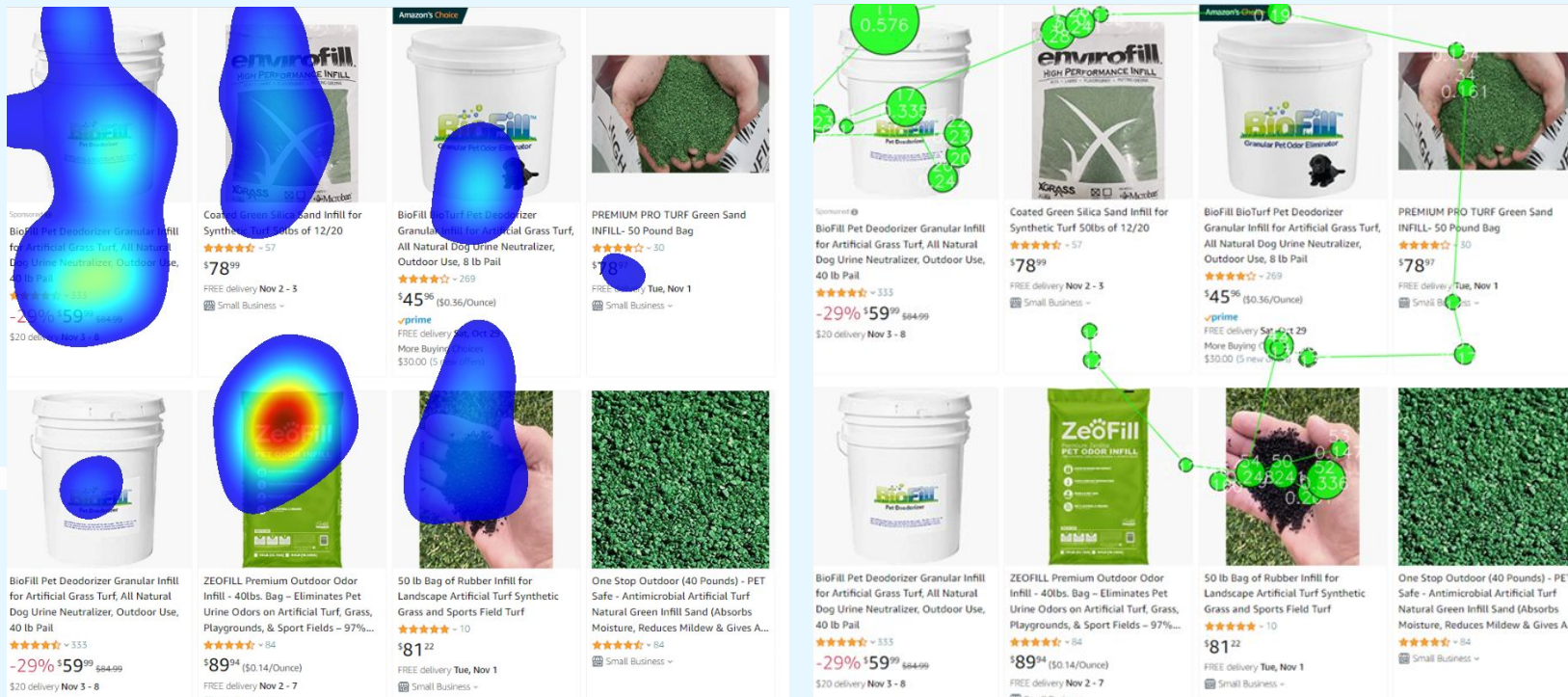
average score

(5 = very important)

for the importance of
"cost of maintenance" of their lawn


Eye Tracking

Sponsored products, big logos and bright packaging catches the eye




A/B Testing

Imagine you have to purchase infill for your artificial lawn. Which among these four options are you likely to purchase?




Coated Green Silica Sand Infill for Synthetic Turf 50lbs of 12/20
★★★★☆ - 57
FREE delivery Nov 2 - 3
Small Business -

A




ZEOFILL Premium Outdoor Odor Infill - 40lbs. Bag - Eliminates Pet Urine Odors on Artificial Turf, Grass, Playgrounds, & Sport Fields - 97%...
★★★★☆ - 84
FREE delivery Nov 2 - 7
Small Business -

B



BioFill BioTurf Pet Deodorizer Granular Infill for Artificial Grass Turf, All Natural Dog Urine Neutralizer, Outdoor Use, 8 lb Pail
★★★★☆ - 269
FREE delivery Sat, Oct 29
More Buying Choices \$30.00 (\$ new offer)
Small Business -


C



50 lb Bag of Rubber Infill for Landscape Artificial Turf Synthetic Grass and Sports Field Turf
★★★★☆ - 10
FREE delivery Tue, Nov 1
Small Business -


D

VS




Coated Green Silica Sand Infill for Synthetic Turf 50lbs of 12/20
★★★★☆ - 57
FREE delivery Nov 2 - 3
Small Business -

A




ZEOFILL Premium Outdoor Odor Infill - 40lbs. Bag - Eliminates Pet Urine Odors on Artificial Turf, Grass, Playgrounds, & Sport Fields - 97%...
★★★★☆ - 84
FREE delivery Nov 2 - 7
Small Business -

B



BioFill BioTurf Pet Deodorizer Granular Infill for Artificial Grass Turf, All Natural Dog Urine Neutralizer, Outdoor Use, 8 lb Pail
★★★★☆ - 269
FREE delivery Sat, Oct 29
More Buying Choices \$30.00 (\$ new offer)
Small Business -

C



50 lb Bag of Rubber Infill for Landscape Artificial Turf Synthetic Grass and Sports Field Turf
★★★★☆ - 10
FREE delivery Tue, Nov 1
Small Business -

D

17% chose Envirofill

37% chose Envirofill

Recommendations



Product

Improve the packaging of the product to catch the eye of consumers better.



Promotion

A digital marketing campaign that would educate potential customers about the benefits of artificial turf.

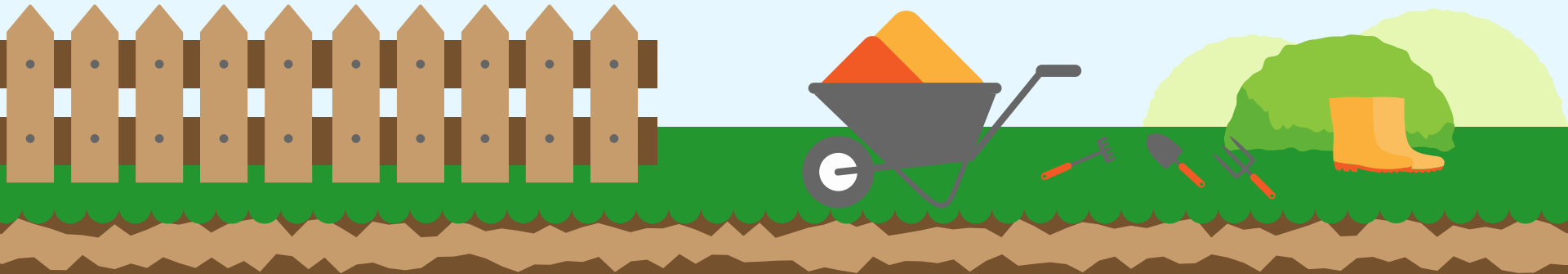


Place

In-store marketing and sales representative at Home Depot/home improvement stores to talk with homeowners

Recommendations

Packaging Redesign



Digital marketing Campaign



Thank you!

