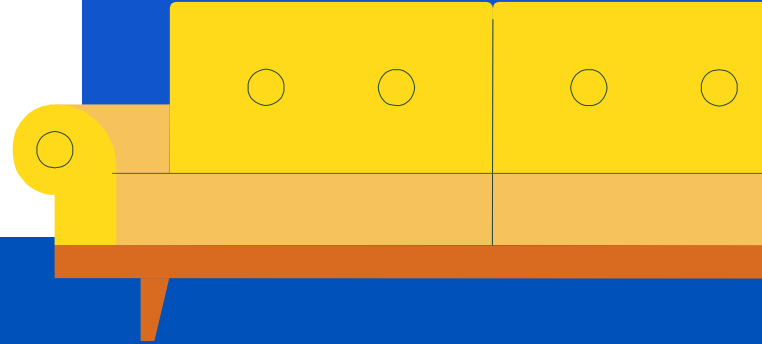


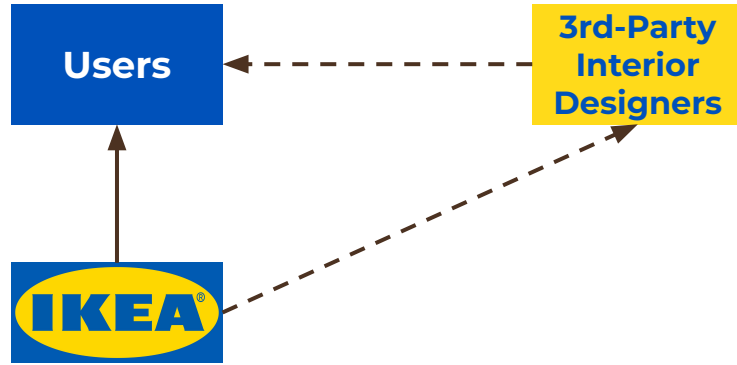
Product to Platform:



Team 7: Aston, Emily,
Sebastian, & Zoe



Opening the Door to Third Parties: Connecting IKEA Customers to Interior Designers Online



Launching this online platform **promotes IKEA purchases** through loyalty programs and by promoting IKEA-centered interior design. Further revenues can be gained through monetization.

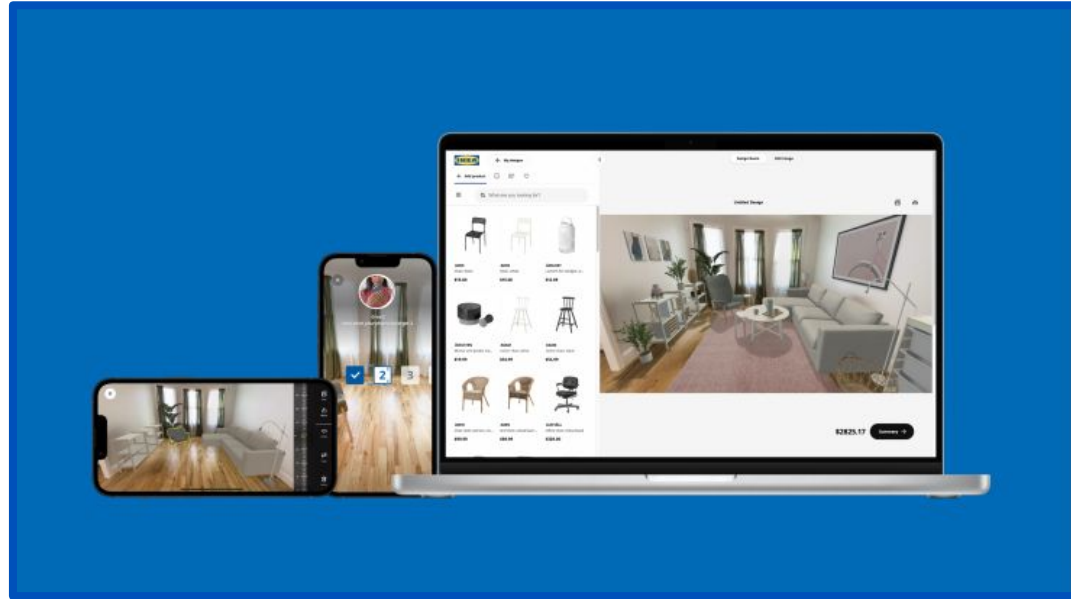
This idea **leverages IKEA Kreativ**, an AI-powered application, allowing customers to **scan** their room and **seek freelance interior designers** to help them furnish their home.

Customer-side: submits a listing, in the form of a request-for-proposal, containing design preferences and other relevant information.

Interior designer-side: submits a proposal (i.e. pricing) to the listing, with a portfolio of past projects.

We could promote the service during **customer check-out** to reach the majority.

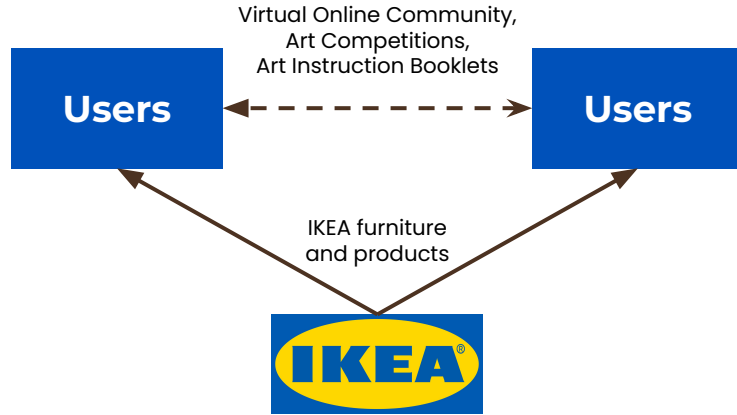
IKEA Kreativ



Interior Designers and their portfolios



Connecting Existing Customers: IKREATE



Launching this platform allows for users to connect with each other by **promoting creativity** through an art initiative that encourages IKEA customers to create unconventional works using IKEA products

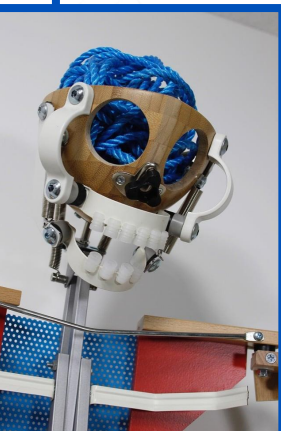
- Create a **virtual 3D art exhibition** or **standard online forum** platform in virtual reality to showcase **IKREATE** works
- **Utilize store floor space** to exhibit works that are highly rated by the online community to engage the traditional consumer base
- If certain works are highly sought after, **IKEA can collaborate with the artist** to create a specific set for the work.
- There is also potential to host **user designed showrooms**, hosting interior design competitions

Art Exhibitions

Furniture to form.

Build to your heart's desire and create art that resonates. Twist our furniture and products into sculptures to be featured on our IKREATE gallery and potentially in-store. Turn everyday items to not so everyday statements.

IKREATE



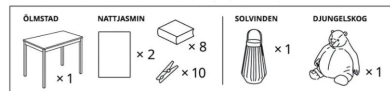
Interior Design Competition Winner Showroom

Creative IKEA Sets



HÖUSE

IKREATE



Make sure that the structure is safe. Do not leave children unattended.
The suggested examples are not official IKEA user guides for IKEA products.
If you can't find the products referred to in the instructions, use similar ones.

THE WONDERFUL EVERYDAY



#WonderfulEveryday



Compare and Contrast shows IKREATE as a stronger candidate

	Interior Designers Platform	IKREATE
Defensibility	Potential <u>disintermediation risks</u> if interior designers recommend competing brands to customers. Likewise, multiple interior design services already exist.	Targets a more <u>niche market</u> (i.e. creative people with artistic taste) and do not have as many alternative services to switch to. <u>Lower multihoming risks</u> .
IKEA Capabilities	<u>Complements IKEA Kreativ</u> and IKEA's existing interest in offering interior design services.	IKREATE is added as an exhibit in their floorspace which <u>complements IKEA's value proposition</u> . Furthermore, IKEA can <u>use leftover inventory</u> for art.
Market Potential	Market size would be larger but there will be more competitors, which makes the <u>revenue potential higher but market share smaller</u> .	IKREATE's market would be smaller and nicher. Though potential revenues are thus lower, it is countered by <u>market loyalty and potential virality</u> .

Risks Associated With IKREATE



Virality is not predictable

Difficult to predict virality and measuring its contribution to revenues



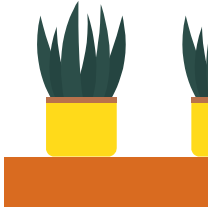
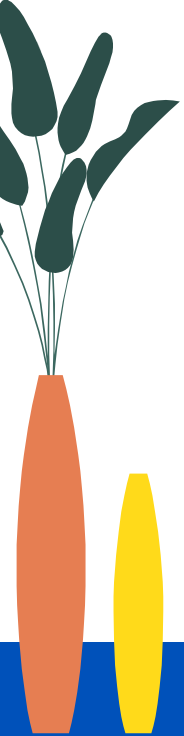
Motivating Artists

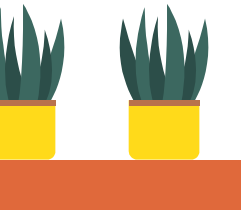
Difficult to encourage artists to purchase IKEA furniture to make art



Value to Customer

Service may not generate high interest from IKEA's core target market





Thank You!

Questions, comments, concerns...?

