

BEVISIONEERS

THE MERCEDES-BENZ FELLOWSHIP

Project Checkpoint 12
Go-to Market Strategy

What is your business model?:

Enerdrais generates revenue through:

- Direct Sales/e-commerce:** Selling our energy-generating modular machines online to individual buyers through ecommerce or in a massive way to eco-conscious partners, such as green gyms and urban public transportation systems.
- Subscription Model:** Offering a premium app that tracks energy generation and includes gamified sustainability challenges for users to share on social media platforms like Instagram, Facebook, Tik-Tok, etc. Even with a point system that can give them benefits on gyms like discounts or prices.
- Partnerships & Licensing:** Collaborating with bike and gym machine manufacturers, as well as smart city initiatives, to integrate our modular technology into their existing infrastructure..

How will people discover your project?:

Our audience will hear about us through:

- Social Media & Influencer Marketing:** Engaging eco-conscious fitness centers and urban cycling communities on Instagram, TikTok, and YouTube.
- SEO & Google Ads:** Capturing search traffic with keywords like “energy-generating bike wheel,” “self-charging bike,” “green gyms,” “sustainable energy,” and “eco-friendly fitness” to drive awareness, consideration, and conversion.

How do you know you're successful?:

How will we know our strategy is working out?

- Sales & Pre-orders:** Tracking revenue growth, unit sales, and strategic partnerships.
- User Engagement:** Measuring app downloads, active users, and engagement with tracking features.
- Community Growth:** Monitoring social media followers, brand mentions, and customer testimonials.