

PLIUSHKI

GEO TARGETED PUSH DEALS APP

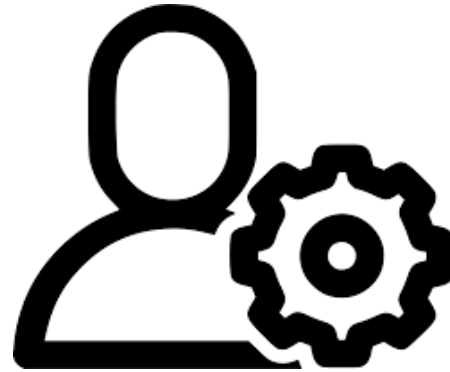
PREPARED BY PROJECT GROUP: BA1-93-19

DINA MINICH, IRINA YANKOVICH, ALENA HALIAKA

CONTENT



**MARKET
OPPORTUNITY**

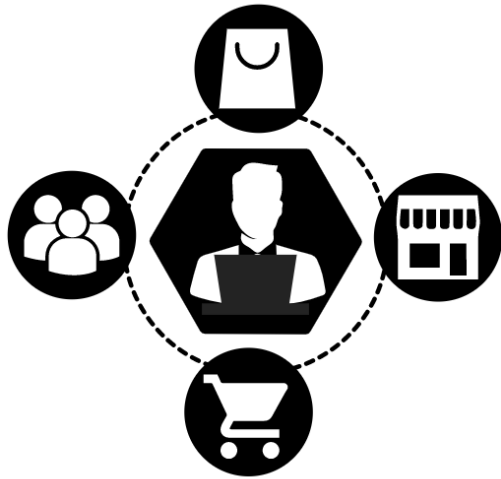


BUSINESS MODEL



SOLUTION

CONTENT



**MARKET
OPPORTUNITY**



BUSINESS MODEL

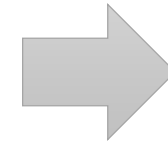
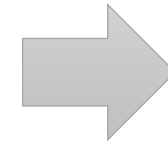
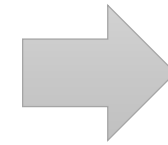


SOLUTION

WHAT IS PLIUSHKI?



- More affordable and effective marketing tool
- **A mobile application** that **attracts** new and **engages** existing **customers** for the business by sending a push notification containing information about the offer based on current location
- **To business owners** is a platform that allows to manage **more efficiently** marketing budget and build strong **brand presence** at the marketplace
- **To users** is a tool to **find hot offers** and deals **faster and easier** than internet search or traditional media based on geo-location he/she currently is



PROBLEM: BUSINESS



LIMITED BUDGET

- Not enough operating cash-flow to afford traditional marketing tools
- No marketing tools to drive sales & customer traffic
- Focus on profitability and saving



UNKNOWN BRAND

- Limited presence in social media
- Lack of customer engagement
- Low brand recognition
- High competition from big brands with more aggressive sale strategies



NOT ENOUGH RESOURCES

- Lack of time to engage with customers
- No headcount to set-up and drive campaign
- Lack of knowledge in Digital marketing trends

PROBLEM: USERS



PRICE SENSITIVITY

- Consumers get price savvy and more inclined to visit online discount retailers than before
- Tendency to wait with spending until big sale moments: Seasonal sale, Black Friday etc



DIGITAL PRESENCE

- Expectation of omnichannel approach to B&M retail and services
- Search, find and compare online to save time while on the go
- B&M are transforming to showrooms to provide more personal exclusive experience



ENGAGEMENT

- Hyper-personalization: I want brand to talk to me
- Customer loyalty program is a key to retain attention and customer traffic
- Social media is a new trust and share platform influencing buying decision

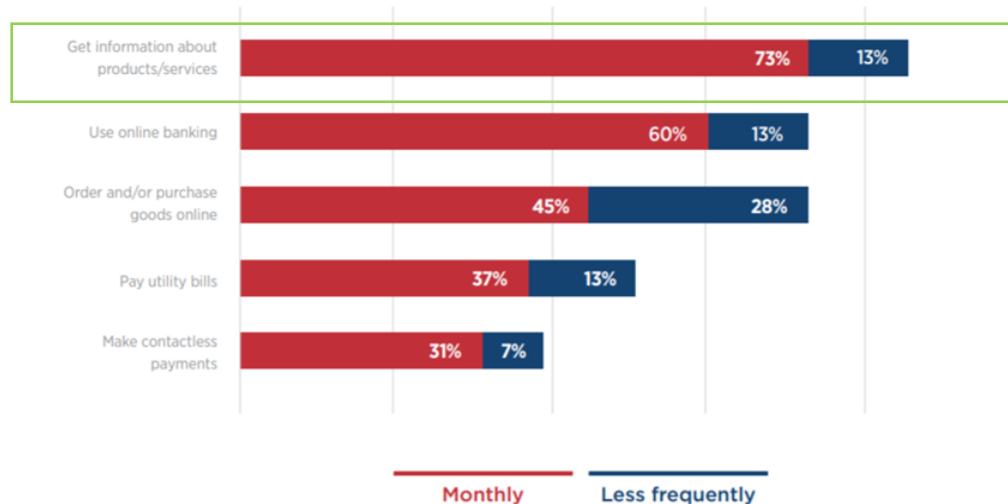
MARKET: TARGET CONSUMER



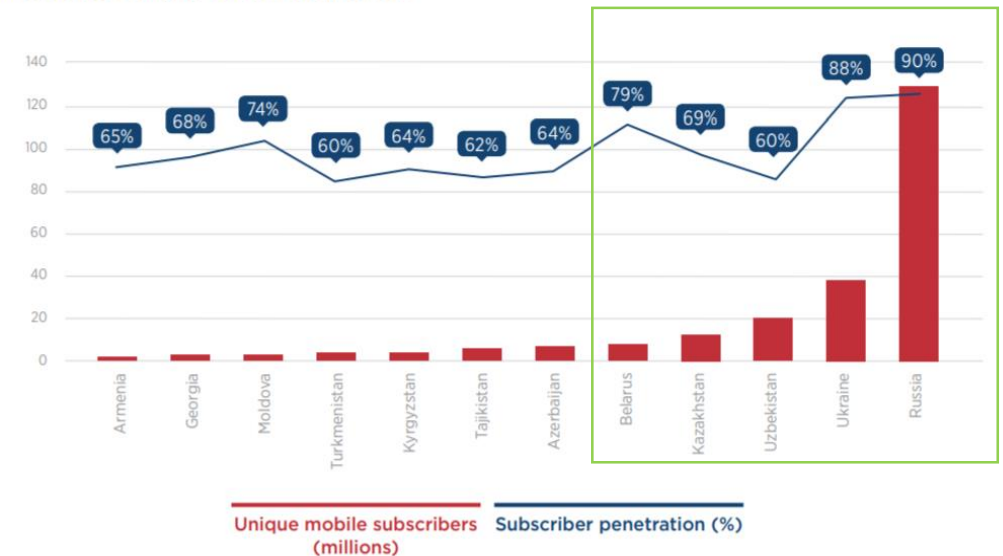
- 73% of users search product/services info online
- TOP 5 markets for mobile usage & penetration are: Russia, Ukraine, Uzbekistan, Kazakhstan and Belarus

Percentage of smartphone owners

How frequently do you do each of the following on a mobile phone?



The CIS is a diverse geography, with headline numbers masking markets at different stages of development



MARKET: TARGET CONSUMER



- 24-45 years old: refers to Generation Z & Y (Millennials).
- Mobile is second nature and used across nearly all aspects of life — communication, socializing, shopping, banking, etc
- Actively uses social media platforms, shares preferences and follows local influencers who set-up trends
- Price sensitive, searches for best offers and likes to engage with brands

- Small & Medium Size business owners
- Doesn't have enough budget to use traditional marketing tools to attract customers
- Wants to increase brand visibility and sell-out



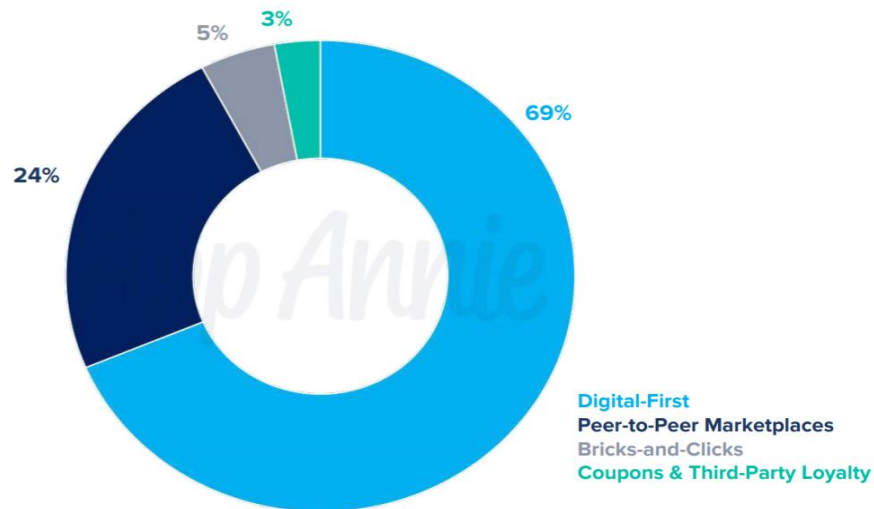
MARKET OPPORTUNITY



- Coupons and Third-party loyalty segment represent 3% of global demand– it's a developing niche segment for mobile apps
- Business opportunity: In-App ads solution grew 30% YoY last year with a strong +60% forecast globally

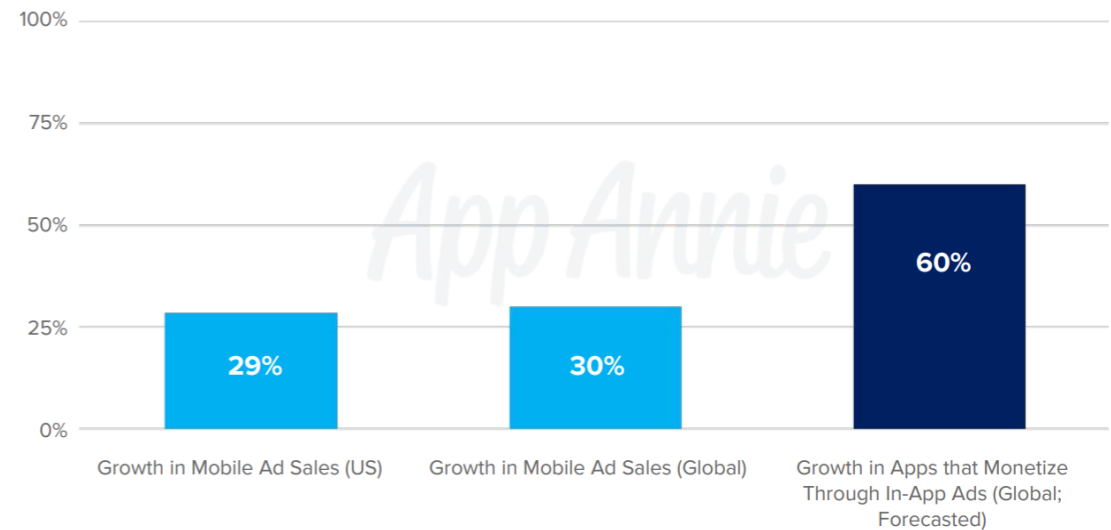
2018 | Global Demand for Shopping-Related Apps

Among Top 50 Shopping-Related Apps
by Worldwide Downloads



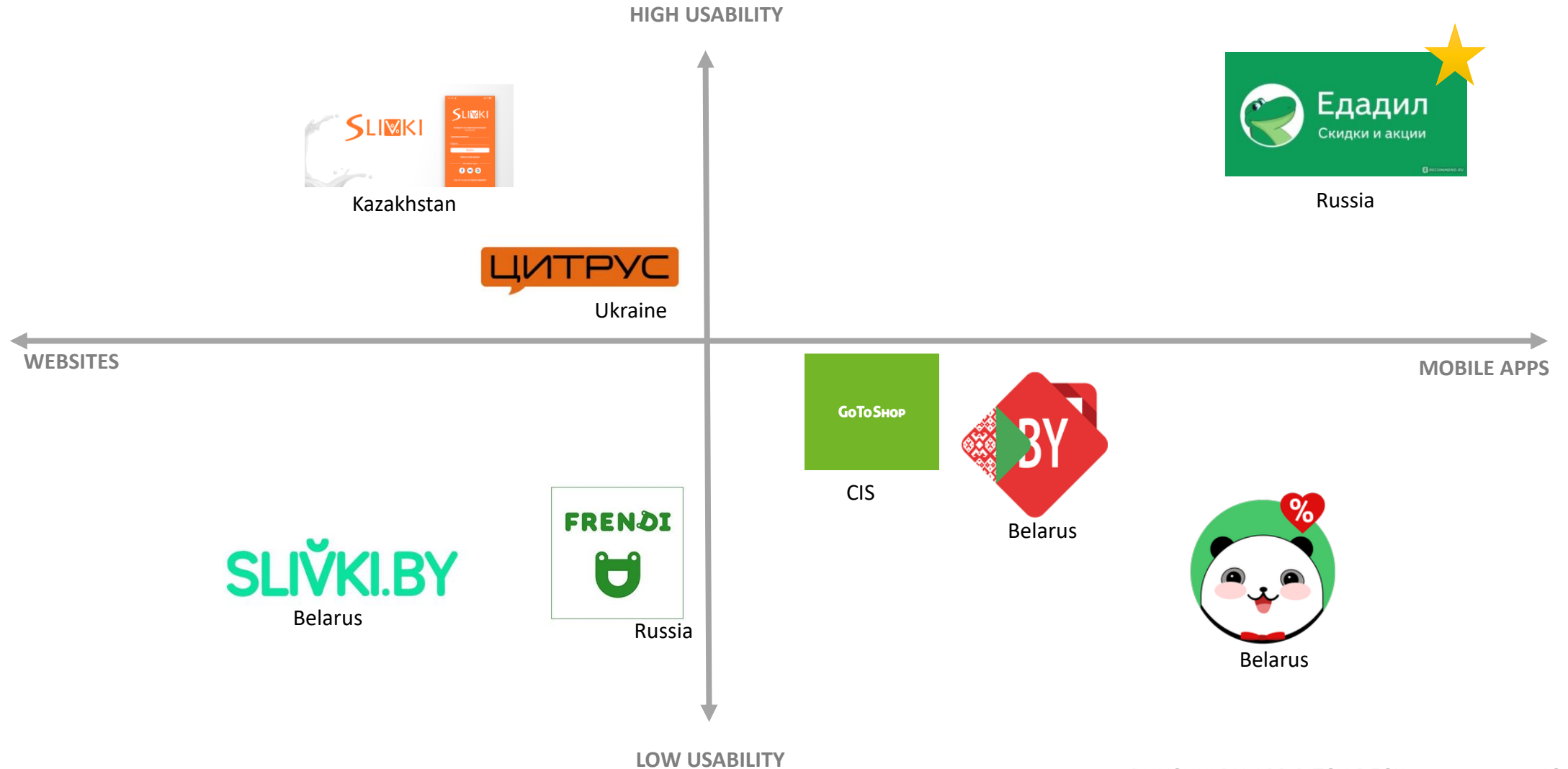
Note: iOS and Google Play Stores

Growth in Mobile Advertising Spurs Growth in Apps Monetizing Through In-App Ads



2017–2018 2018–2019F

MARKET: COMPETITION













MARKET: COMPETITION













Top Apps by Downloads

Last full week, weekly granularity

- 1  AliExpress - Smarter Shopping, Better Living
- 2  Авито: авто, работа, квартиры, услуги, вещи
- 3  OZON – магазин с бесплатной доставкой
- 4  Joom. Easy shopping, fast shipping
- 5  Wildberries
- 6  Юла: товары со скидками, купить и продать
- 7  Магнит
- 8  Едадил — акции, скидки и кэшбэк в магазинах
- 9  Yandex.Market
- 10  Спортмастер – интернет-магазин

Top Apps by Usage Penetration

Nov 24 - 30, 2019, weekly granularity

- 1  AliExpress - Smarter Shopping, Better Living
- 2  Авито: авто, работа, квартиры, услуги, вещи
- 3  Юла: товары со скидками, купить и продать
- 4  OZON – магазин с бесплатной доставкой
- 5  Wildberries
- 6  Едадил — акции, скидки и кэшбэк в магазинах
- 7  Joom. Easy shopping, fast shipping
- 8  Авто.ру: купить и продать авто
- 9  Wallet
- 10  Stocard - Rewards Cards Wallet



Едадил — акции, скидки и кэшбэк в магазинах

Едадил Shopping

PEGI 16

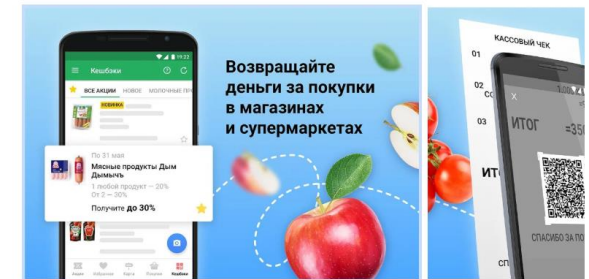
★★★★★ 674,815

Contains ads

▲ You don't have any devices.

 Add to wishlist

Install



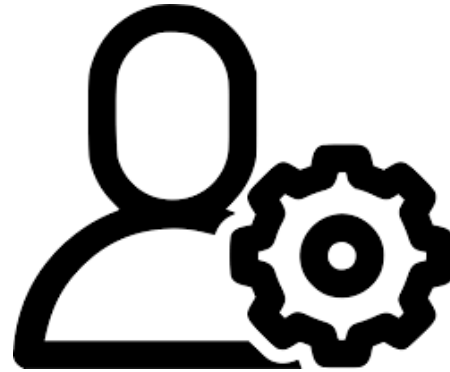
Earn or save on every trip to the store:

- Free application with a catalog of discounts in all popular supermarkets, discount coupons and gifts in stores, cafes and restaurants
- Cashbacks for products up to 100% of the value of the goods

CONTENT



MARKET
OPPORTUNITY



BUSINESS MODEL



SOLUTION

SCOPE



THE APP USER PROFILE

- Personal Account creation
- Profile modification
- Delete account
- Activity History reporting (search, browsing, codes redemption)
- Business offers selection
- Vouchers redemption

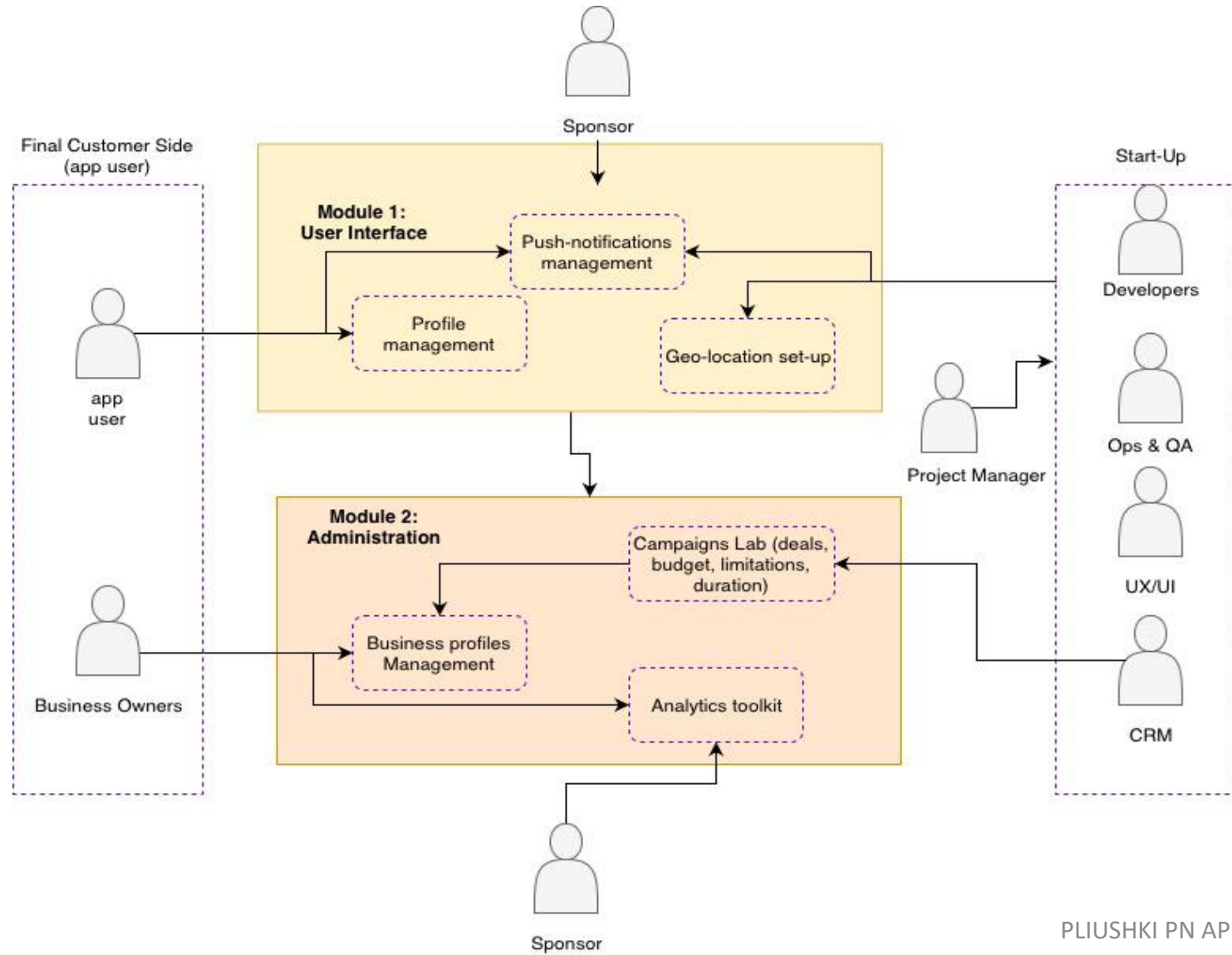
BUSINESS PROFILE

- Campaign management
- Clients Database administration
- Ads management
- Business Profiles integration to the app content

APPLICATION ADMINISTRATION

- User Administration
- Events tracking
- Performance monitoring
- Troubleshooting
- Back-up scheduling
- App and Business Profile Database Settings management

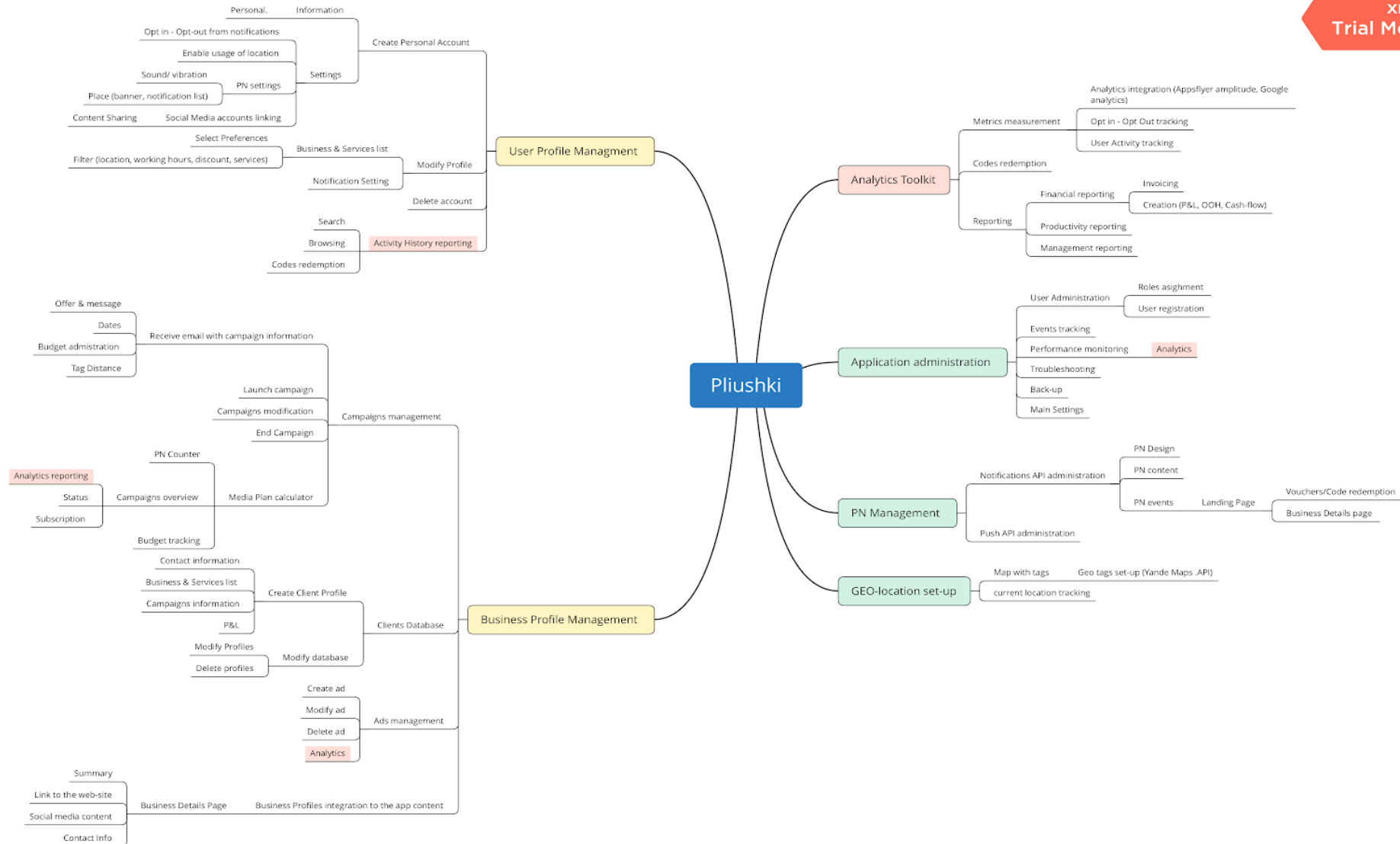
SCOPE: HIGH LEVEL



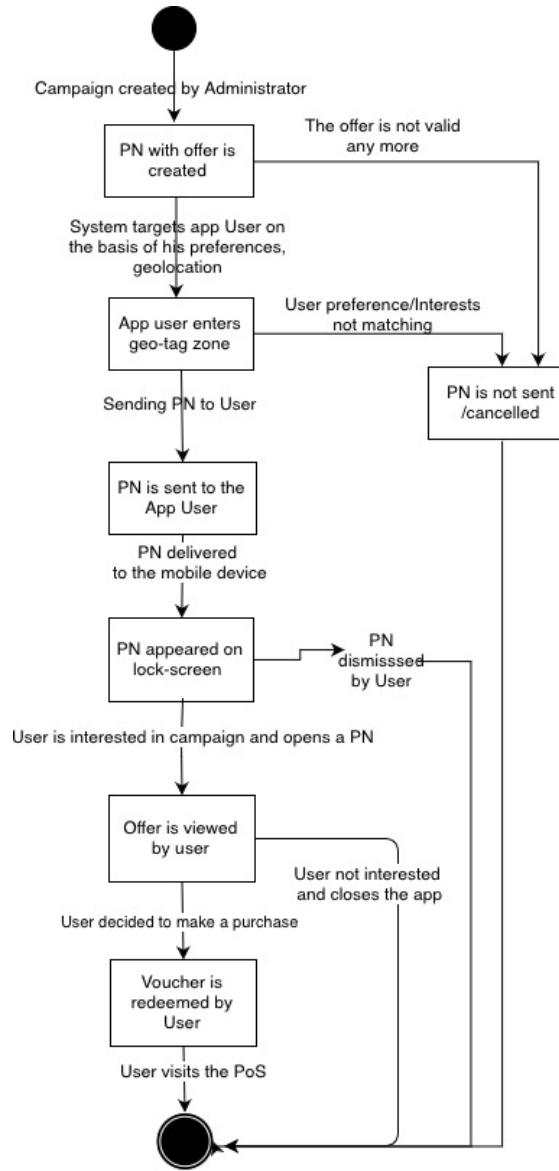
SCOPE: DETAILED LEVEL



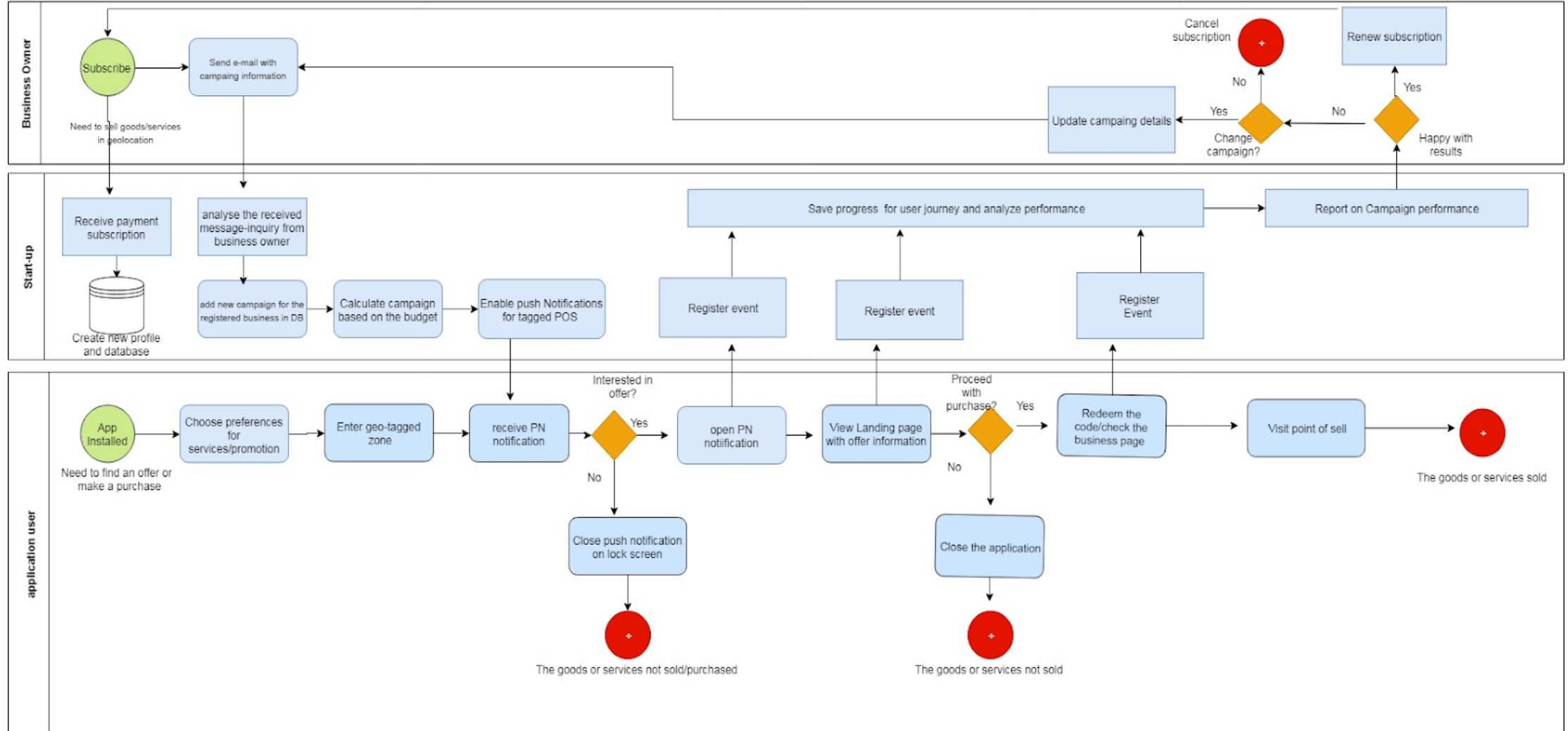
XMind
Trial Mode



BUSINESS MODEL: HAPPY PASS



BUSINESS MODEL: PROCESS



CONTENT



MARKET
OPPORTUNITY



BUSINESS MODEL

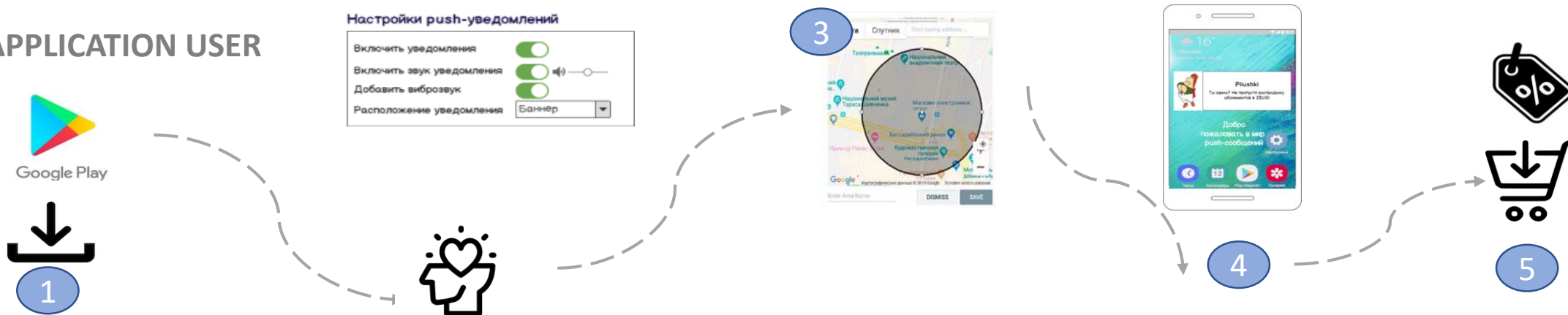


SOLUTION

SOLUTION



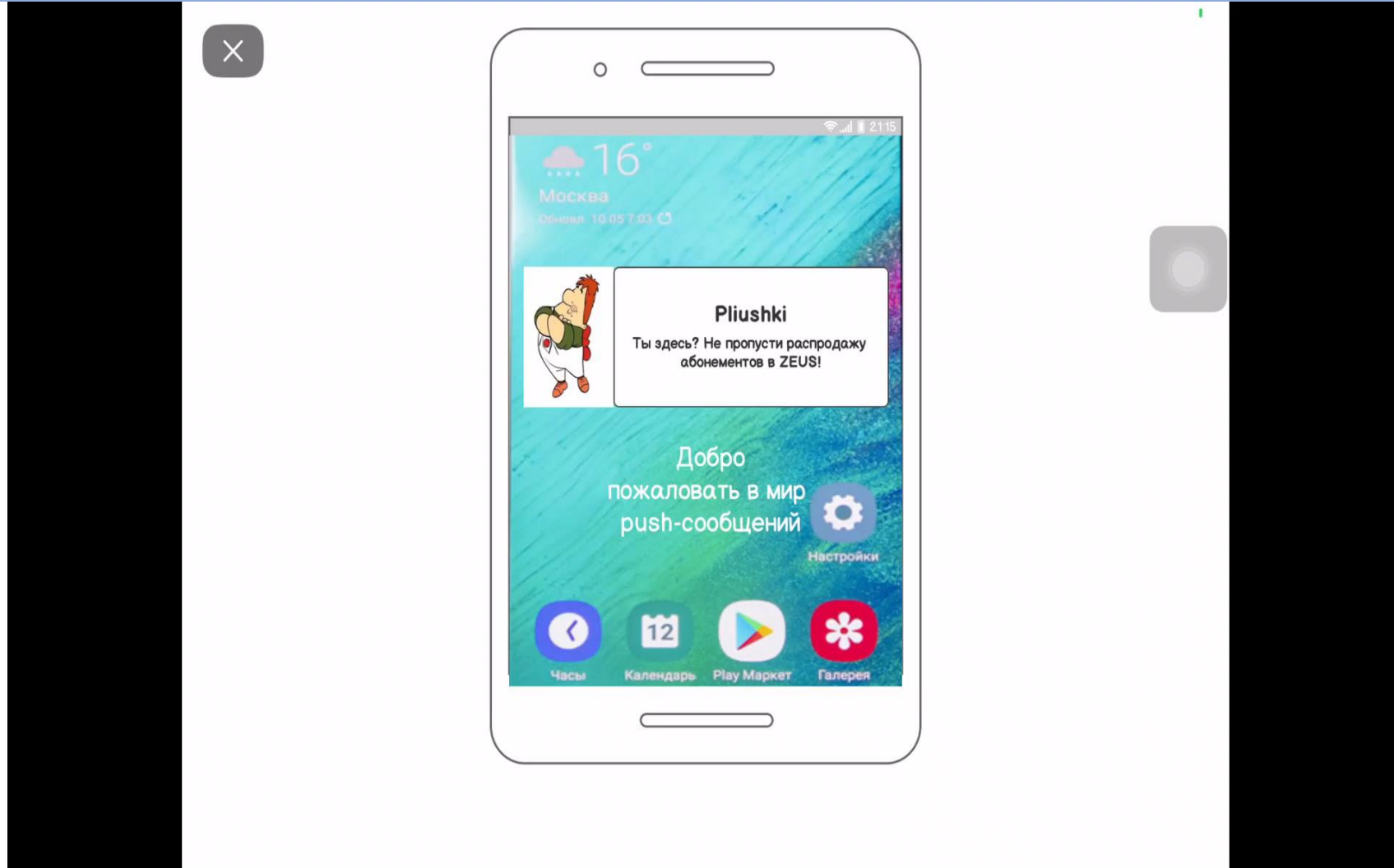
APPLICATION USER



BUSINESS OWNER



DEMO: USER APPLICATION



DEMO: BUSINESS PROFILE



Company Profile | Products | Campaign Lab | Subscription

Search

ID

Name

Address

Mob

email

Website

☐ Geo-tag provided

☐ Campaign set

☐ online

Subscribed:

Status ☒

Summary

DataBase Save Help ? Next

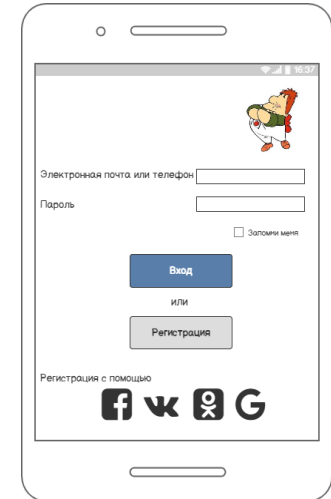
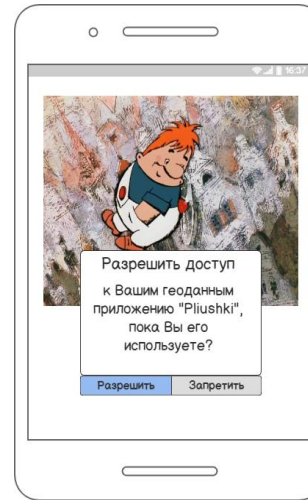
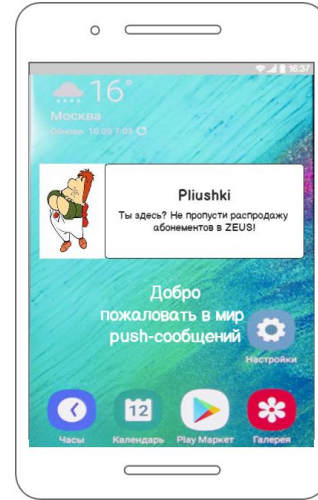
DEMO: ADMIN CONSOLE



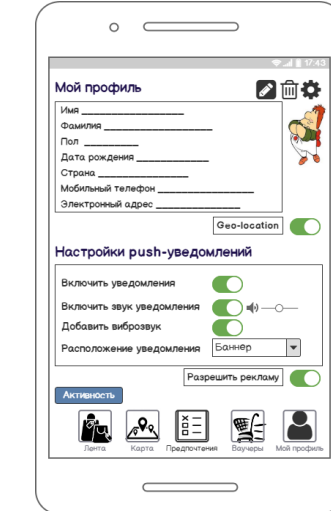
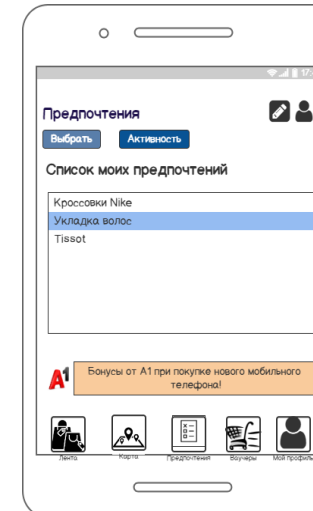
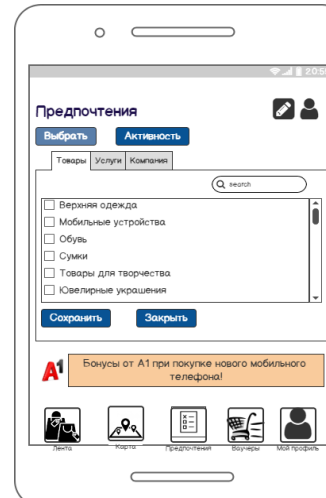
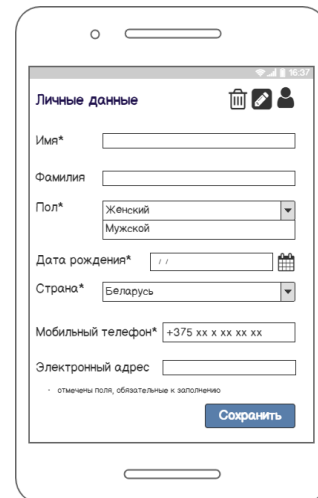
PROTOTYPES: APPLICATION



USER LOGIN

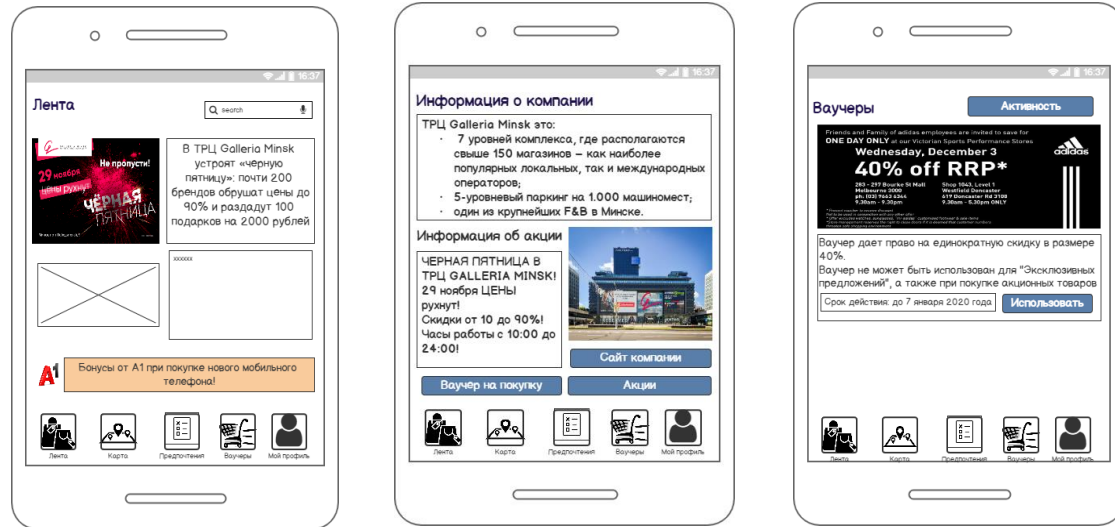


USER PROFILE SET-UP



Link: <https://balsamiq.cloud/syceuqu/pcl108f/r04F2>

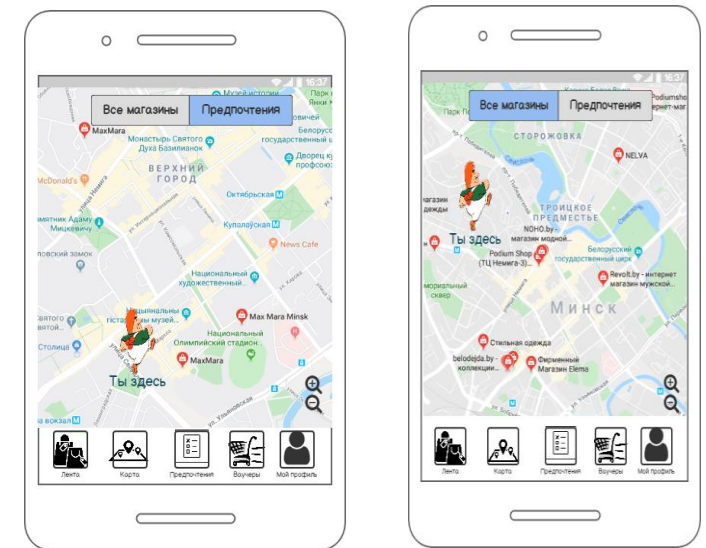
PROTOTYPES: APPLICATION



OFFERS FEED | PDP | VOUCHERS REDEMPTION



USER ACTIVITY HISTORY



LOCATION MAP & OFFERS

Link: <https://balsamiq.cloud/syceuqu/pcl108f/r04F2>

PROTOTYPES: BUSINESS PROFILE



Company Profile | Products | Campaign Lab | Subscription

ID
Name
Address
Mob
email
Website

☐ Geo-tag provided
☐ Campaign set
☐ online

Subscribed: ☐ / ☐

Summary

Company Profile | Products | Campaign Lab | Subscription

Campaign Target:
Budget per month:
Tag Coordinates:
Tag radius:
Budget Used:
PN sent: 240
PN Opened: 42
Redeemed: 10

Headline
Content
PN Line

Promo picture:

Company Profile | Products | Campaign Lab | Subscription

Horeca >> Coffee Shop >>

☐ Restaurant
☒ Coffee Shop
☐ Bistro
☐ Bar

☒ Coffee menu
☒ Pastries
☐ Books
☐ Music
☒ Wi-fi
☐ Tea
☒ Roastery

A row without a checkbox

Result:
Type: Coffee shop
Products & Services:
Coffee menu
Pastries
Wi-fi
Roastery

Company Profile | Products | Campaign Lab | Subscription

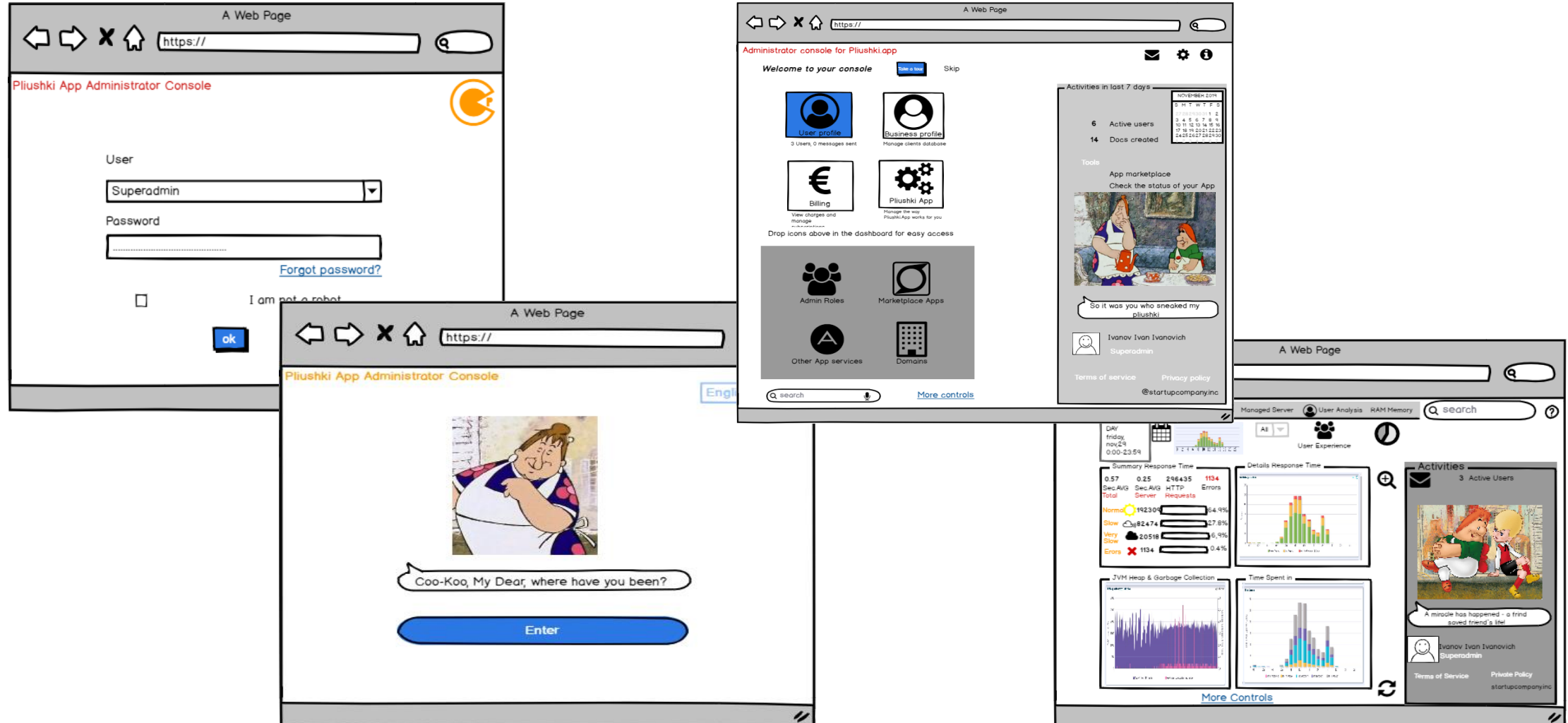
Payment Information

Billing Country:
Tax Information:
Payment Method:
Name on Card:
Card Number:
Exp Date:
CVS Code:

Conversion:
PN performance:

Link: <https://balsamiq.cloud/sx9fvo4/pwix93s>

PROTOTYPES: ADMIN CONSOLE



Link: <https://balsamiq-wireframes.appspot.com>

SUMMARY

For **Small and Medium business** Owners Who specialize in providing range of services

Our mobile application “Pliushki”

Will ensure that customers will receive **push notifications** containing **exclusive offers** for their services based on **interest preferences** selected by user and **proximity** to the business

Our application will **reduce costs on advertisement** as well **as attract new customers, increase revenue** and provide **brand exposure**

Unlike existing mobile solutions our application will provide an opportunity for the business owner to have **alternative & more affordable marketing tool** vs “aggressive” advertisement that will help to attract more customers, increase purchase conversation and increase traffic to POS



OUR TEAM



ALENA HALIAKA



- Aspiring Digital Enthusiast
- Loves to brew her own coffee
- Travel opportunist
- 11+ years experience in FMCG and Fashion domains. Currently PO in Diageo Digital Transformation team
- [LinkedIn profile](#)

DINA MINICH



- Found of Shopping experiences – B&M and online. Fashionista and Traveler
- 8+ years of International financial relations experience with background in mathematics. Currently Consultant in Ministry of Finance Republic of Belarus
- [LinkedIn profile](#)

IRINA YANKOVICH



- Hobby: owner of the Coffee-chain places in Brest
- 9+ years of Interpreter – Translator roles experience. Currently holds position of Translator in Brestgasoapparat
- [LinkedIn profile](#)