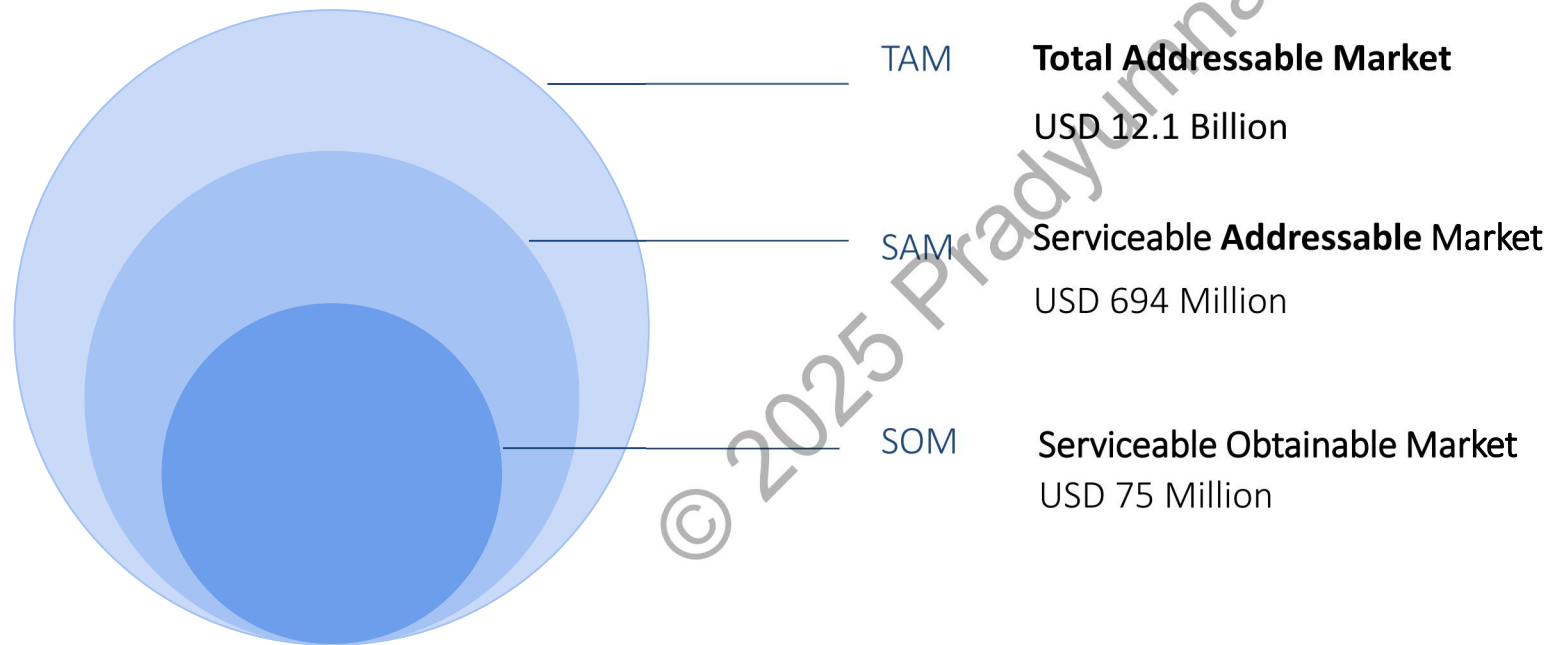


Market Analysis

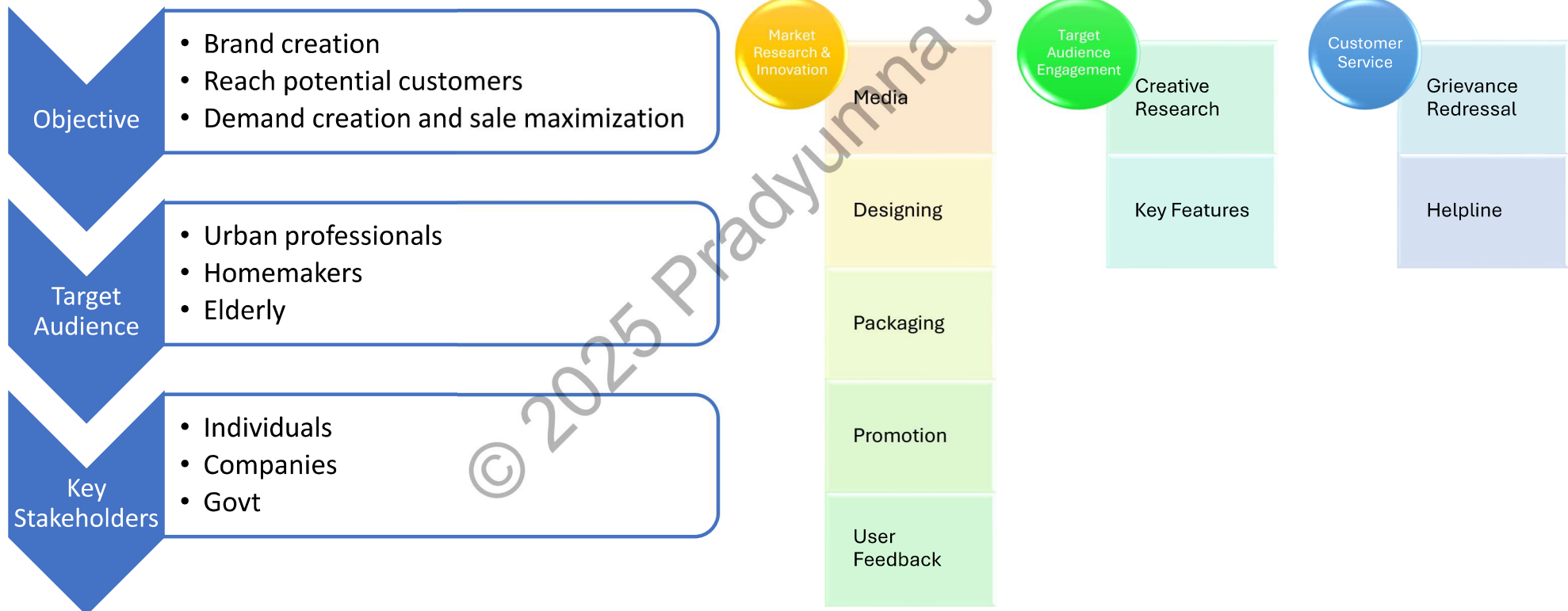


Source: Mordor Intelligence

Marketing strategy



Strategic pillars



Engaging Target Audience



Testing

Pilot testing
User feedback

Media

Print
Electronic
Social
Digital

Promotions

Events
Demo
Dialogues

Branding

Packaging
Storytelling
Designing
Positioning
Brand ambassadors
and influencers

Business Model



Customer

Customer:

- Predictable Revenue
- Sell once, earn forever
- High Rate of Customer Retention
- Automatic renewal generate high revenue

Subscription

Subscription:

- Predictable expenses
- Lower barrier to entry

Sale

Sale:

- Ownership
- One time cost
- Immediate Access
- Immediate Revenue
- Control over pricing
- Customer Relationships
- Potential for Up-sell or cross-sell

