**35Pay & Go: next 10 customers**

The goal of this step is to now define a list of 10 high-potential customers who fit our End User Profile and who are well-represented by the Persona we made.

For the moment, our typical end user would be a 50 year old male, living in NYC and who manages a grocery store. Wanting to improve its customers’ experience, he is willing to install a new payment system in his shop. Also, being the manager of a small grocery store, he is looking for a way to reduce his expenses. Pay&Go thus is the perfect product for him.

There are many grocery stores of that kind in NYC, but if we want to really expand, we need to target some other kind of stores. To do so, there are several kinds of stores that we can target.

Our first axis of diversification would be to target other kinds of stores but still in NYC. We will use word of mouth to support this diversification, and one can believe that if Pay&Go is working fine in grocery stores in NYC, we will manage to sell it to other middle size stores (clothes; books; restaurants..)

The second axis of diversification we could use would be geographical diversification. We will target the same kind of stores we are already targeting, but in other major cities in the United States. The idea is, at first, to focus on grocery stores frequented by young students from major universities in the country. To do so, the first grocery stores we would target would be located in major cities on the East Coast, such as Boston, Chicago or Washington. For thoses stores, the word of mouth will not be a target we’ll be able to use (since we would be newcomers), but we would use all the expertise we would have gained in New York City. Finally, if we manage to implement our solution in this new market, we will follow the strategy we used in NYC, namely, target some other bigger stores in the area, using word of mouth.

Then, if we manage to develop ourselves in middle size stores across several cities in the United States, we will try to directly target bigger stores that are present in many different cities in the US. It can be food stores, but it is not limited to thoses (Wholefoods, Trader Joe’s, Zara…)

Our strategy would thus be the following one:

**Next customer 1**:

Type of shop: Bookstore

Location: New York City

Number of employees: <5

Customers: Students at Columbia

Have already heard of Pay&Go?: Yes because the grocery store across the street is already using it and students of Columbia are talking about it. It looks great, safe and works well

Value Proposition: Students are less and less coming to bookstores since Amazon is a great solution. Thus, the manager of this bookstore is thinking of a new solution to *digitize* its offer, and to improve the customer experience in its bookstore. Pay&Go would be a way to offer to his client a new payment method, but also to offer them some new functionalities (for instance, clients would be able to access some reviews about the book when scanning it).

During our first interviews session, we had interviewed some people working in a bookstore and they completely fit our persona and everything that is being said just above. We would of course need to re-conduct some interviews to confirm it and because that is the best way to make sure that we are aligned with our customers' needs.

**Next customer 2**:

Type of shop: Clothes store

Location: New York City

Number of employees: 1

Customers: Students at Columbia

Have already heard of Pay&Go?: Yes, the bookstore and the grocery store across the street are using it, and they have had great returns.

Value Proposition: The woman working in this store is alone all day long. She loses a true amount of time making her clients pay, and during this time she can not advise other clients. She is seeking a way to stop spending time at the checkout counter. She wants to install some self checkout counters but they are too expensive and they take a lot of space.

**Next Customer 3**

Type of shop: Restaurant

Location: New York City

Number of employees: <5

Customers: Students at Columbia

Have already heard of Pay&Go: Yes because several stores in the area have started using it.

Value Proposition: Waiters are spending a pretty big amount of time bringing the check to customers, making them pay, then bringing back the check so that the customer can mark the tip. This represents a significant loss of time and thus of money. The restaurant is thus looking for a way to reduce those steps. The ideal would be to only bring a QR code to the table, and then the clients would scan it and pay by themselves.   
Pay&Go is thus a really interesting solution.

**Next Customer 4**:

Middle size grocery store in Boston, next to the MIT, so that the users are digital friendly. This user is almost the same as the first persona we did, namely a grocery store in NYC.

We won’t be able to use word of mouth for this one so we will need to do a whole new process of marketing to introduce our solution and convince the store that Pay&Go is the best solution to use.

**Next Customer 5**: Bookstore in Boston, next to the MIT

**Next Customer 6**: Clothes store in Boston, next to the MIT

**Next Customer 7**: Restaurant in Boston, next to the MIT

For these customers we would use exactly the same strategy we used in New York City. We can assume that MIT students have the same habits that Columbia students and thus, we should be able to use the same strategy of expansion that the one we used in New York City.

Then, we will probably use the same strategy to expand to grocery stores and shops around Princetown and around GeorgeTown in Chicago.

Thanks to this expansion, Pay&Go would start to acquire a certain reputation across the East Coast, and that would be necessary for our next step of expansion.

**Next Customer 8**:

Type of shop: Chain of big grocery stores (Trader Joe’s, Wholefood)

Location: East Coast of the United States

Customers: Mostly young professionals at ease with technology

Have already heard of Pay&Go?: Not really, but we will use our success in various cities on the East Coast to prove that our solution works and that it can be used in different locations, that it is safe and profitable. It attracts some new clients who want to reduce their queuing time.

Value Proposition: Those stores are always trying to increase their profit, by increasing their revenues and decreasing their expenses. They have already installed self checkout counters but are willing to try a new solution that can reduce staffing costs and increase the efficiency of their stores. Pay&Go is a cheap solution, that satisfies every criteria.

**Next Customer 9**:

Type of shop: Chain of big clothes stores (Uniqlo, Zara...)

Location: East Coast of the United States

Customers: Mostly young professionals at ease with technology

Have already heard of Pay&Go?: Not really, but we will use our success in various cities on the East Coast to prove that our solution works and that it can be used in different locations, that it is safe and profitable. Also, our success in big grocery chains will be the proof that our solution works

Value Proposition: Want to improve the shopping experience of their clients, by not only reducing the queuing time, but also by enabling them to access some other information about what they are buying. For instance, their customers might access some information about how to wash the clothes, where they were made, what is their carbon footprint..

**Next Customer 10**:

Type of shop: Chain of restaurants (not fast food, but middle size restaurants)

Location: East Side of the US

Customers: Mostly young professionals at ease with technology

Have already heard of Pay&Go: Not really, but are starting to, as we signed some major contracts with major brands on the East Coast. Pay&Go is becoming more and more present on the East Coast.

Value Proposition: Keep improving the customer’s experience, save some time to waiters and waitress and get some precise statistics gathering all their restaurants. Also, this would be a way to know how much certain customers are coming to the restaurant and thus to develop some fidelity offers.

All those customers mostly fit our persona and one can consider that their requirements and their opinion about Pay&Go would be the same as those that we interviewed in New York.

However, it would be nice to conduct some new interviews to confirm it, but because they are not NYC based, we can not do it at the moment.