

A woman with long brown hair is smiling broadly while looking at her smartphone. She is wearing a grey t-shirt and is surrounded by several colorful shopping bags in shades of pink, blue, and orange. The background is blurred, showing what appears to be a park or garden.

Welcome to

Present by

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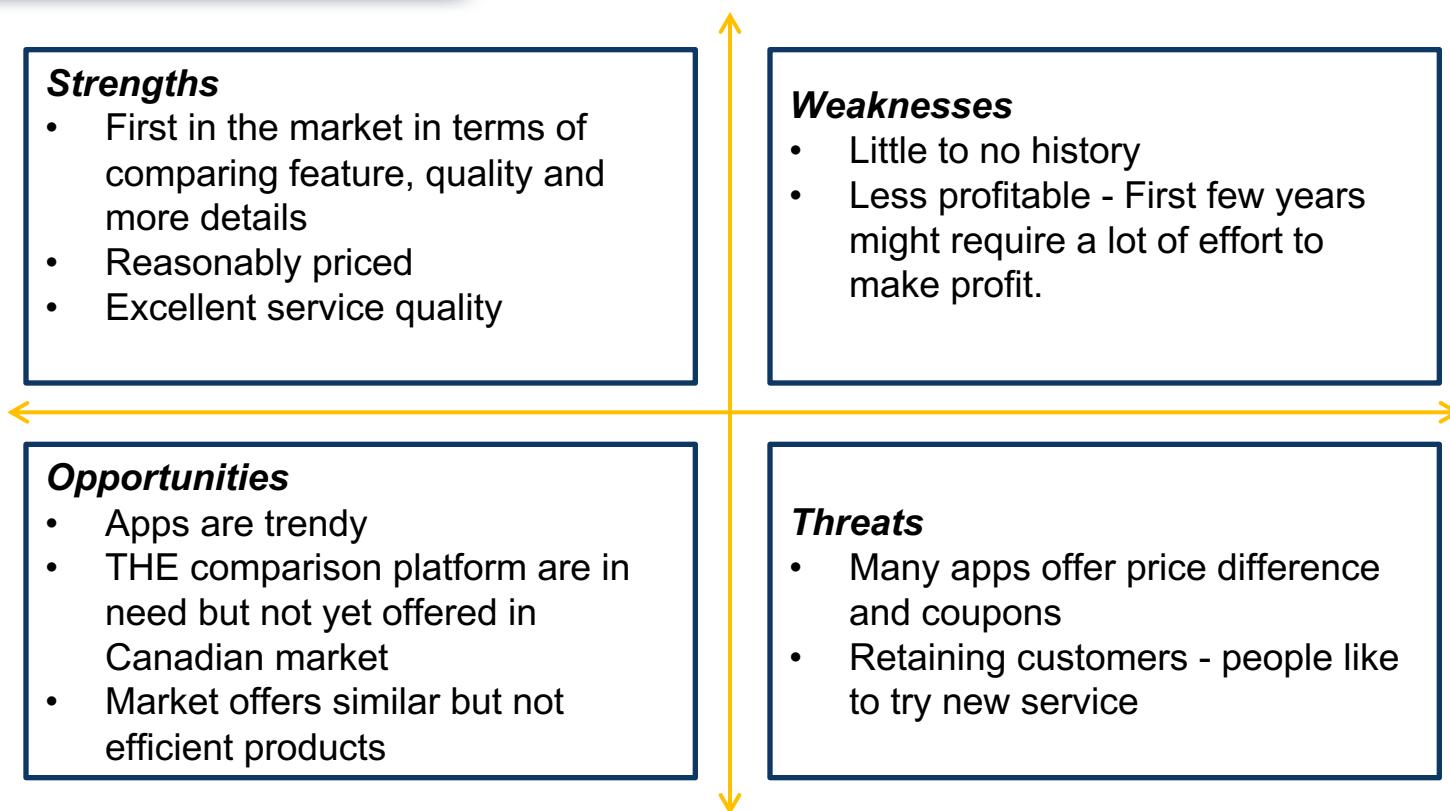
Who we are?

Guru is a small privately and high-growth services company that will help millions of people to make smarter decisions and purchases based on reliable sources.

- Platform (web and mobile) to compare brands, prices and features of electronic products
- Founded in 2016 and based in Vancouver
- The only one to provide the features, prices and reviews in just one place



SWOT

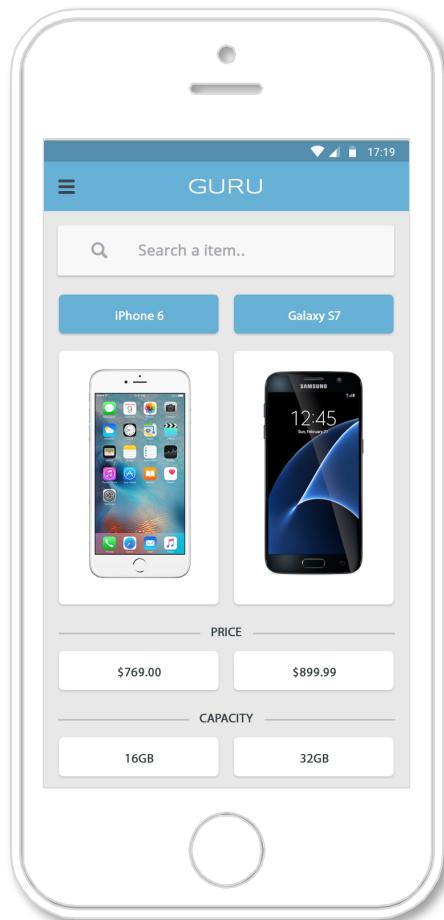


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Mission

“Our mission is simplify the decision making process through components of technology to be favorable yet effortless”.

BRAND PROPOSAL



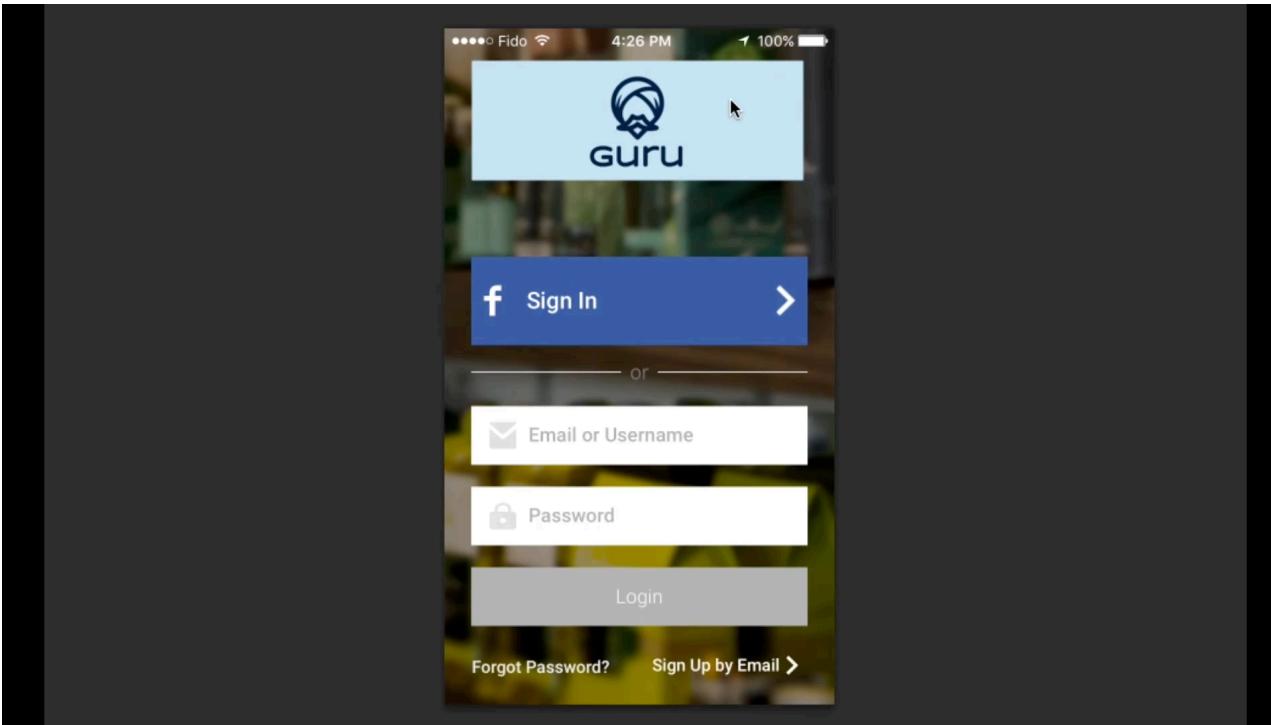
The platform will gather numbers of data from the companies, retailer's online, reviews website and e-commerce stores, for each category of electronic devices.

Categories: cell phones, computers, printers, tablets, photographic cameras, video games, etc.

The comparison requisites may vary according to the product, but overall, the GURU will always provide comparisons for the features, price and reviews.

When possible for durability, design quality, functionality, accessibility, warranty and technical assistance.

MEET THE APP



MARKET

2.450.000,00

Covering BC Province, group between 18-55 years old

1.568.000,00

Average total Market - Around 64% of BC own a smartphone

An estimative by bcstats.gov.ca

MARKET



PRIMARY

- Young and adults, in the age group of 18-55 years old, living in British Columbia province.
- This is a Millennial generation and Post-Millennial generation target.

SECONDARY

Tourists and temporary residents that want use the app while are spending their days (and money) in British Columbia.

TERTIARY

Everybody else

COMPETITORS



shop **savvy**



DIFFERENTIATION

A close-up photograph of a person's hand wearing a dark suit jacket and a white shirt cuff, holding a silver smartphone. The phone is held vertically, with the screen facing towards the right side of the frame. The background is blurred, showing what appears to be an office or public space environment.

THE SERVICE

- Offer unique comparison service: features, prices and reviews, in just one place.
- Guru platform is provide a bias-free information
- Guru is a full-service comparison shopping service, which fits perfectly with the current requirements of users.



TOUCHPOINTS



Press conference in the day of project launching



Advertisings will be broadcasted on television and being published in magazines and newspapers



Intense use of Social Media



Marketing will go to stores to show the product and know the feedback



YouTube will be a great tool to show how Guru works

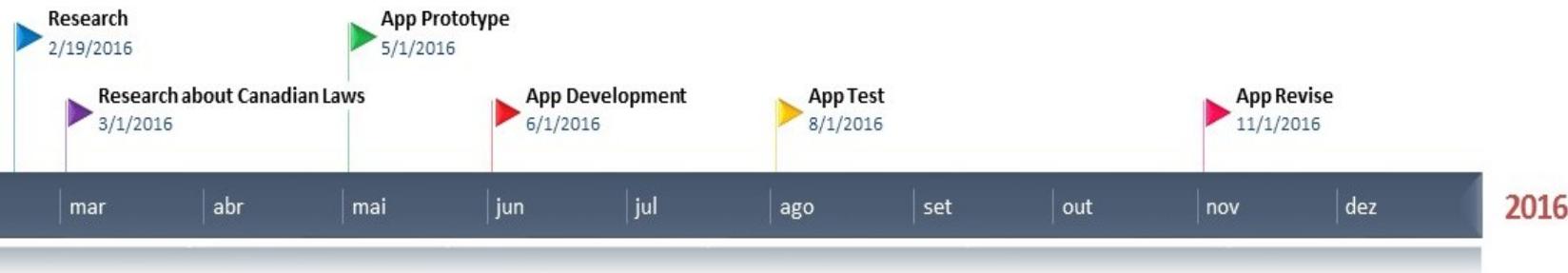
POSITIONING

- ❖ Brand – Clear name and attractive logo
- ❖ Product – The best app for help customer make decisions before purchase
- ❖ Price – For be a new product will use the same strategy as Netflix and Spotify with free trial

RESEARCH

- ❖ 80% of the consumers start their search process online
- ❖ 66% of major purchase shoppers did product research online via PC or laptop at home.
- ❖ The consumer spend in average 70 days before to buy a product.
- ❖ 79% of shoppers say feel technology empowers them with more information and the knowledge they are getting a great deal.
- ❖ 42% of shoppers

LAUNCHING



Research	2/19/2016 - 2/26/2016
Research about Canadian Laws	3/1/2016 - 3/31/2016
App Prototype	5/1/2016 - 5/31/2016
App Development	6/1/2016 - 11/1/2016
App Test	8/1/2016 - 11/1/2016
App Revise	11/1/2016 - 12/1/2016

LAUNCHING



MARKETING

- ❖ Create awareness among people
- ❖ Networking with retail companies
- ❖ Launching event to socialize with retailers
- ❖ Publish sneak peak to generate excitement around our app
- ❖ Engage our potential target audience before we start launching our app
- ❖ Generate more brand awareness through blog and social media
- ❖ Increase followers on social media(over 5000 twitter users in first year of business)

RECOMMENDATIONS

- ❖ Partnership with technology companies – Ex: Vanhack
- ❖ Launch challenge programs for find the developers programs
- ❖ Create a presentation with a pilot program to show to potential investors.

CONCLUSION

- ❖ The Internet has a huge influence for the customer to decide what will buy, giving Guru great possibilities to achieve success.
- ❖ Even though people use all the time mobile phone to connect with the world, PC and laptop still is used. So, the layout of Guru has to be directed for this tow devices as well.
- ❖ It's a long process to buy something and Guru can help customer to make it faster and better

THANKS!

