

Date: February 23, 2018

Client: Opilio Labs

Brand: syndii™

The Challenge	<p><u>What challenge or issue are we trying to solve?</u></p> <p>syndii™ is a new safety alert system for your home environment. We need to convince home owners that syndii™'s always-on monitoring and anywhere alerts provide the best way to avoid and minimize costly environmental damage to your home.</p> <p>Smart Home technology can be difficult to set-up and maintain, and can provide false hope by only solving the problem in certain circumstances – <u>making your home cleaver, but not truly smart</u>. syndii™ is a simple and reliable service designed to alert you when unplanned water, temperature changes and power outages endanger your property.</p>
The Audience	<p><u>Who are we communicating with and what is critical to know about them?</u></p> <p>Any home owner in Canada and the US who is regularly away for extended times from their main home, vacation property or income property.</p> <p>Extreme Need – Live in geographic areas prone to water-related weather damage and/or frequent power outages. May have had a previous water damage claim and can no longer get any/affordable insurance coverage due to where they live.</p> <p>Early Adopters - Mostly males, 25-44 yrs old, married with 1-2 kids, who have a post secondary education, household income over \$100k, own a wearable device (e.g., FitBit, Apple Watch), already have another smart device in their home (thermostat, lighting, appliance, etc.) and order technology directly from manufacturer websites. [Source: McKinsey Connected Home study, May 2017 / Part 2]</p>
The Insight	<p><u>What insight, truth or perspective will help us solve the problem?</u></p> <p>Having syndii™'s always-on, simple to use home alert service allows home owners to quickly set up monitoring and enjoy their time away from their property, never having to worry that a harmful situation will cause significant and expensive damage because they weren't alerted to it immediately. They have peace of mind knowing their property is always being monitored.</p>
The Main Point	<p><u>What is single most important notion we need to convey?</u></p> <p>syndii™'s gives you peace-of-mind <u>quickly</u> because it's simple to set up, and <u>constantly</u> because it's built to be always-on even if the power isn't. Never worry if you can't keep a close eye on your property, as syndii™ always will.</p>

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The Support	<p><u>What product facts/support can we leverage?</u></p> <p>syndii™'s smart in-home technology can be set up in 5 minutes or less by someone with <u>no</u> technical experience – as easy as turning on your coffee maker. No need to download an extra app to get real time updates, as syndii™ can send you (and others) a text or an email.</p> <p>You will have the highest reliability of being notified because syndii™ works even when the power to your property doesn't. syndii™ uses its own cell network to make certain you're always in touch with the internal environment of your property.</p> <p>Great customer service and 24 hour support wherever you are when you're away from your property.</p> <p>syndii™ was built by Elliott, cottage owner and engineer, who worried about unseen environmental disasters when he was away from his property, with no easy, reliable solution to solve it. He had friends and family that felt the same way, so he set out to do something about it, something any home owner could easily do.</p>
The Tone	<p><u>What should this communication feel like?</u></p> <p>Approachable, reliable, authentic, practical and helpful.</p> <p>It should feel like real people are helping you, with the support of smart technology. There's a real, relatable person behind syndii™, who had the same worries you have.</p>
The Take-away	<p><u>What do we need the audience to walk away thinking?</u></p> <p>"I've done the very best to keep a keen eye on the dangers that could really damage my property when I can't see them, particularly when I'm not there. I have the peace-of-mind of never having to worry that I'll find out too late. I can enjoy my time away."</p>
The Do's and Don'ts	<p><u>What are the rules and customs we need to follow?</u></p> <p>Must:</p> <ul style="list-style-type: none"> • call for action – they should now rethink their property safety and the potential high cost of damage and the incredible inconvenience • be put at ease with how non-techy they need to be because of how easily and quickly syndii™ can be set up – designed and supported by people for everyone, not just techies <p>Must Not:</p> <ul style="list-style-type: none"> • present syndii™ as a cold, independent piece of technology

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Execution Elements & Considerations

Website

- Website that drives to a sign-up for purchase
 - Can build and direct visitors to multiple landing pages to test different messages and offers (e.g., Extreme need consumers in flood plains, versus snowbirds who go away for the winter)
 - Ability to sign-up people for future follow-up (offers, information) by gaining consent and capturing email addresses, even if they don't want to buy immediately
 - Ability to easily design and capture profile information, and save in a format that can easily exported to Excel or another database platform
- Ability to quickly and easily add and index videos