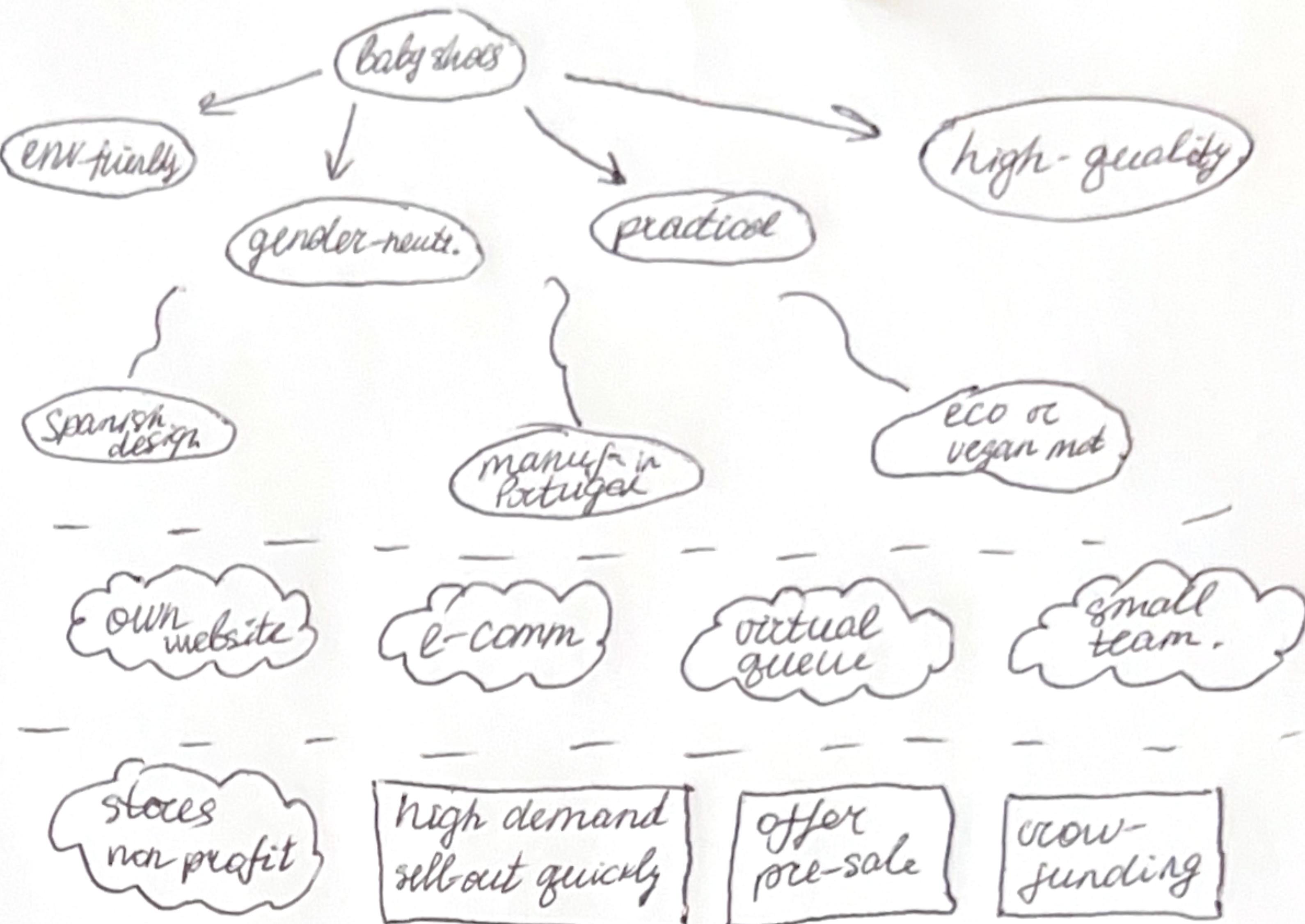


#Lydia Case

her philosophy:



they have:

finance:

insights:

GOOD

- identified empty niche
- parent-led innovation.
- not many brand involves science.
- it's not an innovation - it's a correction of the product idea
- Lydia is a prime user of her product
- Agile-ready culture (cycles | pre-sale → feedback → iteration)
- customer emotional loyalty.
- value-based deficiency model.
- word of mouth & transparency

BAD

- she tries to rebuild the idea of baby shoes from the scratches
- pre-sales frustrates modern users.
- no real action plan for scaling up
- market fit filtered through a single user
- lack of diverse feedback (so far?)
- not very clear about inclusivity (income, culture etc.)
- handmade manuf.:
 - source of delays
 - supply chain liabil.
 - roadblock for scaling?
- modern tech ~~too~~ activities?

TOP 5 KEY MARKET ADVANTAGES

- 1) mission-driven brand
- 2) hyper-engaged community.
- 3) Agile-ready culture
- 4) development science ...-led product)
- 5) builds demand without paid marketing
↓ organic demand