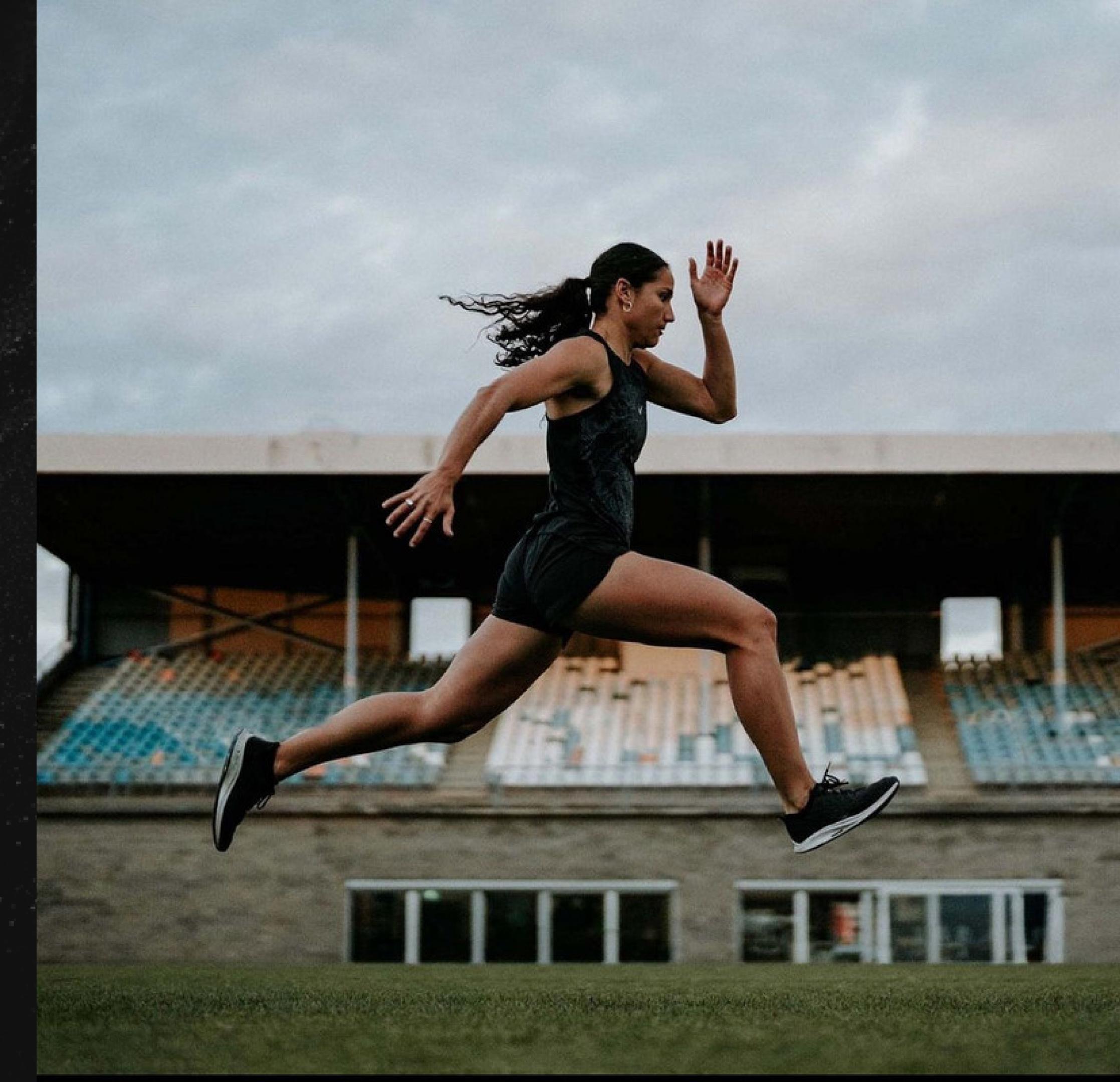




Plantiga's Market Entry into France

Next GEN Athlete Monitoring



1. Introduction

- I. Plantiga smart insoles
- II. Go to market strategy
- III. Objectives

2. Sales performance

- I. Data description
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- I. Forecast
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3. Recommendations



Plantiga Smart Insoles

In-shoe sensors that measure AthleteLoad™, performance, & asymmetries.



Product Features

2 insoles, 2 pods that are inserted inside the soles.

Smart sensors monitor athlete performance, detect stride imbalances and ground contact time.

Plantiga offers analytics which shows trends over time with progression and regression metrics.



Image Credits: Plantiga

Go-to-Market Strategy

Distribution Channels



Primary Channel - Plantiga store on Amazon.
Optimized product listings with details and reviews.

Product Messaging and
tactics



Equal spend of 15000 EUR in Tiktok, Amazon and IG

Estimated Customer
Acquisition Cost



- CAC: 600 EUR¹
- Lifetime value (period of 15 years): €8,900

Revenue Targets

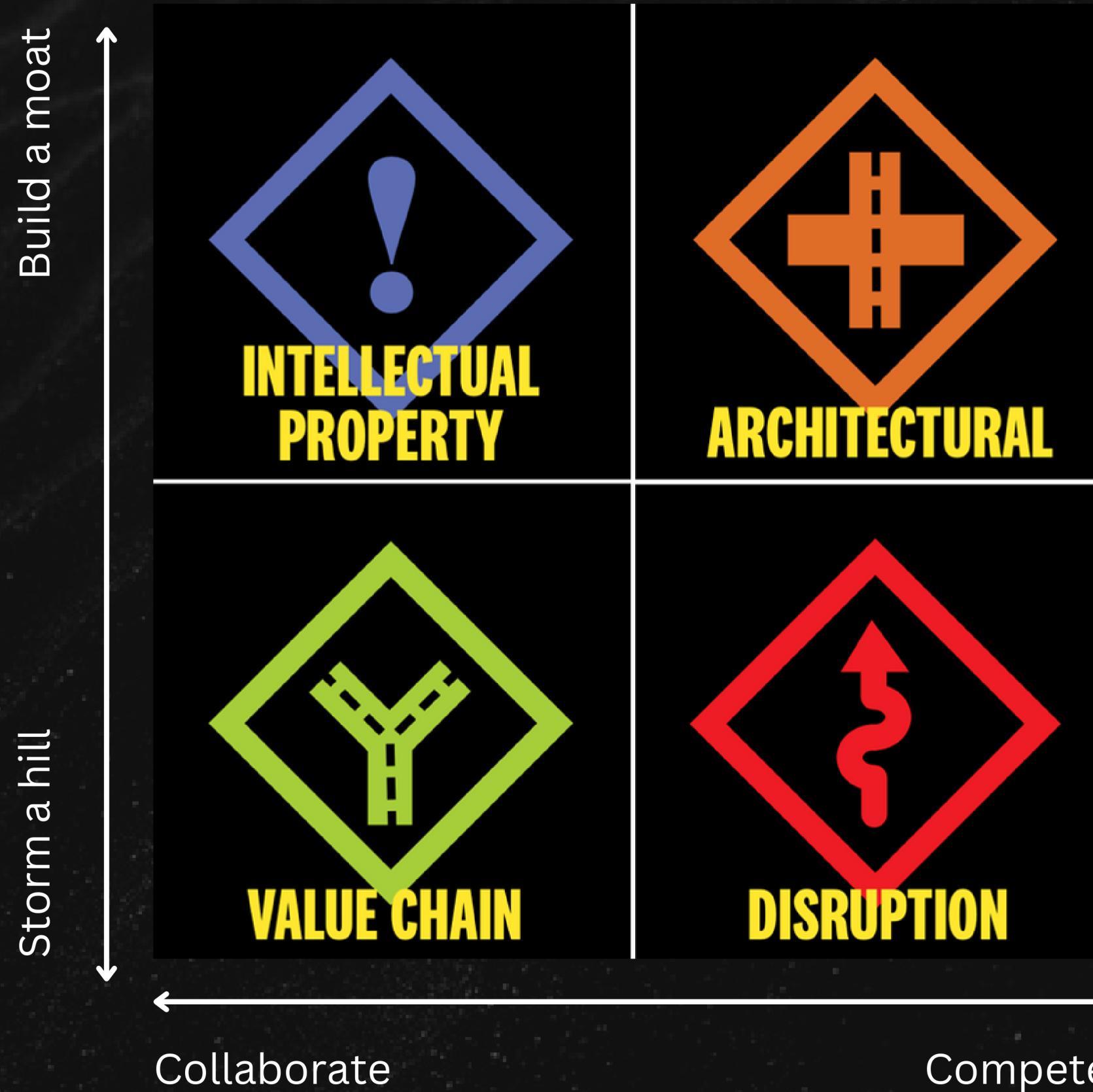


Start-ups usually become profitable in 2-3 years
(for French market)

1. Estimation based on previous Marketing Report

Based on: <https://online.hbs.edu/blog/post/go-to-market-strategy-framework>

The Entrepreneurial Strategy Compass



Plantiga will focus on Value Chain strategy.

Invests in:

- commercialization
- product development

Focuses on competence, rather than aggressive competition.

Market size

Potential Addressable Market

180 € Million (secondary source, global market)

PAM

Total Addressable Market

9 € Million (40% USA, 20% UK, 15% GER, 5% FR)

TAM

Service Addressable Market

2 € Million (removing medical related use cases)

SAM

Service Obtainable Market¹

€ 750 k

SOM



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Sales performance objectives

- Advertisement
 - Revise the budget and allocation based on 6 month performance.
- Sales
 - Predict break even point of the company more accurately.
- User Category
 - Analyze user behaviour to build customer personas.
 - Define strategies to improve ad and social media engagement.
 - Derive insights for future marketing campaigns.



Data Description

- 3 data sources from Amazon marketplace, IoT chip on product and social media.
- A separate analytics team with domain expertise for each data source
- All data is processed realtime and instantly available.



Sales data



User data



Marketing data

Metrics

Top line metrics



MoM growth



Conversion %



NPS Score

Bottom line metrics



Cost per click



Cost per impression

Insights User Data



Insole Usage

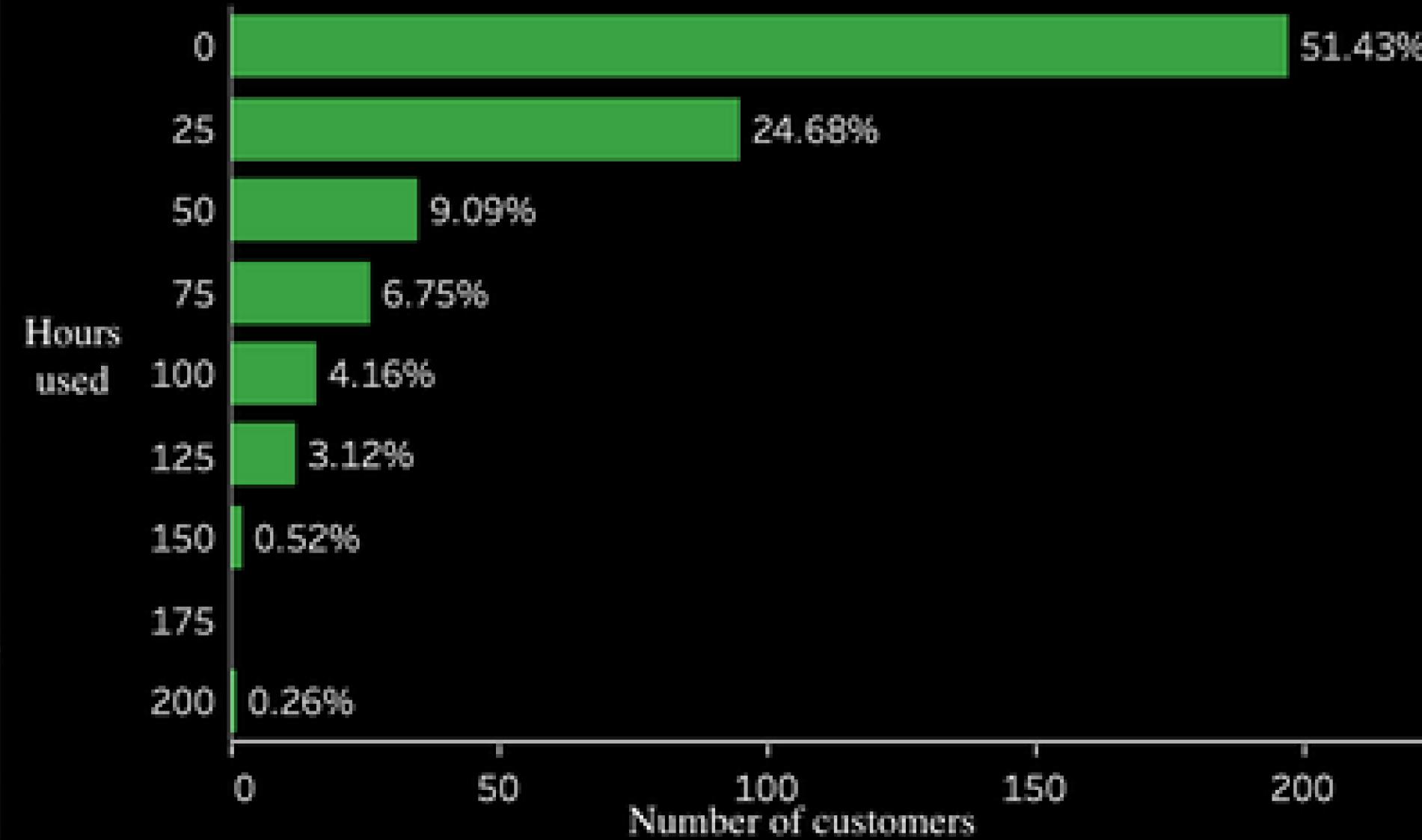
AVG days used

40

AVG hours used

37

The number of hours spend using the soles

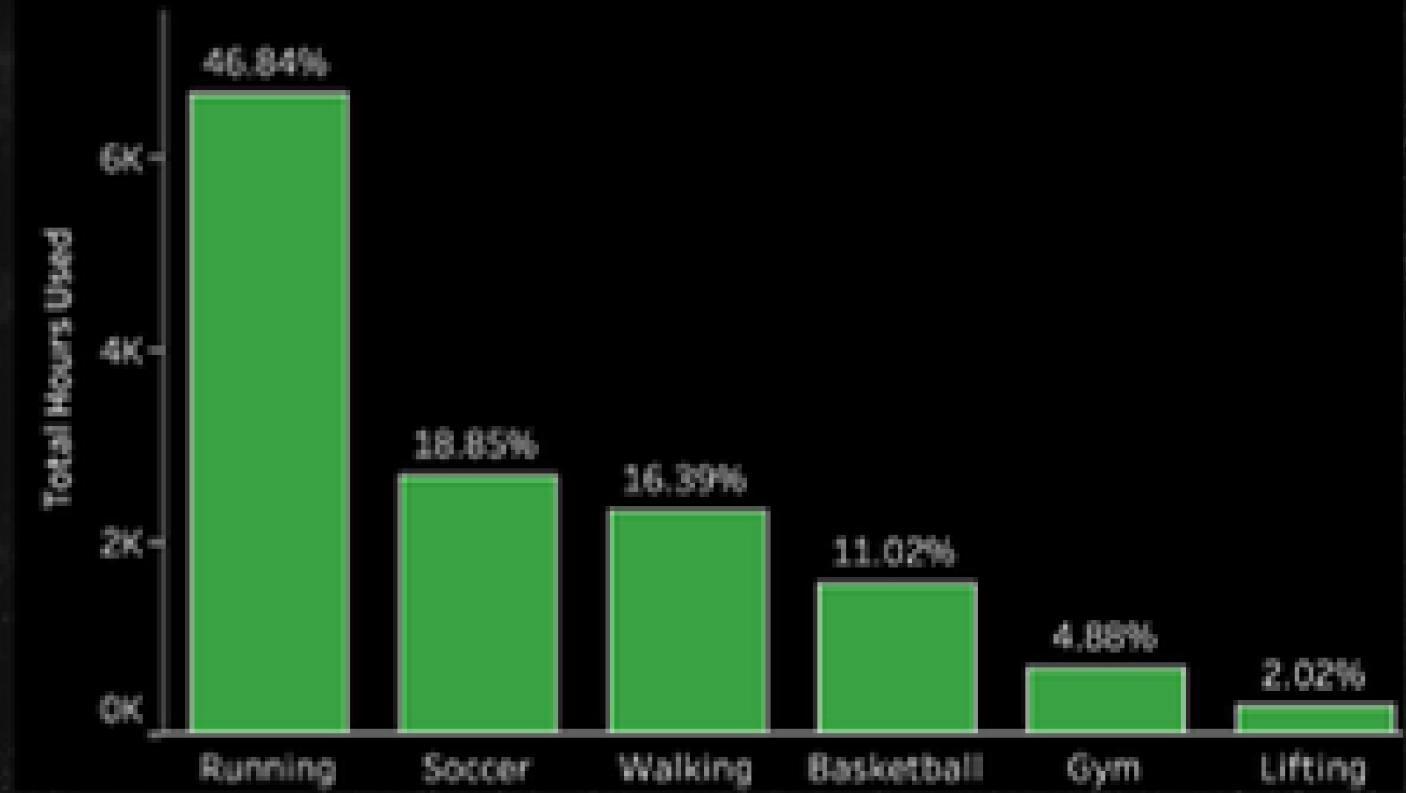


Key Takeaways

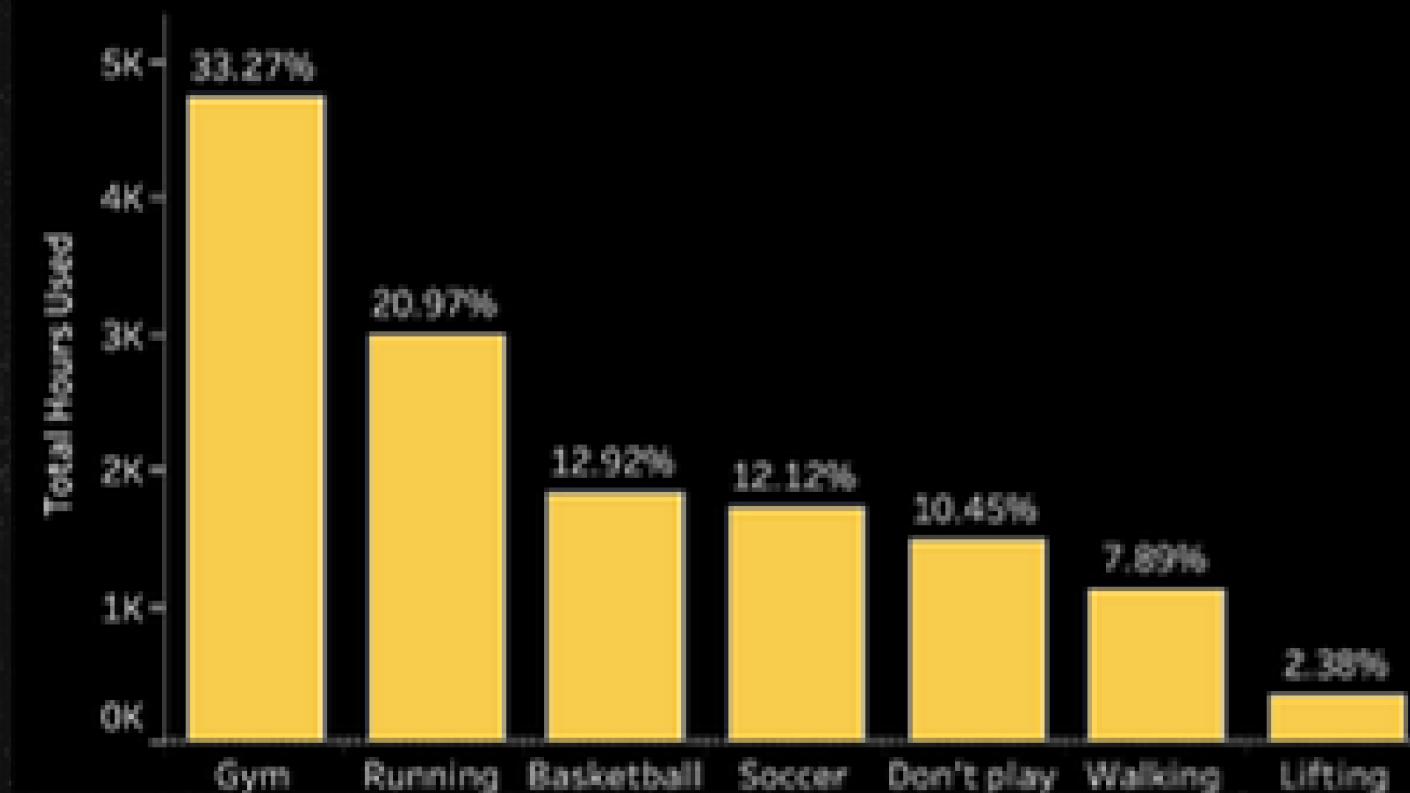
- More than 50% of users use the soles less than 25 hours during the 6 months.
- Advertising need to focus on increasing the use of the insoles.
- Users on average have used the soles only 40 days out of 180 ~ 22%, showing a weak engagement.

Usage by Sport

What sport is mostly played using the soles?



What sport is played most as a hobby?

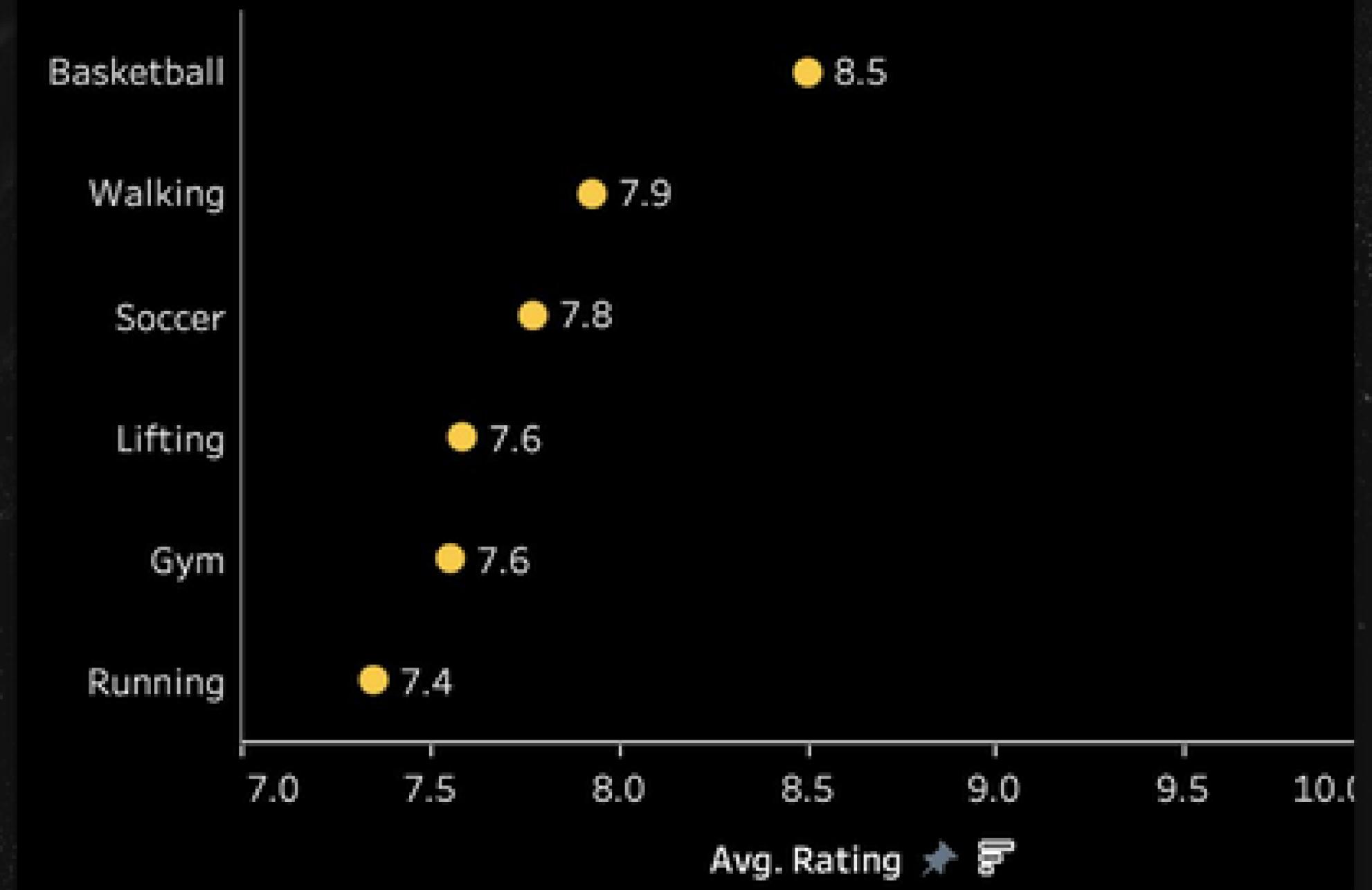


Key Takeaways

- Users use Plantiga soles mostly for running (47% and playing soccer 19%).
- 89.6% of users use the soles for a second type of sport, the most popular is gym, with 33% of users.
- Since runners are our primary users, but they rate the soles the lowest, advertising should focus on other categories of users.

User Rating

Rating by sport



Key Takeaways

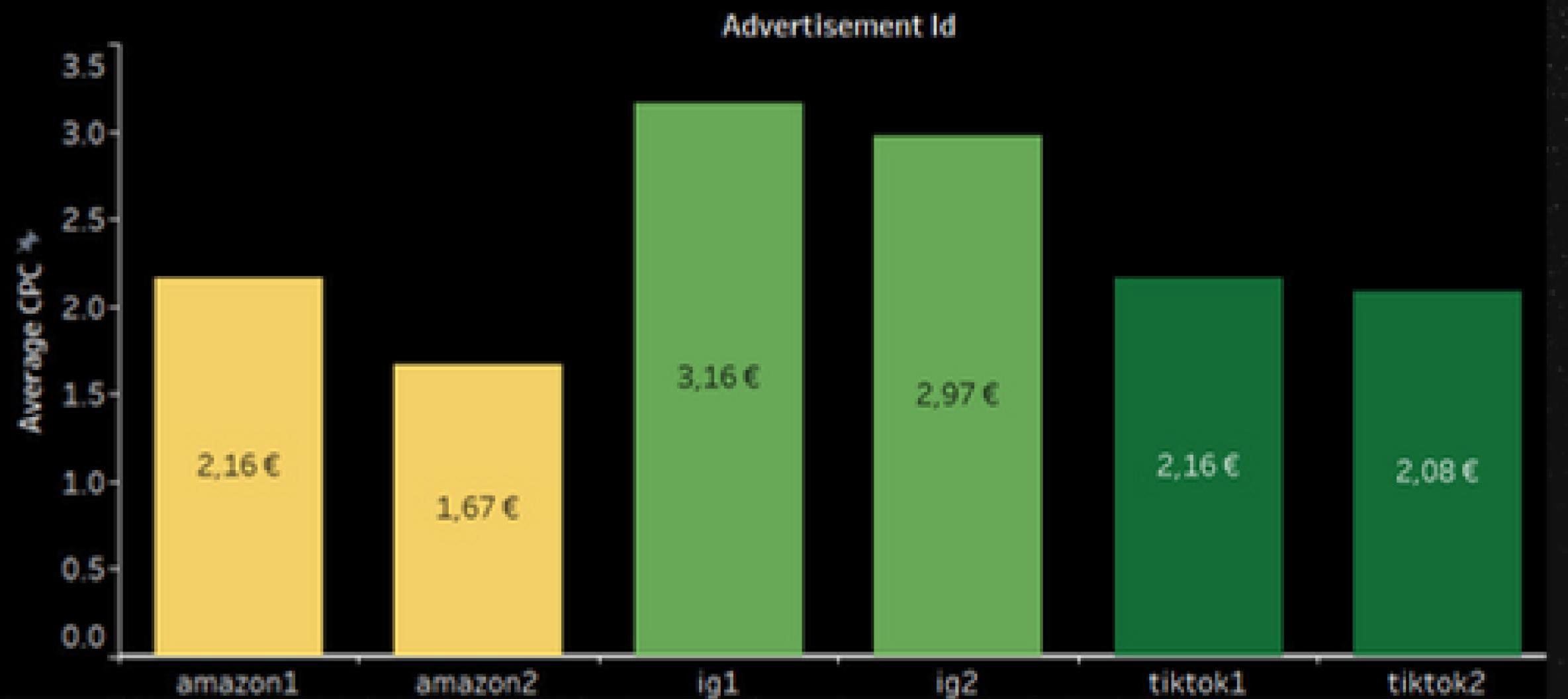
- Although the runners are the category, who use the soles more often, they rate them the lowest.
- Further research needs to focus, why runners don't like in the soles (comfort, functionality).
- Average rating is 7.8, which is a really good score for a firstly launched product.

Insights Advertising Data



Expenditure of platform

average cost per clicks

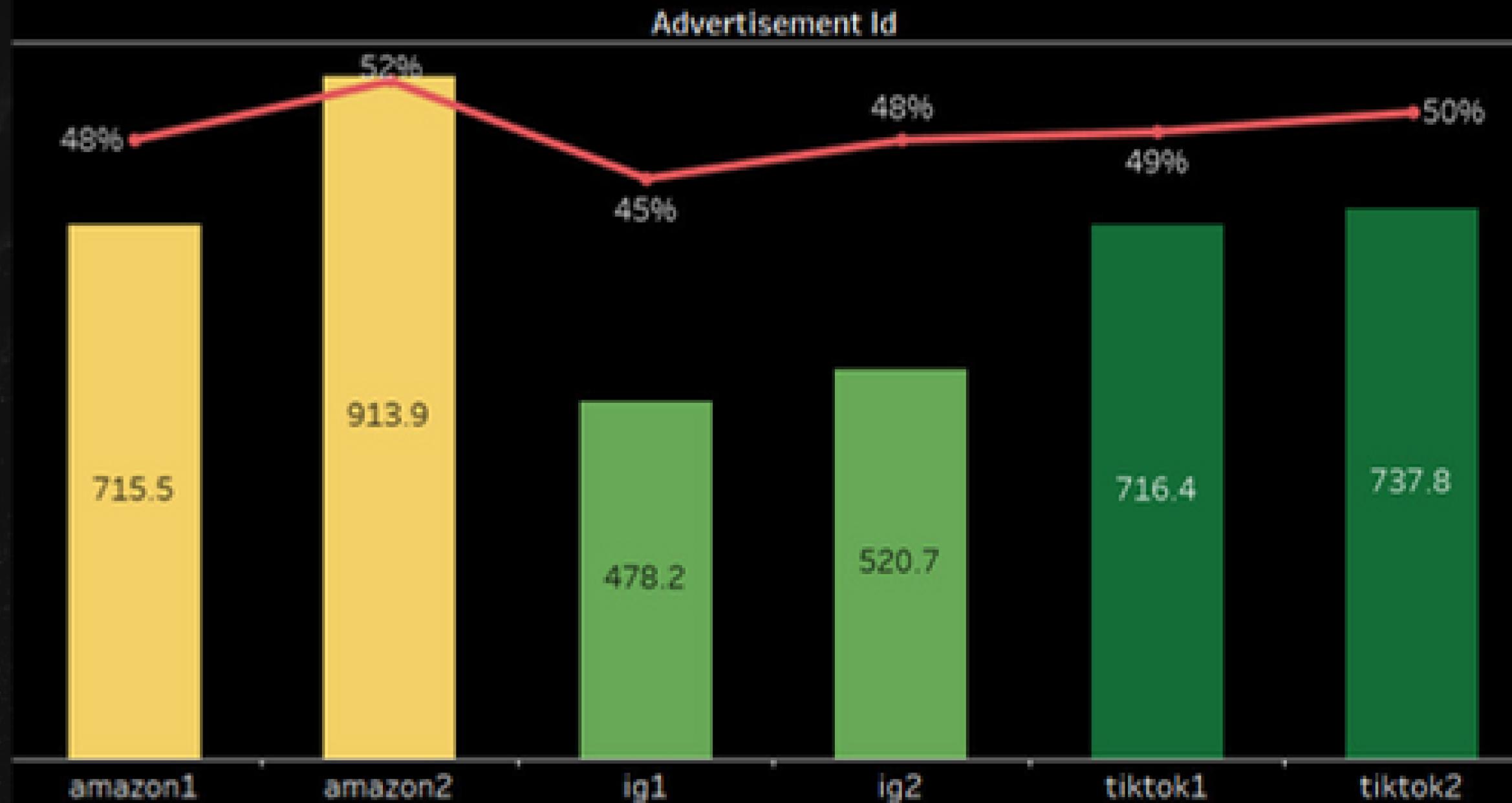


Key Takeaways

- The CPC(cost per click) of Advertisements on Amazon are the cheapest between three main social media website while the cost on Instagram are the highest.
- The cost of TikTok is in an intermediate position close to the Amazon.
- Advertise on Amazon or TikTok is more cost-effective.

Advertise Performance of platform

average clicks and average conversion rate



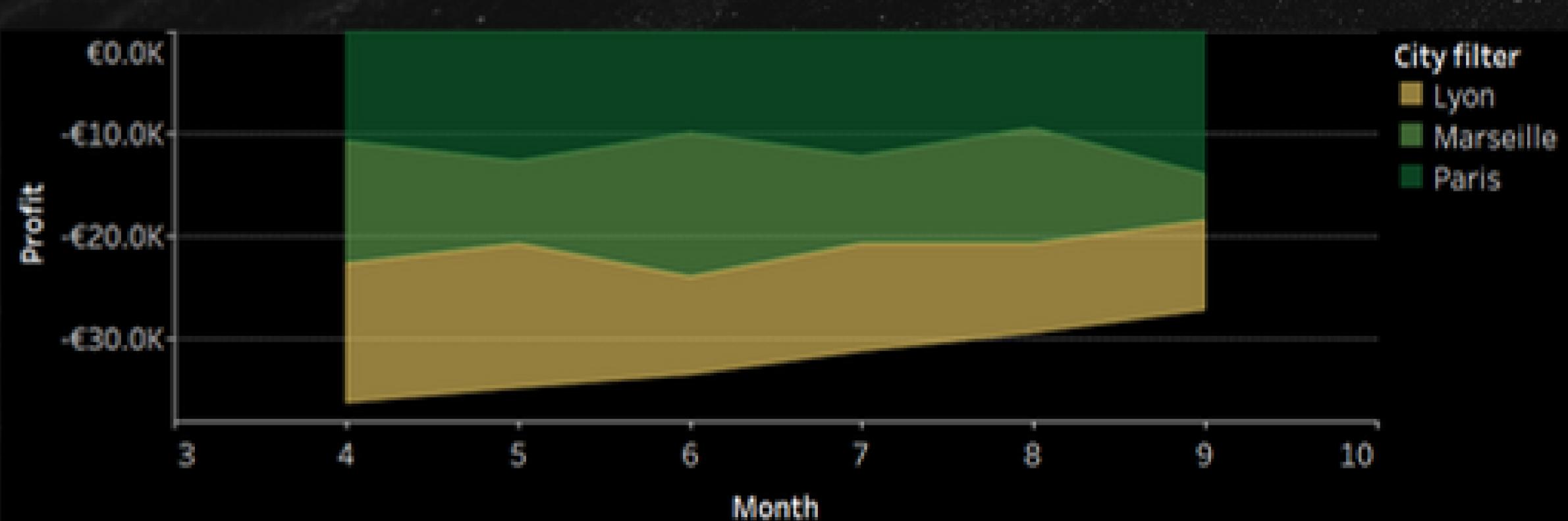
Key Takeaways

- The clicks of Advertisements on Amazon are the highest between three main social media website while the clicks on Instagram are the lowest.
- Amazon has the highest conversion rate on its platform.
- Amazon could be the best platform to advertise because of its highest clicks and highest conversion rate.

Insights
Sales Data



Profits



Profit
-€36,250

Loss from April

Profit
-€27,250

Loss from September

Key Takeaways

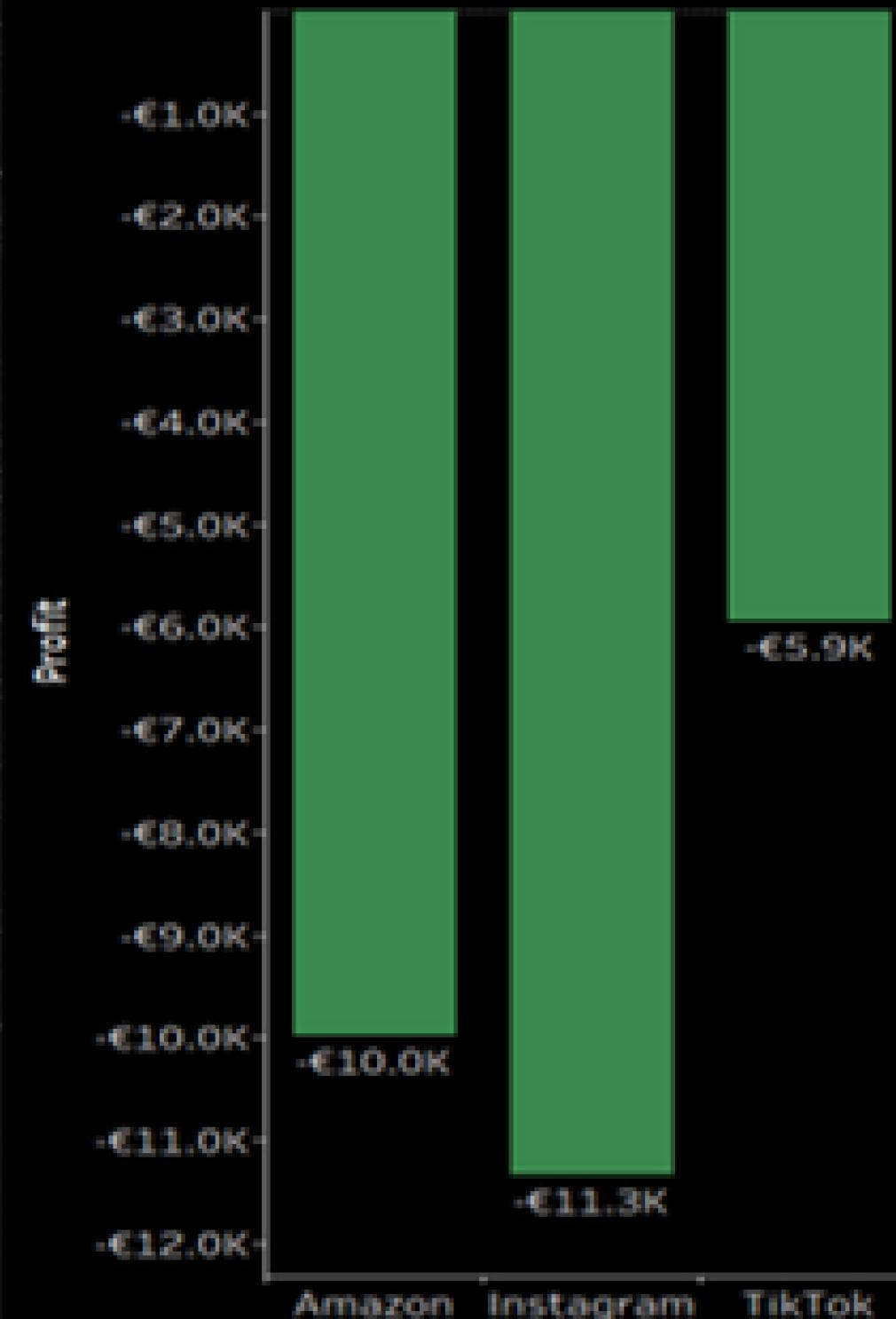
- Break even point not achieved yet in the 6 months.
- Upward trend seen in profits. Loss incurred in each successive month keeps decreasing.

Acquiring Customers

Cost to Acquire a Customer through Ads



Sales profit incurred from advertisement sources



Key Takeaways

- Average CAC decreased significantly on TikTok compared to Instagram.
- Profit from advertising across the three platforms were similar in April but TikTok proved to be more profitable compared to the rest.

Footnote: Graphs represent data from September sales

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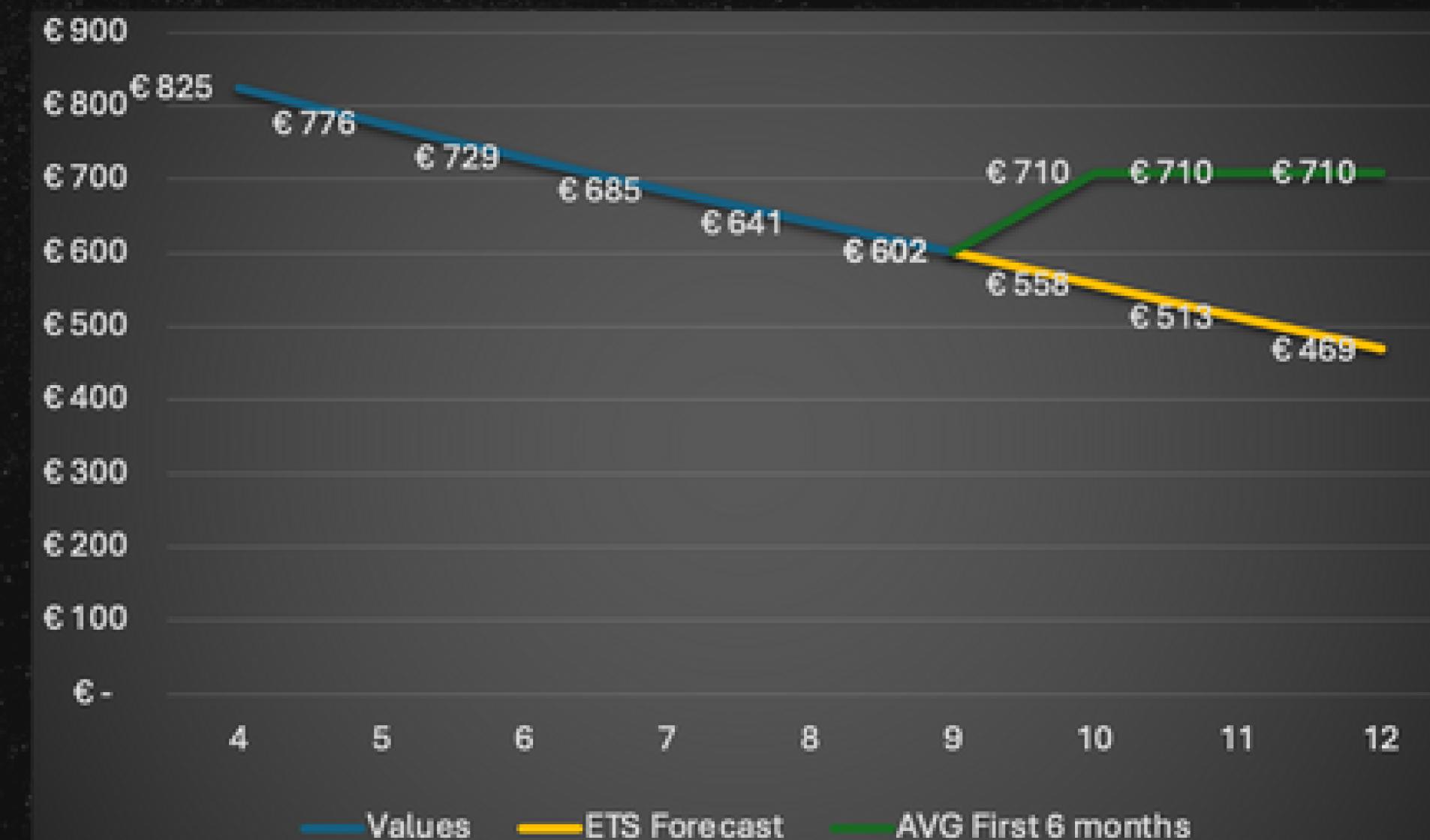
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Forecast

- Statistical and machine learning models will struggle to make relevant forecasts because they can't rely on similar products to generate predictions and not enough historical data
- Advertising spend has already been established for the first year: 45K per month
- Two scenarios considered:
 - AVG CAC of the past 6 months
 - ETS forecast¹

CAC forecast for the remaining of 2024 (€)

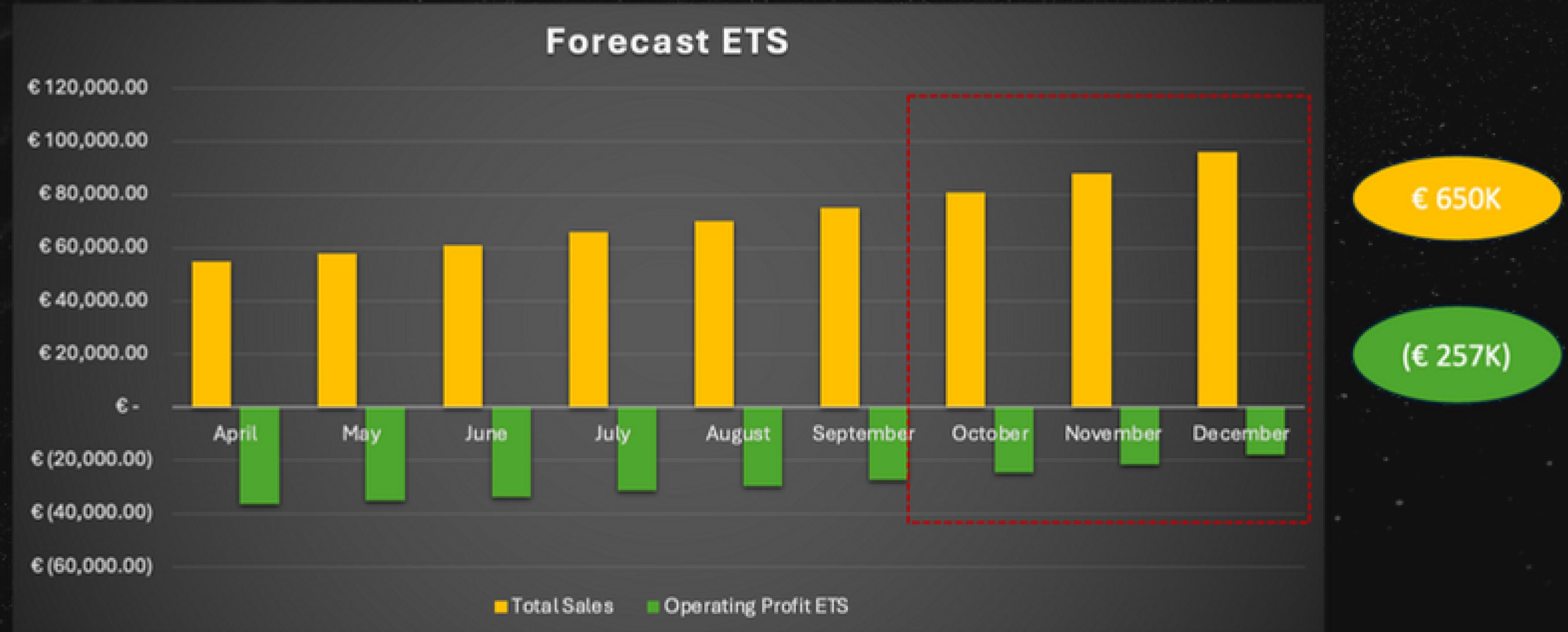


1. Alpha = 0.9.

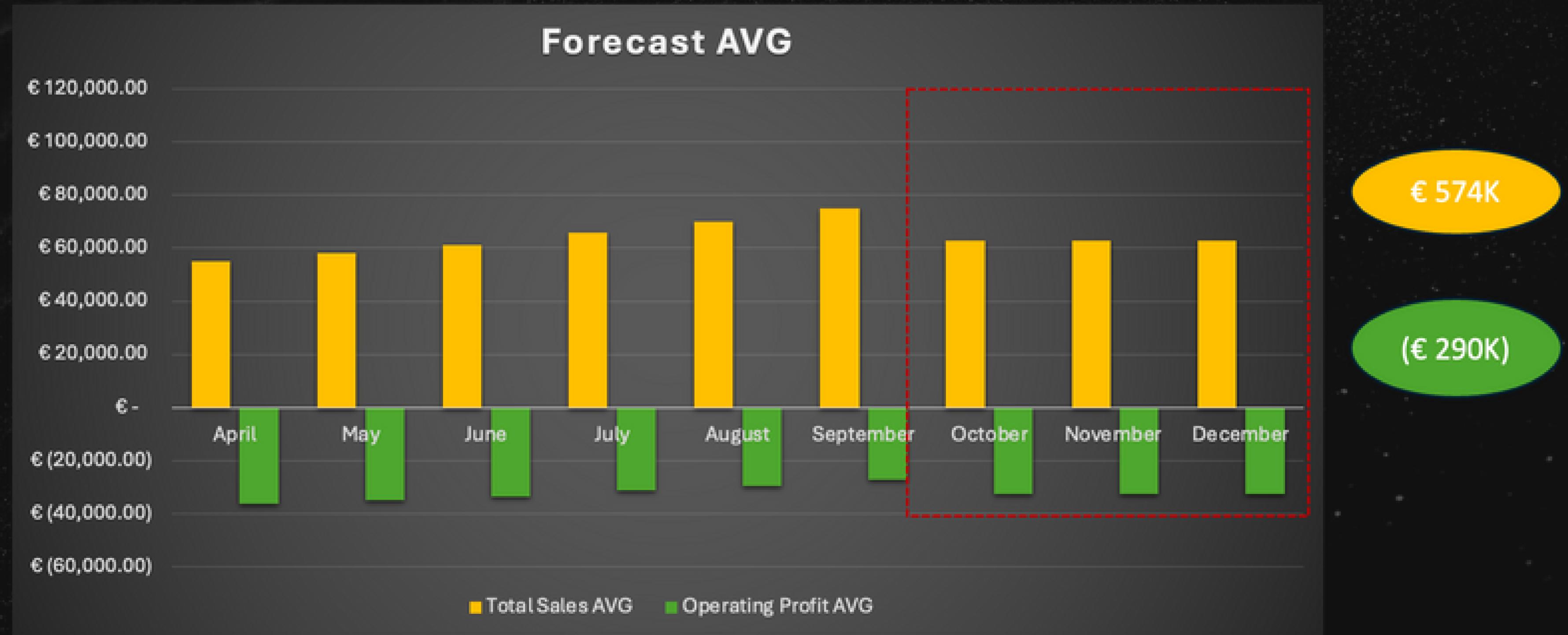
2. Total amount of customers = advertising spend / CAC.

3. Fixed price of 1000 euros.

Scenario 1: ETS Model



Scenario 2: AVG Model



Sensitivity Analysis

- Analyze sensibility of CAC vs Advertisement Budget
- Return rate of 50% for 385 Customers
- Price remains the same
- COGS remains the same

INCOME STATEMENT	YEAR 1 (Apr- Dec)	YEAR 2	YEAR 3
Net Revenue	€ 574,000.00	€ 1,047,813.76	€ 1,284,720.64
Gross Profit	€ 344,400.00	€ 628,688.26	€ 770,832.39
Operating Profit (EBIT)	€ (290,700.00)	€ (103,311.74)	€ 38,832.39
Assumptions			
Advertising Budget	€ 405,000.00	€ 540,000.00	€ 540,000.00
Customer Acq Cost (CAC)	€ 709.77	€ 709.77	€ 709.77

Sensitivity Analysis

Sensitivity Analysis Year 2: CAC vs Advertising Budget

	-10%				+10%			
	€ 517.42	€ 574.91	€ 638.79	€ 709.77	€ 780.74	€ 858.82	€ 944.70	€ 1,039.17
+5%	-103 K	66 K	4 K	-53 K	-103 K	-145 K	-183 K	-217 K
	540 K	71 K	5 K	-54 K	-107 K	-151 K	-191 K	-227 K
	567 K	75 K	6 K	-56 K	-112 K	-158 K	-199 K	-237 K
	595 K	80 K	7 K	-58 K	-116 K	-165 K	-208 K	-248 K
	625 K	85 K	9 K	-60 K	-121 K	-172 K	-218 K	-259 K
	656 K	90 K	10 K	-62 K	-126 K	-179 K	-227 K	-271 K
	689 K	96 K	12 K	-64 K	-132 K	-187 K	-238 K	-284 K
	724 K	101 K	13 K	-66 K	-137 K	-196 K	-249 K	-297 K
	760 K							-341 K

Key Takeaways

- In order to become profitable in year 2, CAC needs to reach ~ 575 euros.
- Strategies to reduce CAC need to be considered such as: creating content and assessing effectiveness, targeting the right audience, improving customer retention rates and build buyer personas.

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Recommendations

Product

To enhance repeat purchase rates and brand reputation, Plantiga should undertake targeted product development and optimization:

Promotion

Place

Engagement

- 
- Conduct UX research to pinpoint runners' issues.
 - Enhance insole comfort and function based on findings.

Recommendations

Product

Promotion

Place

Engagement

Plantiga needs to adjust and optimize its promotional strategy to increase brand awareness and conversion rates:



- **Shift Focus:** Redirect budget from Instagram to Amazon and TikTok for better ad spend ROI.
- **Optimize Ads:**
 - On high CAC platforms like Instagram:
 1. Use creative targeting.
 2. Segment audience better.
 3. Implement A/B testing for higher ROI.

Recommendations

Product

Promotion

Place

Engagement

- **Retail partnerships:** Partner with sports retailers and online markets for wider accessibility.
- **Cross-brand collaborations:** Team up with shoe brands; position insoles as a recommended add-on.
- **Experience marketing:** Launch trial stations at events/clubs for hands-on experience and visibility.



Recommendations

Product

Promotion

Place

Engagement

- **Educational initiatives:** Host online seminars for proper insole selection and use.
- **Product education:** Add QR codes linking to how-to videos on packages/websites.
- **Rewards program:** Launch a points system rewarding regular use to foster loyalty.



Team



Bing



Jappan



Koushika



Ricardo



Siva



Viola



Yike



Yu

THANK YOU