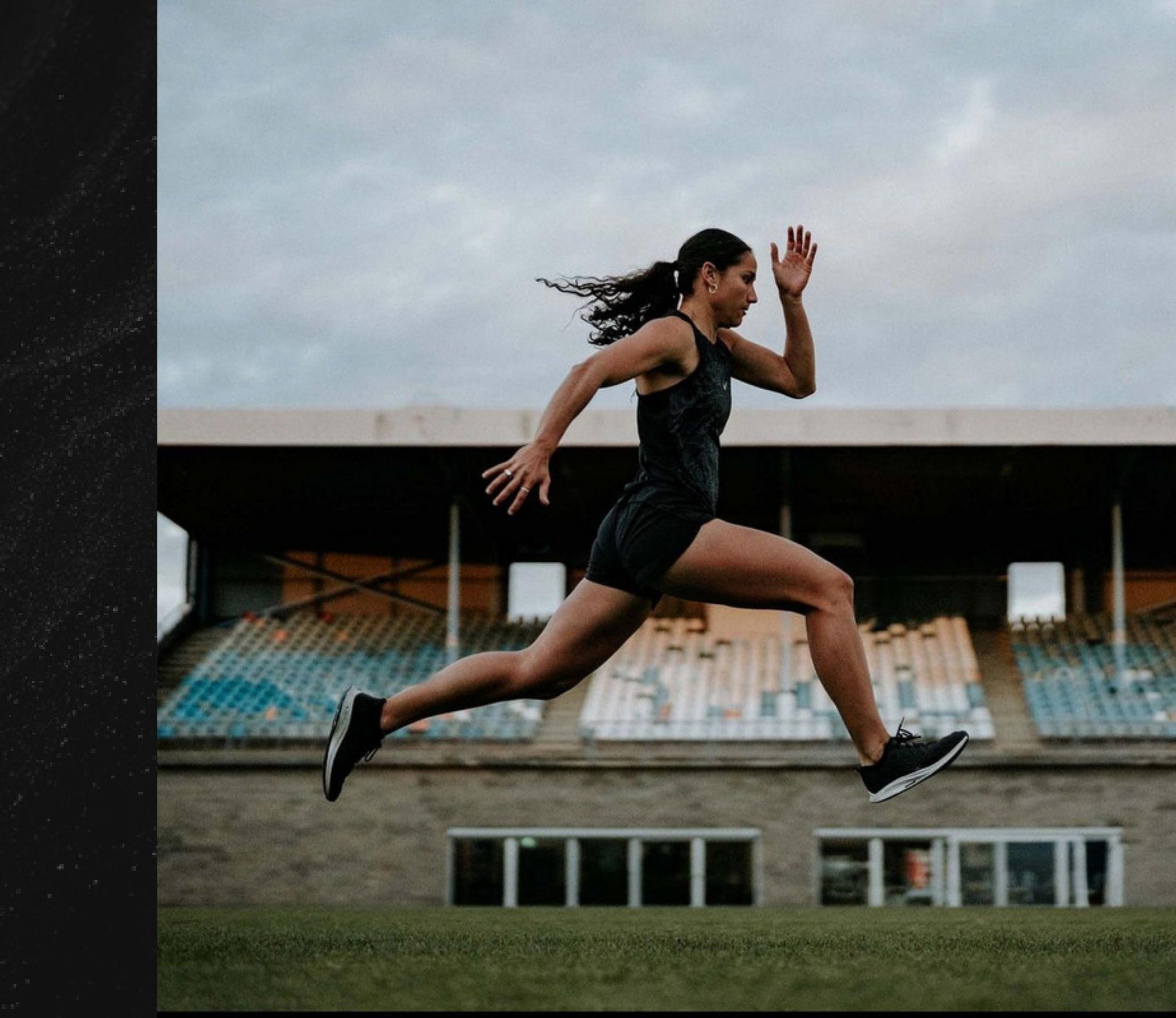




# Plantiga's Market Entry into France

Next GEN Athlete Monitoring





## AGENDA

---

01

Why France?

02

Problem Statement

03

Product Features

04

RAID Summary

05

Research Objective

06

Competitor Analysis

07

Market Size

08

Survey Results

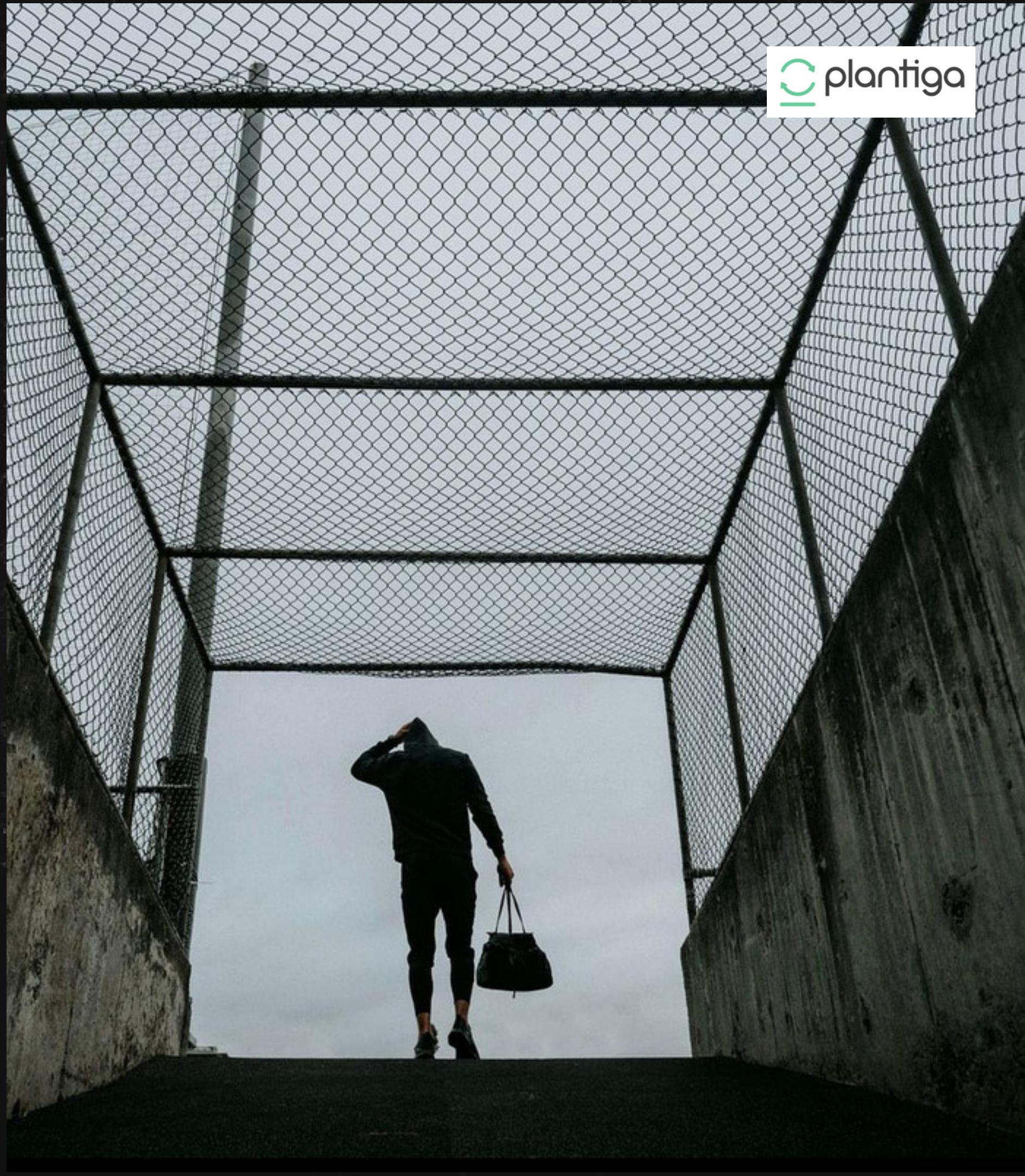
# Why France?

The aim of this marketing campaign is to introduce Plantiga's smart soles to the French market, strategically choosing the Olympics period during summer 2024 as an optimal time frame, during which the sports attitude will be the highest.



# Problem statement

How can Plantiga penetrate the French market through strategic marketing research that revolves around three marketing management problems, who should the company target as early adopters, who are Plantiga's current competitors and offerings and what would be the potential size market for the smart insoles in France?



# Product Features



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



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



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



# RAID SUMMARY

## RISKS

Competitor products in the French market with similar injury prevention technology

## ASSUMPTIONS

French amateur athletes are interested in using data to improve sports performance

## ISSUES

Plantiga's pricing needs to align with the budgets of amateur athletes

## DEPENDENCIES

Collaborations with sports organizations and figures that resonate with the amateur athlete community in France

# Research Objectives

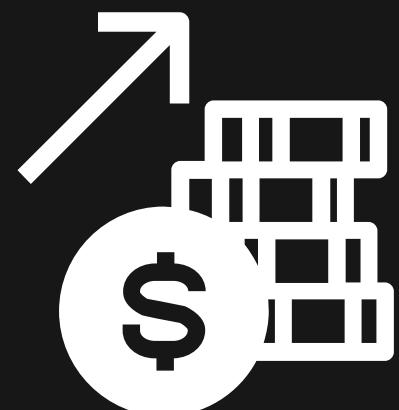


Characterize competitors current offering

Identify how Plantiga's insoles differentiate in the market



Obtain a market size for Plantiga's insoles in France



Test if there is a link between sports practiced and willingness to pay

Select online platforms to sell the product

Compare purchase intention of different levels of social media, news source and type of usage



# Research Design



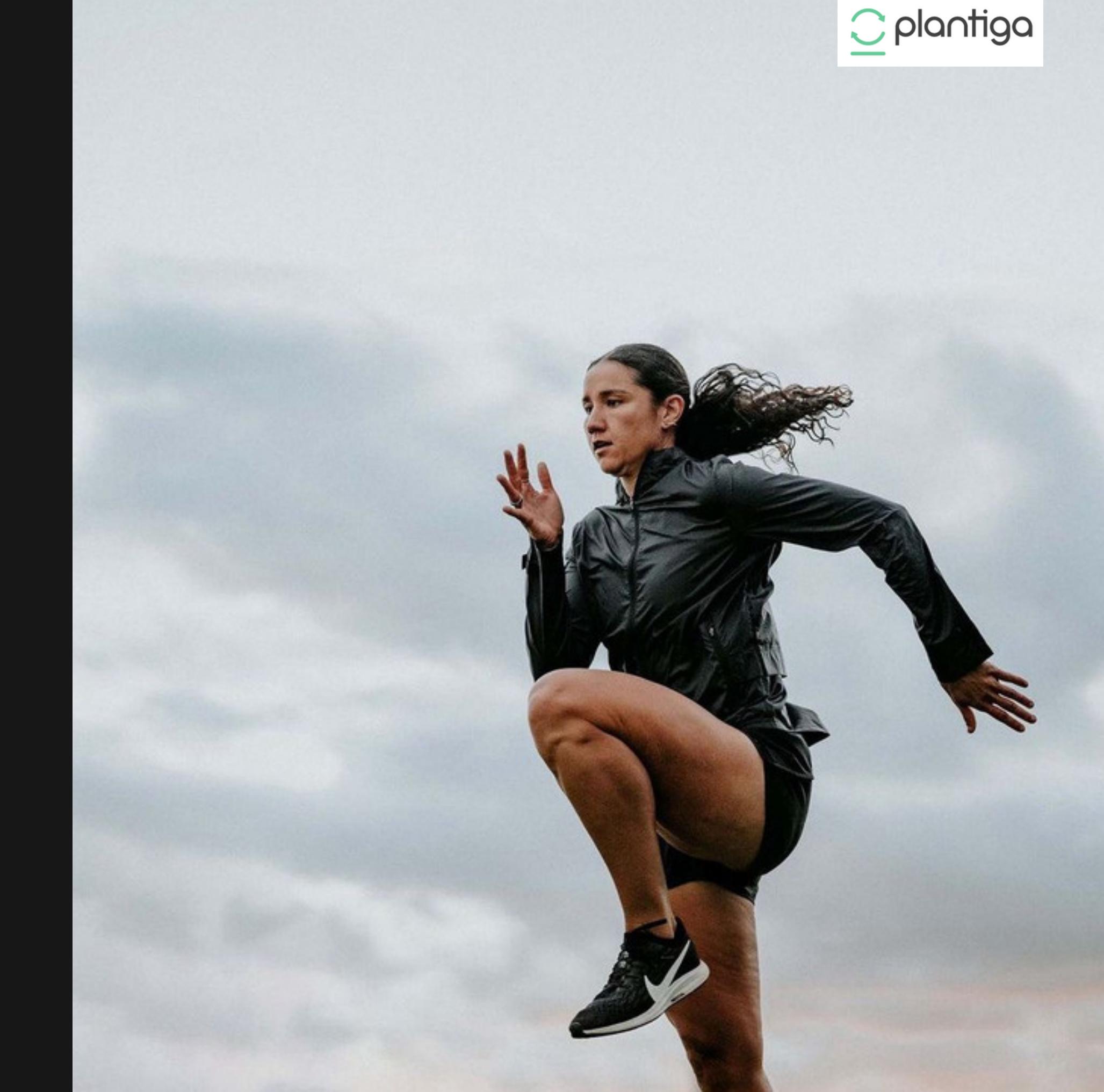
## Stage 1: Exploratory Design

Obtain background information.  
Competitor analysis.



## Stage 2: Conclusive Design

Market potential  
Survey results analysis



# Survey Design

3 best practices:



Structural and easy to understand questions



Encourage participants to be involved



No double-barrelled or open-ended questions



Reference: D'Alessandro, S., Lowe, B., Winzar, H., Zikmund, W., & Babin, B. J. (2017)

# Survey Goals



Understand user profile



Identify most popular sport



Identify frequency of playing sport



Understand potential user count



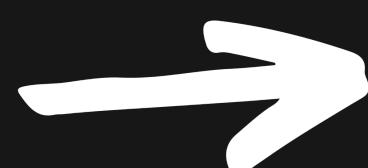
Identify best used channels



Identify user's health problems



Willingness to pay



Understand what metrics are users  
looking for

# Results

# Exploratory Research – Competitor Analysis

Aspect	Plantiga	Competitors
Health and Exercise Monitoring	Monitors and analyzes user's movement data (e.g., stride length, ground contact time).	Similar monitoring and analysis of movement data.
Data-Driven Feedback	Provides feedback based on data analysis to improve training habits, gait, or prevent injuries.	Similar feedback capabilities based on data analysis.
Smart Sensing Technology	Utilizes smart sensors to collect movement data.	Similar use of smart sensors for data collection.
Focus Scope	Designed for a wide range of users, including athletes, those in recovery, and fitness enthusiasts.	Generally focused on specific groups like athletes or patients.
Technology and Application	Offers in-depth biomechanical analysis and insights into movement patterns, identifying potential imbalances.	May not offer as detailed biomechanical analysis or as sophisticated insights into gait issues.

# Exploratory Research - Competitor Analysis

## → Strengths

Comprehensive health and performance monitoring solutions.

## → Opportunities

Expand target market.

## → Weaknesses

Brand recognition and market acceptance.

## → Threats

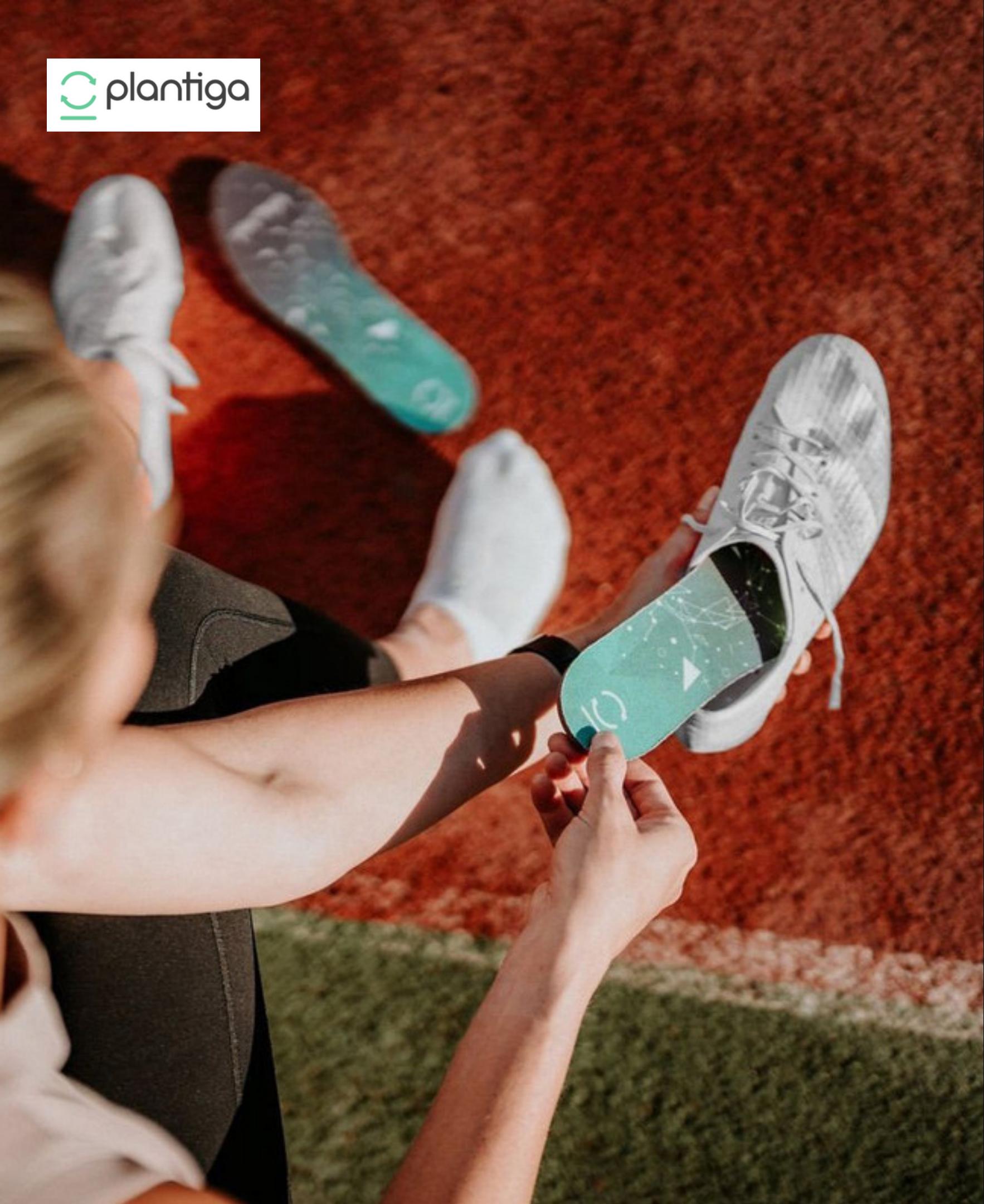
Existing competitors may adjust their strategies.

## → Key Takeaways

Plantiga has the opportunity to offer a more comprehensive health monitoring solution to a broader audience.

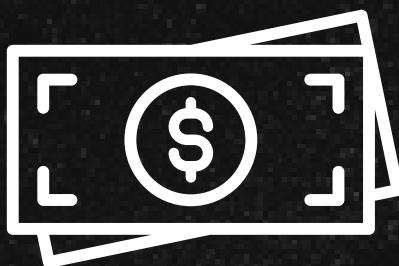
Current primary customers include medical professionals and individuals with health conditions, but there's potential to attract fitness enthusiasts as well.

Most products are still in development, with opaque pricing. Plantiga's current rate is 1000 EUR per year.



# Hypothesis

Based on exploratory research following hypothesis was tested.



Relationship between sport practiced and willingness to pay.



To compare purchase intention of different levels of social media, news source, types of usage.



Identify which online channels are used by at least 40% of early adopters.

# 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 Market

500 k

SOM



# Descriptive Research - Survey

## Marketing Approach 1

Runners and heavy lifters were most interested in using the product compared to other sports. Famous athletes involved in those sports could be used to promote the product during the France Olympics.

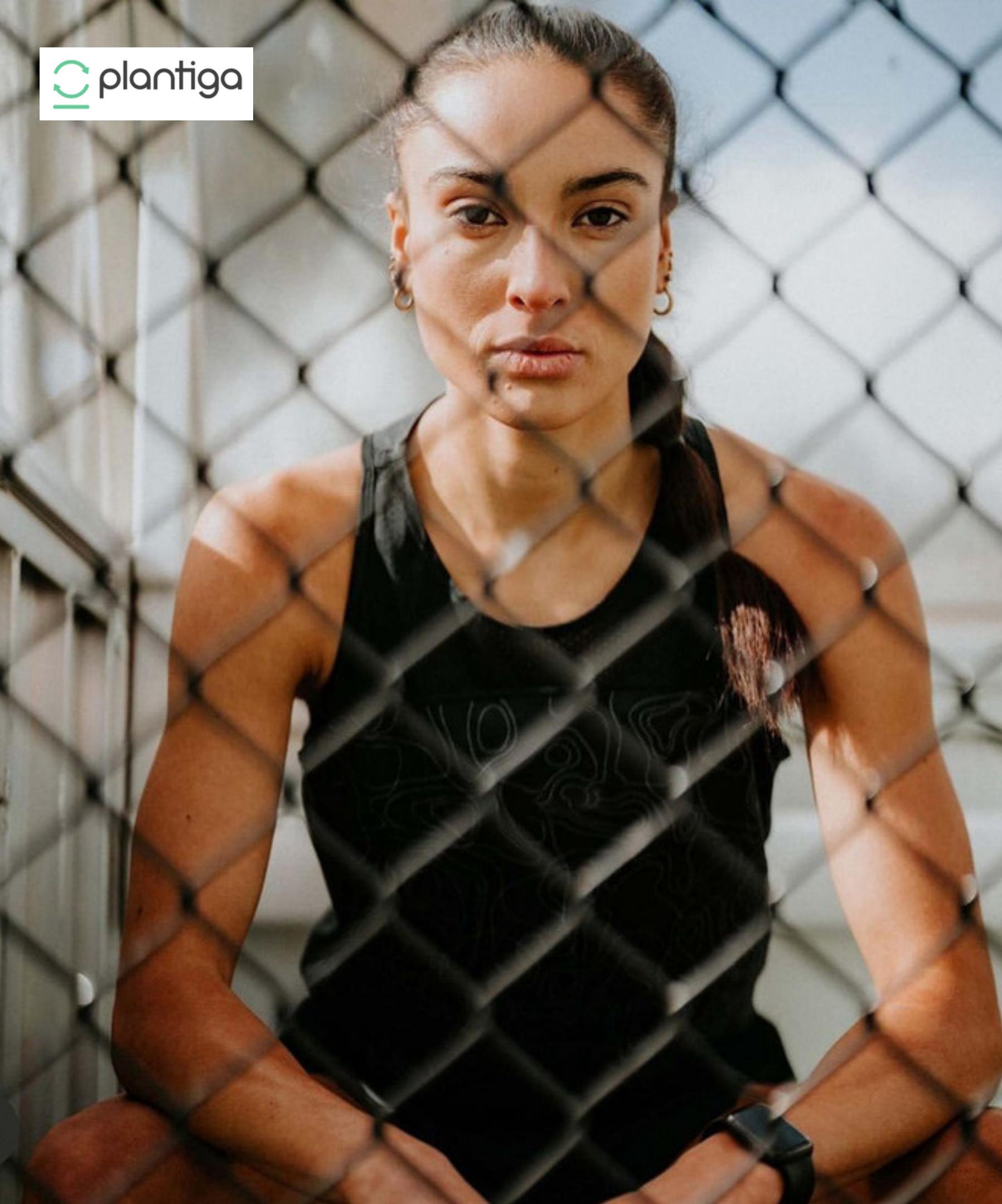
## Marketing Approach 2

The most preferred news source was found to be TikTok, Instagram, and YouTube. The product could be promoted by partnering with online influencer and product reviewers.

## Marketing Approach 3

Amazon is the most preferred shopping platform for most potential customers. Joining the Amazon Brand Registry and investing in Amazon Advertising.





# Conclusion

## Approach

Prioritize selling their product using Amazon with an emphasis in advertising through Tik Tok and Instagram. During the first six months of sales, advertising efforts should highlight Plantiga's benefits on setting fitness goals.

## Advantage

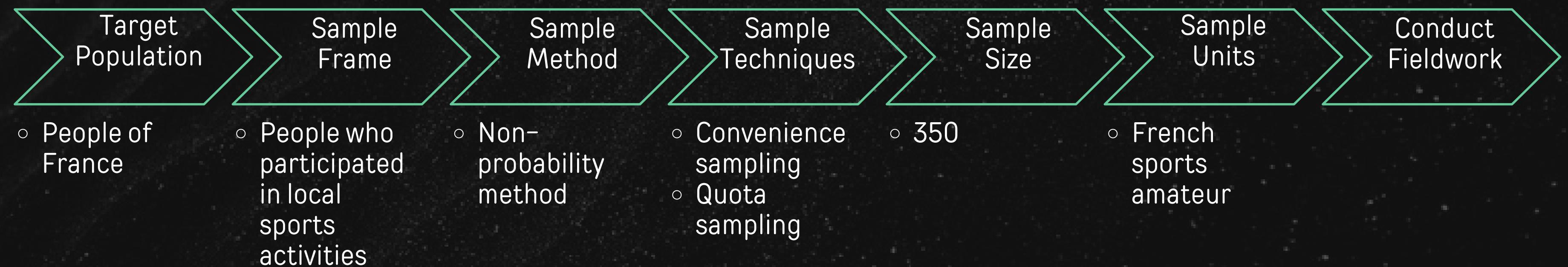
Seizing the Olympics in France to introduce the smart insoles to a broader market represents a good opportunity for Plantiga to lead the market of Ai driven in-shoe sensors.

## Market Share

Plantiga should focus on reaching a market share of 500k by the end of 1st year. This will help create a brand name and position itself as the pioneer in this market.

# Appendix

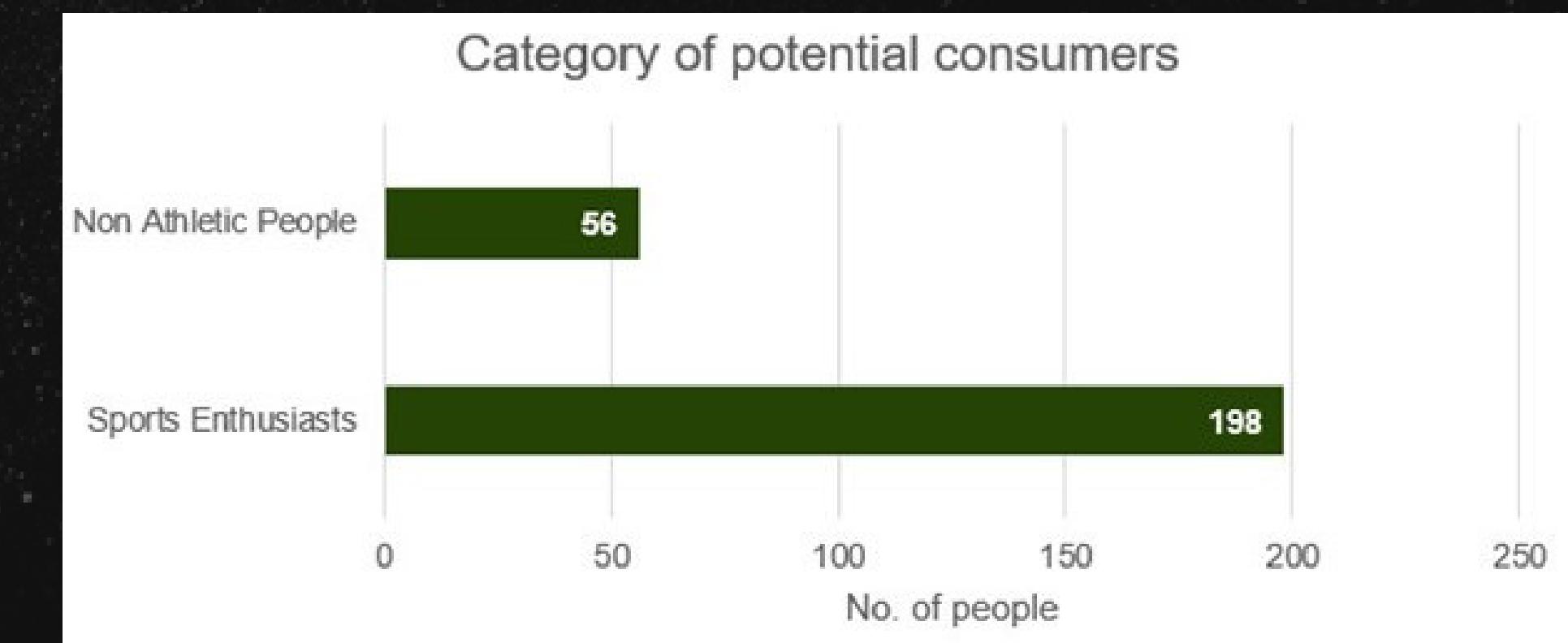
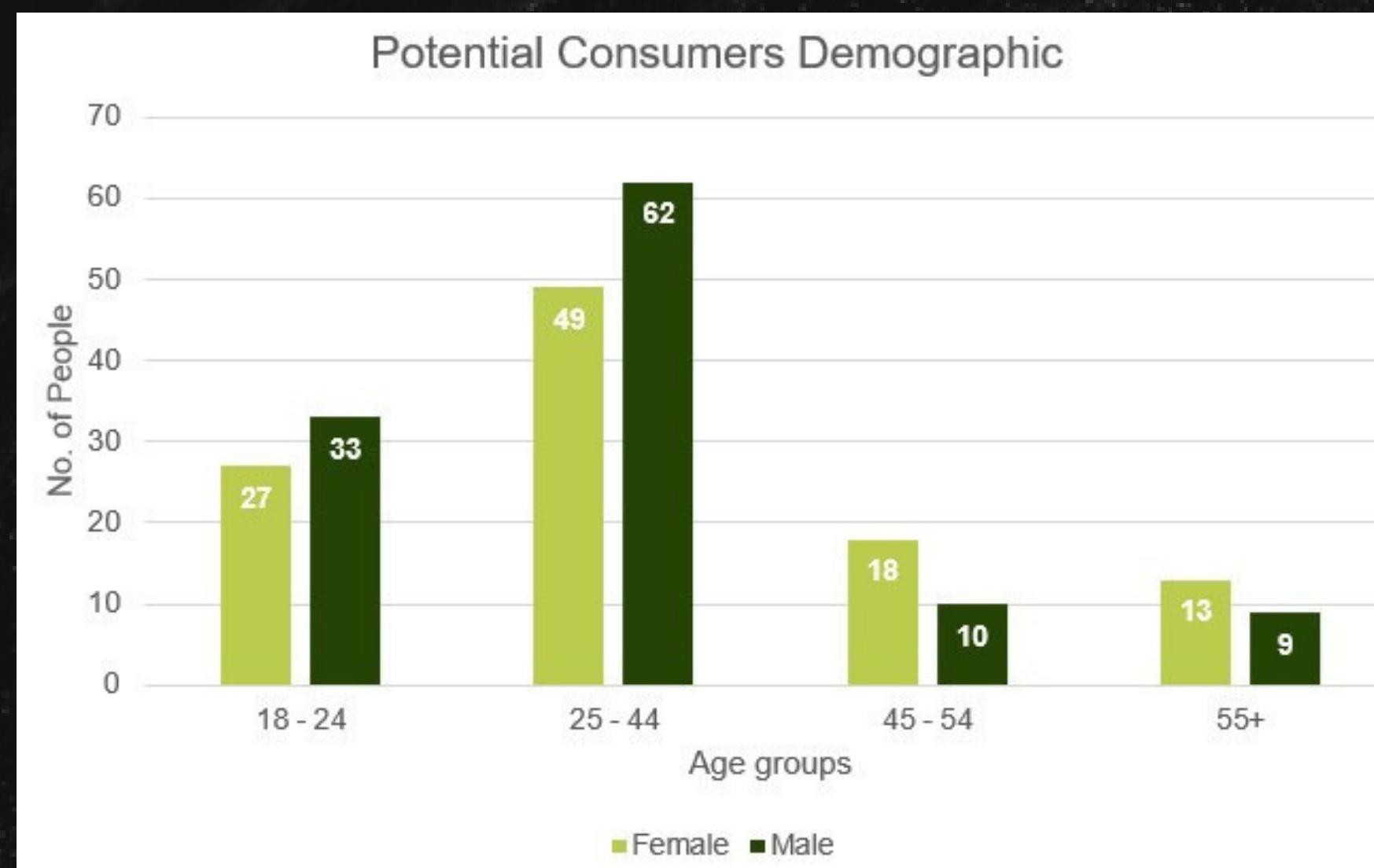
# Appendix 1 - Sample Planning



# Appendix 2 - Descriptive Results

**Sports Enthusiasts** - People who exercise more than twice a week and prefer sport types of running, team sports, heavy lifting and cycling

**Non Athletic People** - others

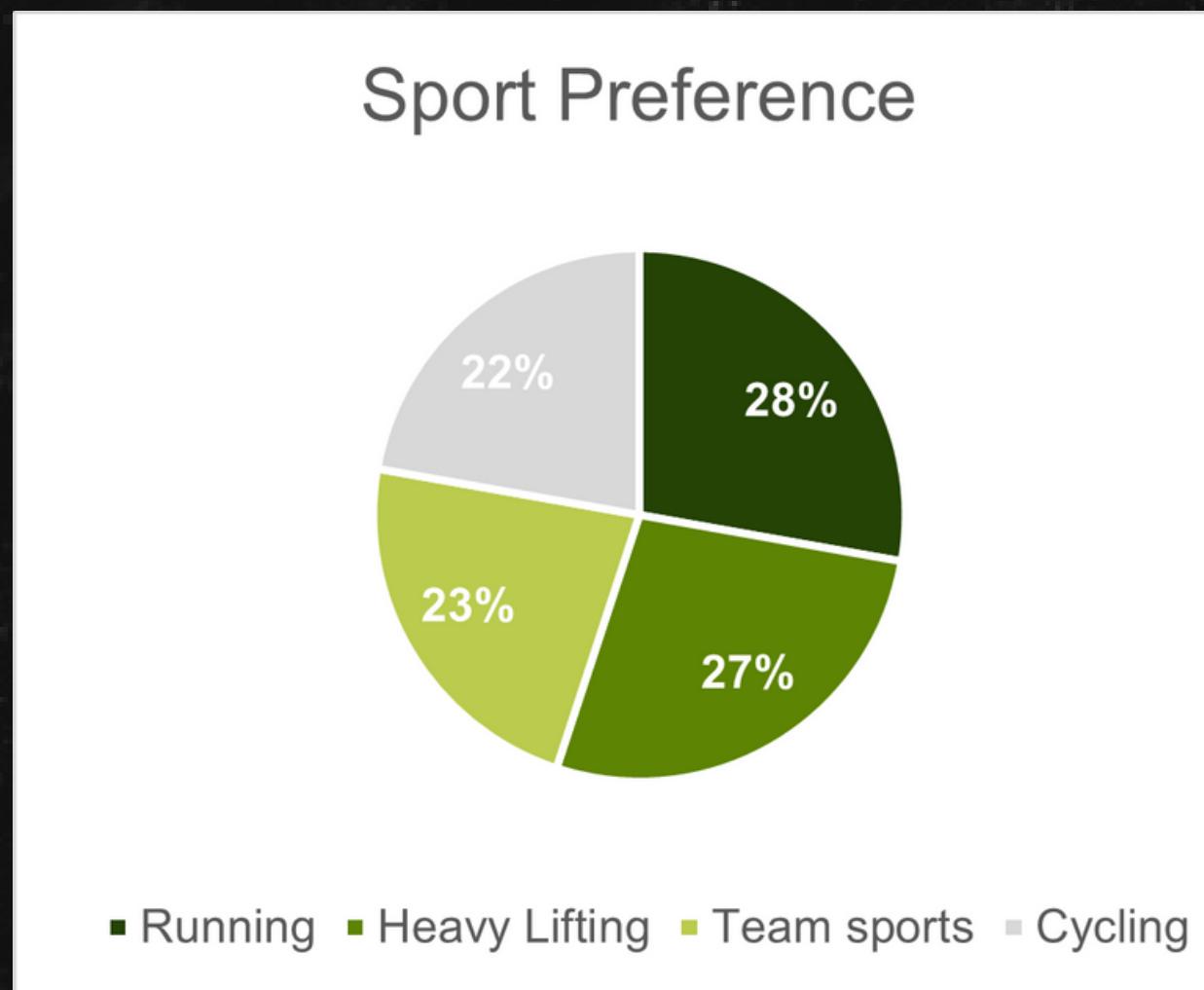


# Appendix 3 - Descriptive Results

55% of sports amateurs interested in purchasing the product are runners and heavy lifters

people are more willing to buy products over 1,000 euros

people are more willing to buy products over 1,000 euro



# Appendix 4 - Descriptive Results

Most of the people use social media app.

TikTok, Instagram and YouTube are the three most used.

Preferred Platform	No. of People	Percentage
Amazon	83	54.25%
Brand Specific Online store	40	26.14%
Grocery Shopping Platforms	22	14.38%
None	8	5.23%

