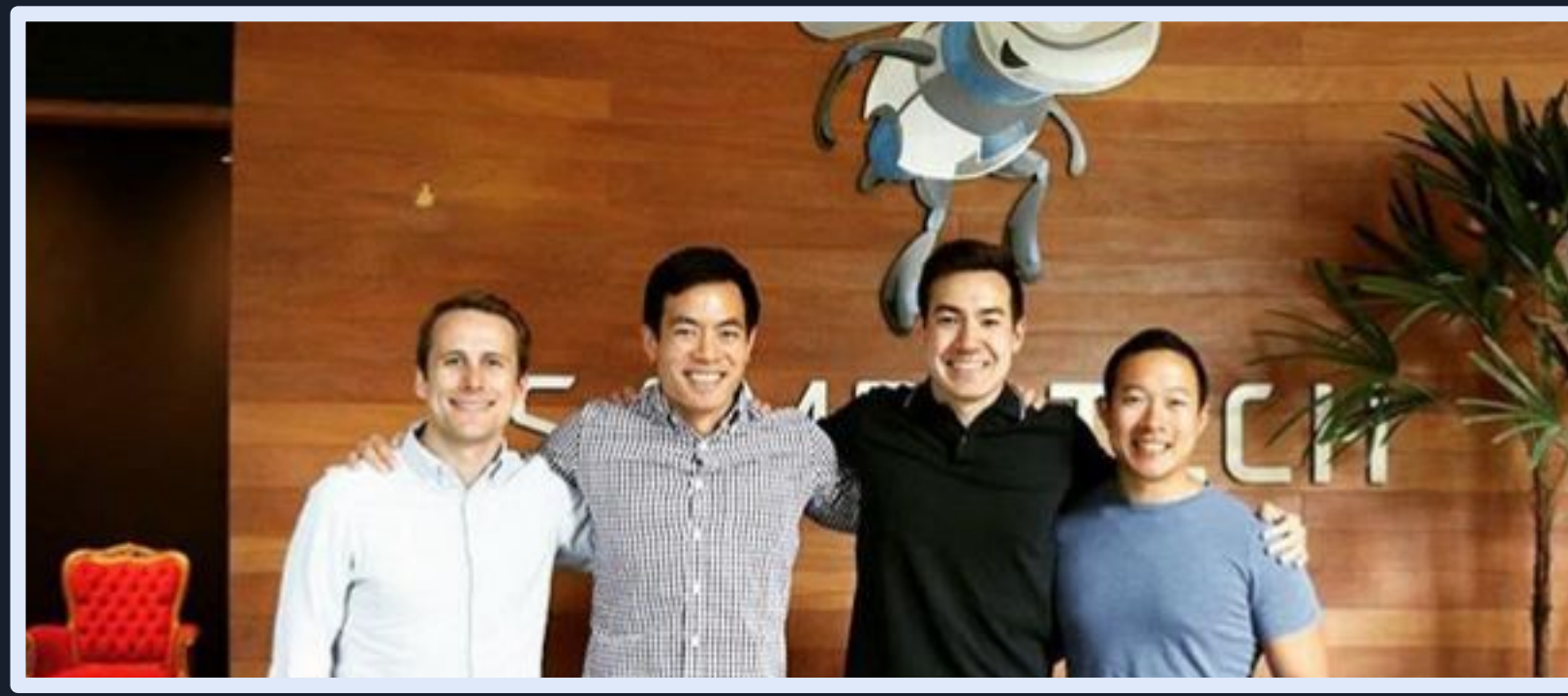


David Peterson
 Sirin Bulakul
 Bion West
 Josh Chen



Company Background

Samba Tech, based in Belo Horizonte, Brazil, was founded in 2004 and is the leading online video hosting and media management technology company in Latin America. Samba Tech works with media companies, educational institutions, corporations, and the like to seamlessly integrate and stream video content on client websites. Given the positive trends in mobile video consumption, Samba Tech launched Kast in June 2016, a mobile video app designed to enhance enterprise communications.

Project Scope

Our team was tasked with identifying a value proposition and target market for Kast. After a series of introductory user research interviews and a deep analysis of competing communications platforms, we developed the following hypothesis:

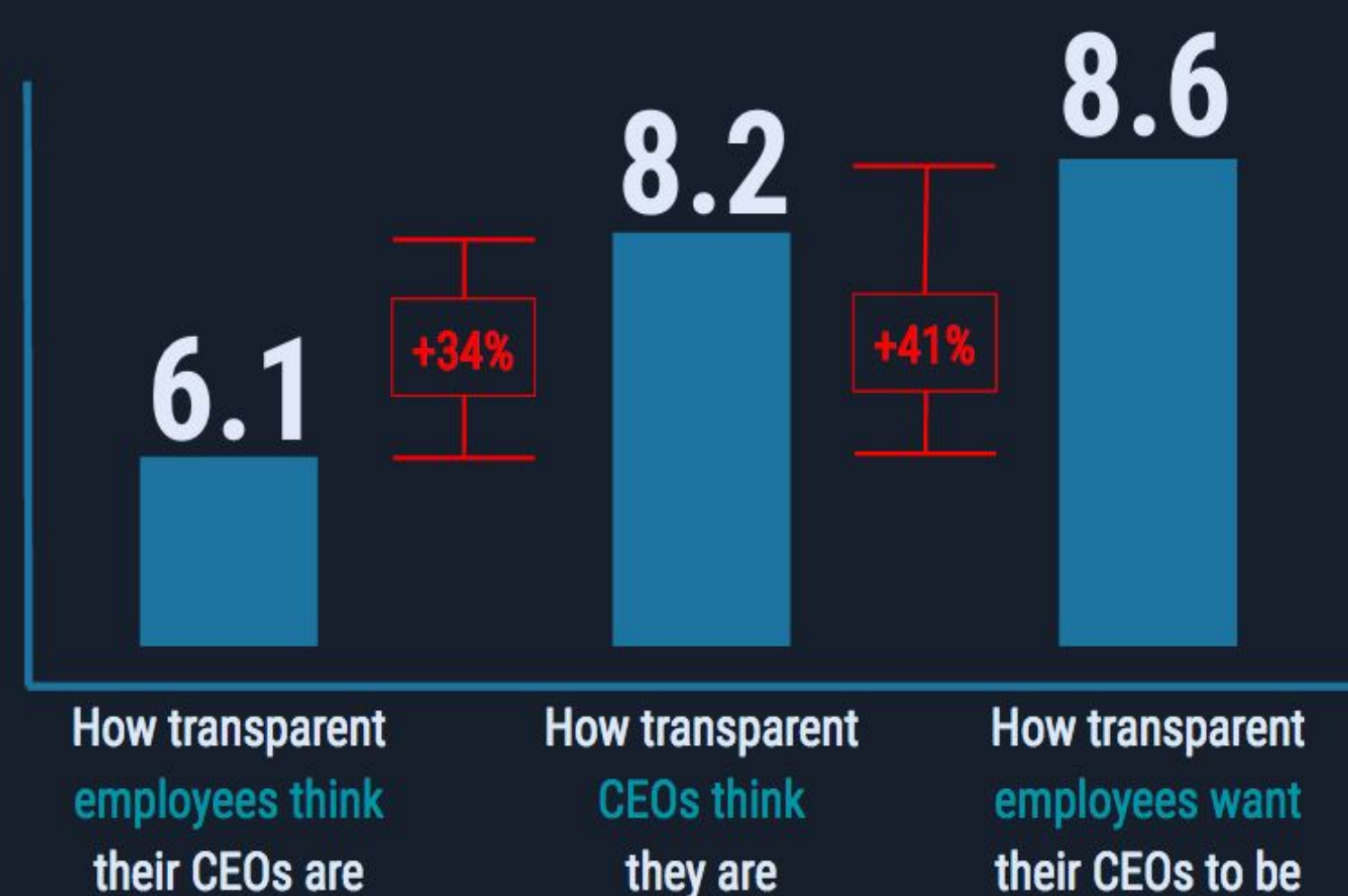
“Employees are dissatisfied with the level of transparency and engagement from their senior executives and Kast, being mobile and video-first, can be used to enable more authentic communication between these executives and employees.”

Methodology

Our goal was to analyze whether or not the problem we outlined was actually a problem, and if so, was it a problem worth solving? To do this, we asked employees to rate their current levels, and their ideal levels, of transparency and engagement from their leadership. We also interviewed CEOs and senior level executives and asked questions about how transparent and

engaged they were and should have been. In addition to this primary research, we conducted a competitive analysis comparing Kast to other corporate communication tools, designed a framework for predicting competitive responses, researched different pricing strategies, and investigated which country, the US or Brazil, would be best for the launch.

Results & Recommendations



After completing 132 employee surveys and 16 C-level executive interviews, we concluded that there is a significant gap between the real and expected levels of transparency and engagement between employees and senior executives. Our analysis also concluded that there would be little to no response from potential competitors like Snapchat, Whatsapp, Slack, and Workplace. Moving forward we recommend that Kast continues to develop enterprise-level capabilities, like admin and privacy functions, to further differentiate from existing social and communications platforms. We also believe a freemium model, focusing first on Brazilian companies with 500+ employees will maximize Kast’s chances of success.

