

G-Lab 2019

## Fortaleza, Brazil / Amsterdam, Netherlands



## **OVERVIEW**

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#### Goal:

Formulate a new market entry roadmap for the United States.

#### **Background:**

Gocase develops highly customizable consumer electronics accessories, with primary product emphasis on cell phone cases. Gocase operates and sells products in Brazil and Europe.

## PROJECT BREAKDOWN

Mission **Objective** 

Research and recommend the most strategic, cost effective, and profitable methods to enter the U.S. market

**Project** 

**Customer Definition** "Who is the customer?"

**Customer Preferences** "What does the customer love?"

**Channel Distribution** "How will I reach my customer?"

**Segmentation** 

Age

Location

**Celebrities** 

**Politics** 

**Social Media** 

Trad. Media

**Examples:** 

Hobbies

**Network** 

**Sports** 

Religion

Licensing

**Brands** 

**End Goal** 

Address and tackle "low hanging fruit" to maximize returns from U.S. market entry - "Growth Hack" approach

#### RESEARCH



## CUSTOMER

- Surveyed 160 US customers on their experience
- Identified purchasing behaviors
- Developed customer profile based off of preferences, demographics, and interests



#### **OPERATIONS**

- Spoke with department heads in marketing, design, advertisement, data analytics, and manufacturing.
- Toured Gocase factories and worked to understand their supply chain
- Looked at Gocase's retail space



## **DATA**

- Viewed Gocase's Google analytics, metabase, and ordering platform to analyze customer purchasing data
- Found relevant publications on market trends
- Looked at various companies for benchmarking



## **PARTNERSHIPS**

- Reached out to branding agencies, influencers, and social media platforms about potential partnerships
- Contacted college student customers of **Gocase for potential** ambassador program

# **RECOMMENDATIONS**



#### **INFLUENCER**

**Trial the SaaS** platform to best identify influencers to send free products

#### **AMBASADOR**

**Utilize college** students as microinfluencers on their campuses

## 2 days (min), 10 days (max)

REFERRAL

Harry's >85K emails 7 days

#### LOYALTY

Implementing a structured loyalty program, with tiers and benefits

#### **PARTNER**

**Connect with** existing brands that demonstrate similar brand values

#### **AGENCY**

Red Antler: 4-6 months, \$500K+, **Potential equity** comp.

**Derris: \$20K/month +** 50bps, or higher retainer of no equity.