**Company:** Samba Tech owns and operates an online video platform technology that engages in professional video hosting, management, and distribution.

**Project Objective:** To identify short term and long term strategies for a new product, Samba Play, an online video platform that allows producers to launch their own on-demand, streaming video service.

**Our Process:**
- **At School**
  - Learn about the Brazilian OTT market
  - Benchmark Samba Play competitors
- **1st week @ Samba**
  - Identify customer profiles through characteristics
  - Understand Samba’s strategic pillars
- **2nd week @ Samba**
  - Talk with Samba Play clients to understand experiences
  - Brainstorm Ideas
- **3rd week @ Samba**
  - Finalize Ideal Customer Profiles (ICPs)
  - Think of big ideas for the future of Samba Play

**Short Term Strategy: Ideal Customer Profiles and Product Strategy Themes**

- **Video Side Project**
  - Community Building: develop an offline/online community of “Samba Players” to support each other via an annual Samba Summit, presence at VidCon and a Players discussion board
  - Social Media and Communication Integration: better allow users to build their own community through integration with social media platforms, on-site Samba Play chat rooms, live videos, webinars and product endorments

- **YouTube Mini Stars**
  - Pricing Structures: explore options to optimize revenue for both Samba Players and Samba Tech through early withdrawal, differential pricing and options for users to pay how they want
  - Value added services: through agency partnerships, acquisitions or in-house experts, provide one-on-one expertise to Samba Players to more quickly and effectively launch their brand with digital marketing, distribution and video creation assistance

- **Documentary Producers**
  - Product Strategy Themes: Unified platform to showcase content created by producers on Samba Play, using a Google Play or Netflix type of model

- **Offline Masters**
  - Long Term Strategy: Big Ideas for Samba Play’s Future

**Long Term Strategy: Big Ideas for Samba Play’s Future**

- **Marketplace**
  - Platform of celebrity educational content that leverages Samba’s existing video technology and celebrity contacts

- **Celebrity Platform**
  - Distribution Network: Self-service advertising network to help producers distribute their content

- **Distribution Network**
  - Mobile Video Apps: White-label OTT video app that helps media creators move into mobile viewing

- **Video Kickstarter**
  - Platform where producers receive donations or get paid by running a membership business for fans