OVERVIEW

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

<table>
<thead>
<tr>
<th>Mission Objective</th>
<th>Research and recommend the most strategic, cost effective, and profitable methods to enter the U.S. market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Segmentation</td>
<td>Customer Definition “Who is the customer?”</td>
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<tr>
<td>Examples:</td>
<td>Age, Location, Hobbies, Network</td>
</tr>
</tbody>
</table>

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

AMBASSADOR
- Utilize college students as micro-influencers on their campuses

REFERRAL
- 2 days (min), 10 days (max) 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 Ant: 4-6 months, $20K/month + 50bps, or higher retainer of no equity
- Derris: $500K+, Potential equity comp.