Involves is a retail execution and trade promotion SaaS company based in Florianopolis, Brazil. The flagship product Involves Stage streamlines the monitoring process in retail outlets, enabling the entire retail value chain (in particular CPG brands) to plan and execute in store strategies. They have a majority of market share in Brazil and rapidly growing market share in the rest of Latin America. However, as they look to the future they are looking for new markets to continue this growth. As such, their project for this G-Lab team was:

**How can Involves effectively enter the US market?**

**Customers**

- In-house merchandiser, retailer’s data, "RFID/Automation"
- Crowd-source Apps
- Syndicators
- Agencies
- In-house & outsourced merchandisers

Over interviews with 11 US brands, retailers and brokers/ agencies we tested these value propositions:

1. Increasing field team productivity
2. Increase sales by ensuring retail execution
3. Decrease out-of-stock by ensuring retail execution
4. Systemically collect and comprehensively analyze merchandising data
5. Consolidate scattered merchandising data
6. Reliable merchandising tools/partners

**Competitors**

- Graciously hosted by Sheryl Chen
- Kevin Cheung
- Daniel Cheng
- Dana Liu

**Total Addressable Market**

- Total US stores: 330,000
- Stores with reps: 198,000
- Brandowners: Total reps: 147,064
- Retailers: Rep per store: 1
- Total reps: 198,000
- Distributors: Rep per store: 0.2
- Total reps: 39,600
- Agencies & Brokers: Total reps: 240,650
- Total reps: 625,314

**Key changes and assumptions**

- Re-estimation of brand merchandising reps
- Percentage of stores not covered by merchandising reps
- Extrapolating brand reps using agencies: brands ratio of reps

**Recommendations**

If Involves chooses to enter the US Market...

... there is a TAM of 625,314 representatives across the value chain.

... the best opportunity is large CPG Brands, but Involves will face 13+ strong competitors that have penetrated many if not all of large CPG brands in some way.

... Involves will do something uncommon for a LatAm Software company, but could potentially leverage success factors from other similar companies.

There is some opportunity for Involves in the US market, but it will be challenging.

**US Entry Success Factors**

- Unique competitive advantage in the US market
- Strong strategic rationale for the company
- Ability to replicate success

The fast growing US Gig Economy has led to rise of crowdsource data apps, such as retail execution focused: **FIELD AGENT**

**This TAM represents tens of millions in US Dollars in MRR.**

**Of the top 30 Top CPG Brands...**

... at least 18 are already working with a competitor

... there is potential opportunity for Involves with meat, personal care and alcohol brands