







NEW PRODUCT MARKETING

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PIEZSOLE

POWERED BY PIEZOELECTRICITY.

Final Presentation

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THE PIEZSOLE.

“A smart shoe insole that tracks an athlete’s physical output.”



WITH PIEZSOLE, THE COMPETITION IS NO MATCH.

- **INJURY PREVENTION**
 - *A.I. informs users of injury risk*
- **LIVE ANALYTICS**
 - *Detailed technical data at user’s fingertips*
- **GAIN PERFORMANCE**
 - *Keeps users on the field longer*
- **CONVENIENCE**
 - *No change in user behavior required*



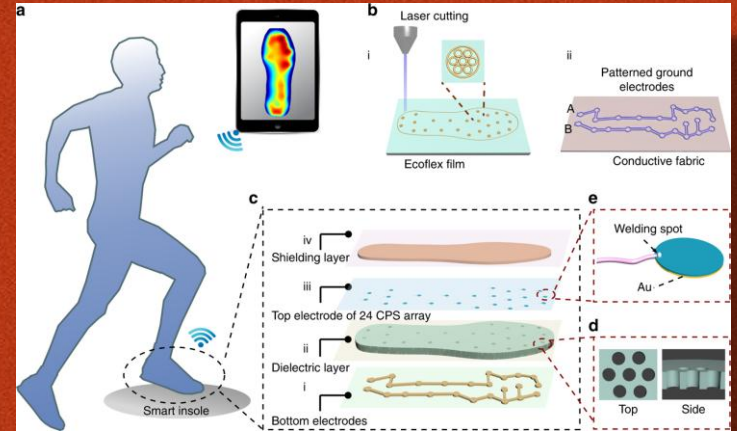
01.

PRODUCT SUMMARY

Product Description

PiezSole can:

- *Self-Charge*
- *Measure Exerted Force*
- *Track Player Position*
- *Predict Cramps*
- *Analyze Athlete Gait, Stride, Balance, Stability, etc*



Competitor Analysis

Plantiga



Jogo

Nextiles



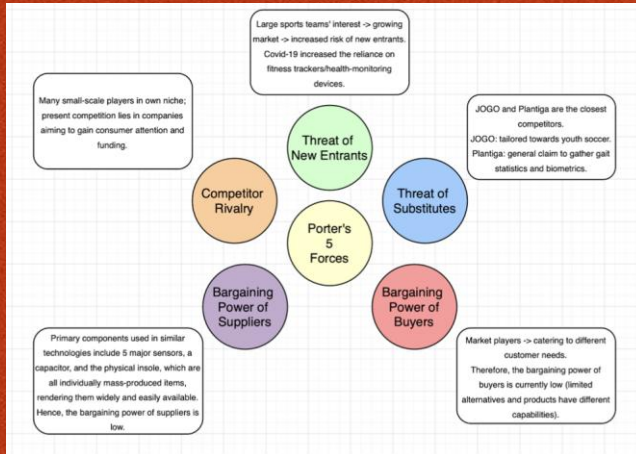
Industry Analysis

- Wearable fitness trackers → 15.5% CAGR (2028)
- NBA and NFL operations want more tech!

NBA Launchpad, NFL innovation



Image from NBA.com



PLAYER
HEALTH
& SAFETY

Image from NFL.com

A full-page background image of a basketball game. Stephen Curry, in a dark Golden State Warriors jersey, is dribbling the ball while being defended by LeBron James, who is in a white jersey. The scene is set in a large arena with spectators in the background. The image has a warm, orange-toned filter.

02.

MARKETING STRATEGY

Market Segmentation



Demographic

Age: 16-40

Gender: All

Occupation: requires athletic performance



Psychographic

Values: health, athletic performance

Lifestyle: active

Psychological: self-driven, goal-oriented

PiezSole



Behavioral

Benefits: injury prevention, performance analysis

Usage Rate: daily

Brand Loyalty: better VALUE



Geographic

Global, based in the U.S.



Target Market Evaluation

Military



- ✓ Measurable
- ✗ Reachable
- ✓ Sizable
- ✗ Coherent
- ✗ Manageable

Medical



- ✓ Measurable
- ✓ Reachable
- ✓ Sizable
- ✓ Coherent
- ✗ Manageable

Sports



- ✓ Measurable
- ✓ Reachable
- ✓ Sizable
- ✓ Coherent
- ✓ Manageable

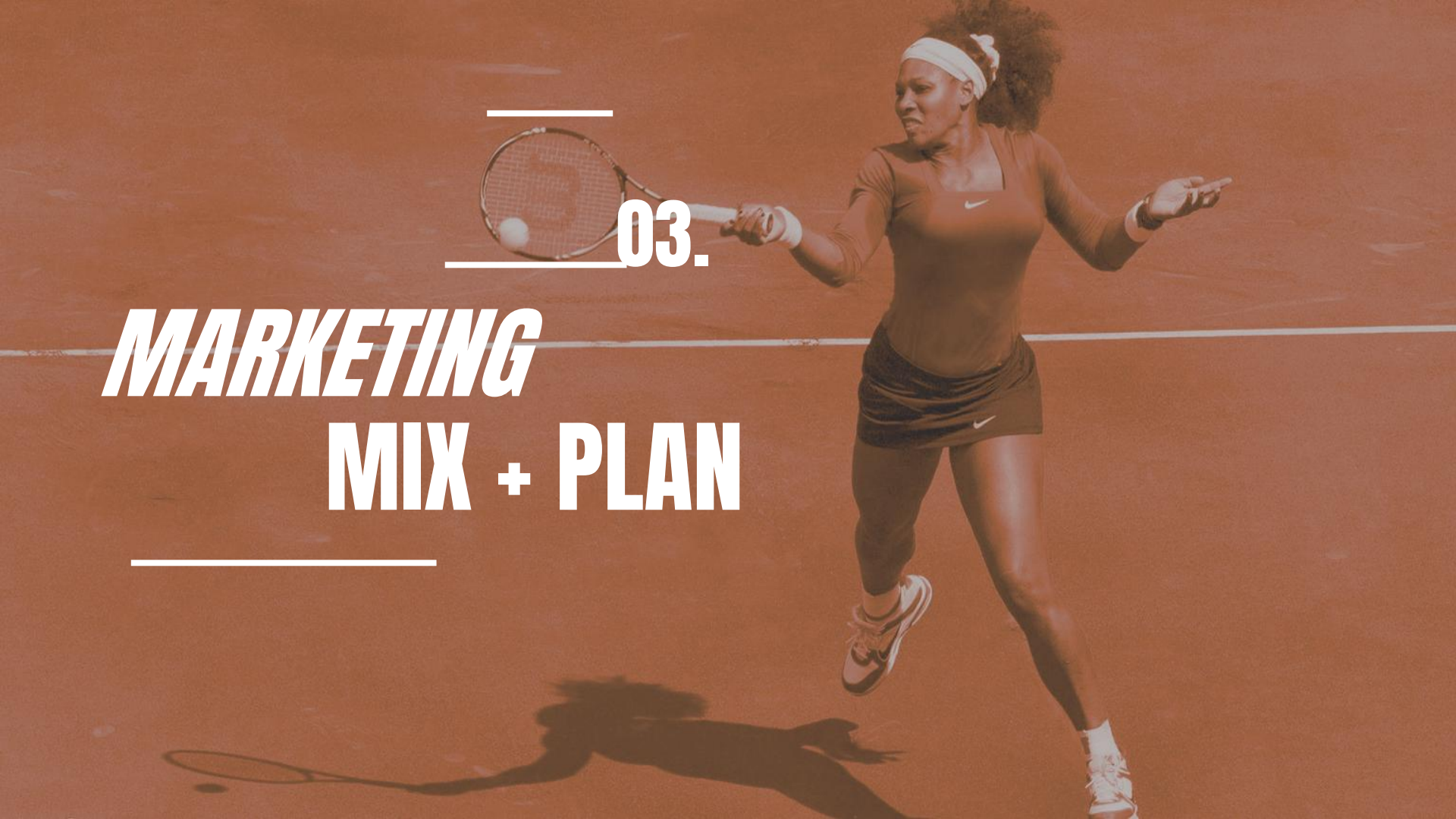


Positioning

STOP INJURIES BEFORE THEY HAPPEN, WITH PIEZSOLE.

- *DIFFERENTIATING OURSELVES IN THE MARKETPLACE*
 - INJURY PREVENTION
- *A COMPREHENSIVE VALUE PROPOSITION:*
 - *LIVE ANALYTICS*
 - *GAIN PERFORMANCE*
 - *CONVENIENCE*



A full-page background image of tennis player Serena Williams in action on a clay court. She is wearing a dark long-sleeved shirt, a dark skirt, and a white headband. She is holding a tennis racket and appears to be in the middle of a swing. The image has a warm, orange-brown color cast.

03.

MARKETING
MIX + PLAN

Pricing Strategy + Tactics

1. Pricing Objective: **Sales Maximization**
2. Customer Demand: Slightly **Inelastic**
3. Estimated Costs:
 - a. Fixed: \$500K
 - b. Variable: \$70-\$80 per pair
4. Competitor Prices:
 - a. Plantiga: \$200, \$30 per month subscription
 - b. Jogo: freemium + 10€/month+
 - c. Nextiles: price dependent on use case, material, and added sensors
5. Pricing Method: **Competitor based**

FINAL PRICING:

Presell:

**Individual: \$200,
\$25/month**

**Bulk: \$160 per,
\$200/month**

Retail:

**Individual: \$225,
\$30/month**

**Bulk: \$180 per,
\$250/month**





Channel Strategy + Tactics

- Manufacturer -> Retailer -> Consumer
 - Walmart, Academy Sports and Outdoors, Big 5 Sports, etc.
 - Wholesaler -> post - establishment
- Increase efficiency, delineate work, develop network.
- Dependent on pricing and promotional strategies.
 - Promotional: packaging style, pre-selling outlets, etc.
 - Pricing: individual vs. bulk-orders, etc.





Promotion Strategy + Tactics



Purpose: **Pioneering and Persuading**

Cohesive Storytelling:

- Social media
- Programmatic advertising
- Athletic endorsements

Empowering Athletes:

- Sponsoring athletic events
- Sports publications
- Personal selling

Pushing Piezsole:

- Preselling
- Distinguishable packaging
- Capturing comprehensive feedback

Piezsole utilizes a love and passion for sports and personal improvements

Roll Out Plan: TIMELINE

Q1

Months 1-3 "Buzz"

Primary research -> test marketing

Social media launch; website preselling/preordering

Personal selling: coaches and talent managers

Broadcast human story

Q2

Months 4-6 "Distribution"

Get retailers on board

Attain Sponsorships

Funding Competitions

Maintain Promotion Efforts

Q3

Months 7-9 "Growth"

AIDA

Receive + Implement Consumer Feedback

Maintain Promotion Efforts

Q4

Months 10-12 "Expansion"

Add Distribution Intermediaries

R&D for Complementary Goods

Shift to Asymmetric Pricing

Maintain Promotion Efforts



04.

FINANCIAL **ANALYSIS**



Financials

- What we're seeking...
 - PiezSole's seed funding totalling \$3M
 - Plantiga → \$1.5M & Nextiles → \$5.3M
- PiezSole's Financial Plans
 - Aggressive annual marketing budget → \$90k/year (\$450k in 5 years)
 - R&D spending, salaries, space, etc.... → \$410k/year
 - **TOTAL FIXED COSTS = \$500k/year**



Financials

- Variable Costs:

- Bill of Materials:

- Flexible Circuit Board: \$7.50
 - RFID Module: \$6
 - Accelerometer: \$4
 - Piezoelectric Generator: \$6
 - Bluetooth Transmitter: \$3.50
 - Supercapacitor: \$7
 - Pressure Sensor: \$3
 - Material for Shoe Insole: \$1.75

\$38.75/unit

Estimated cost of 1 unit:
\$73.50

- Overhead Costs (manufacturing) : \$5/unit
 - Distribution Costs: \$5/unit
 - Other Expenses & Overheads: \$24.75/unit

Financials

Based on these estimates...

$$\text{Margin} = (\text{Revenue} - \text{Cost}) / \text{Revenue}$$

- $\text{Margin} = ((\$200 - \$73.50) / (\$200)) * 100 = 63.3\%$
- Profit maximization + competition

$$\text{BEP} = \text{FixedCosts} / n \cdot (\text{Revenues} - \text{VariableCosts})$$

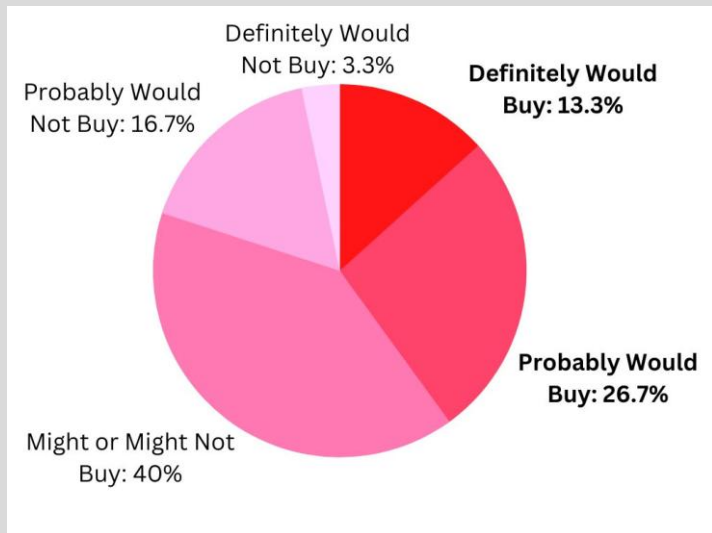
- 5 year period, customer lifetime
- Fixed costs: \$500,000/yr
- Variable costs: \$73.50/unit
- Revenues: 60 months * \$25/(unit*month) + \$200/unit
- $\text{BEP} = 1 \rightarrow n = 1,538 \text{ units}$



Market Share & Projections

- NFL: 1696 players
- NBA: 450 players
- MLB: 1088 players
- Top 5 European Soccer Leagues: 2606 players

5,480 Athletes



Assuming 40% of Market Capture:
2192 sales

Assuming 30% of Market Capture:
1644 sales



5 Year Projections

Revenue:

- Assuming 2192 units sold initially
- 5 year customer lifetime
 - Revenue = 2192 units (\$200/unit + 60 months * \$25/month*unit)
 - = **\$3,726,400**

Profit:

- Profit = Revenue - Cost of sales
- = \$3,726,400 - [(\$2,500,000) + 2192 units (\$73.50/unit)]
- = **\$1,065,288**





Assumptions & Contingency Plan

- Financial and market share
 - 40% adoption rate
 - UIUC athletes → UIUC students
 - Adoption based on MLB, NBA, NFL, 5 sizeable professional soccer clubs
 - 5 year customer lifetime
 - Manufacturing, distribution, other costs & taxes based on Nike shoe
- Contingency plan
 - “Buzz” period → primary data, better estimates → better figures
 - Changes in funding → scale up or down
 - Assumptions (mix, strategy) challenged → pivot!





CONVENIENCE.

INJURY PREVENTION.

PERFORMANCE.



PIEZSOLE.





Thanks!

Questions?