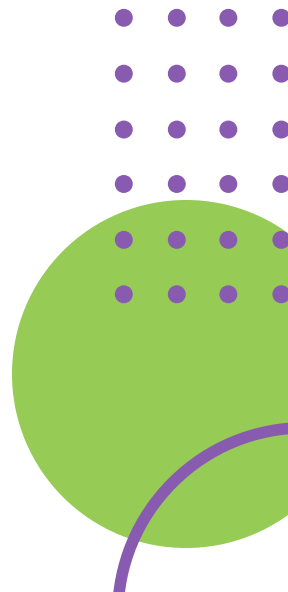# Innovation Navigation:
## Road Map from Idea to a Successful Company

Susu Wong
Principal, Tomo360

Tomo360™

# AGENDA

- The Marketing Canvas
- Brand positioning statement
- Building the ideal customers' persona
- Customers' experience journey
- Competitive analysis
- Customized marketing content

Tomo360™

# THE MARKETING CANVAS

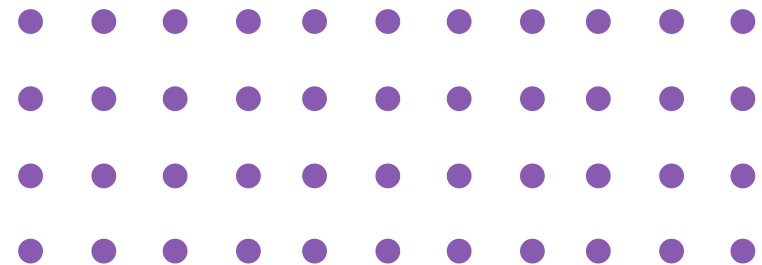| Customer personas | Market Segments | Strengths |
|---|---|---|
| | | |
| **Key Benefits** | **Your Products/Services** | **Weakness** |
| | | **Opportunities** |
| **Features** | **Market size** | **Threats** |

# BRAND POSITIONING STATEMENT

To _____, _____, **is the brand of**
   (Target group, users/need)                      (Brand name)

_____ **that** _____,
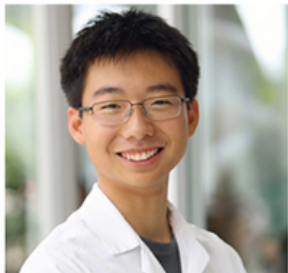   (Competitive framework)                      (Point of differentiation benefit)

**because** _____.
                   (Reason why)

**The brand character is** _____.
                                           (Brand character)

# CUSTOMER'S PERSONA - YOUNG SCIENTIST

Tomo360™

## JOHN ZHANG

**Age:** 27 years old
**Job:** Scientist
**Family:** Single, no kids
**Location:** Cambridge, MA
**Hometown:** Boston, MA
**Character:** Analytical Introvert

## BIO

John Zhang is a scientist living in Boston, MA. He started working on his career just a few years ago. He is currently working at DragonFly Therapeutics doing research. He loves being there, because he has the freedom to do what he loves and grow further in his career while increasing his opportunities. He would like to just focus on future discoveries but as he is one of the newest persons in the lab, he also has other chores and duties to comply with.
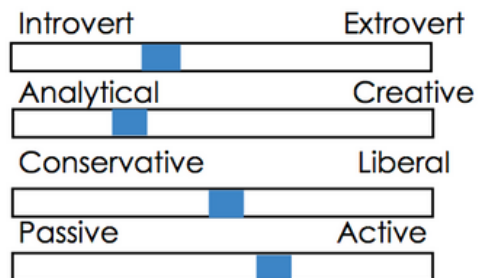
## GOALS

- Have a platform where he can choose between suppliers and compare prices.
- Have better inventory management, tracking system and credit applications everything getting recorded online.
- Be able to focus completely on its research.
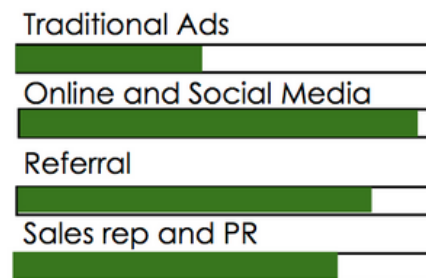
## FRUSTRATIONS

- Taking too long when calling suppliers.
- Not being able to compare prices instantly among suppliers. Having to call one by one.
- Having to focus on other things instead of focusing in science.

## PERSONALITY

| Introvert | Extrovert |
| Analytical | Creative |
| Conservative | Liberal |
| Passive | Active |

## PREFERRED CHANNELS

- Traditional Ads
- Online and Social Media
- Referral
- Sales rep and PR

# CUSTOMER'S PERSONA: -FINANCIAL ANALYST

**Tomo360™**

## KATE WILLIAMS

**Age:** 36 years old
**Job:** Financial Analyst
**Family:** Married, 1 kid
**Location:** Cambridge, MA
**Hometown:** Boston, MA
**Character:** Analytical Extrovert

## BIO

Kate Williams is a financial analyst living in Boston, MA. She enjoys working at Compass Therapeutics doing the financial analysis on the laboratories performance. She's in charge of the procurement practices and revising the orders placed by scientists. When they need to input the data into the computer it could get really confusing as they do not have a way to organize the different accounts from the different departments.
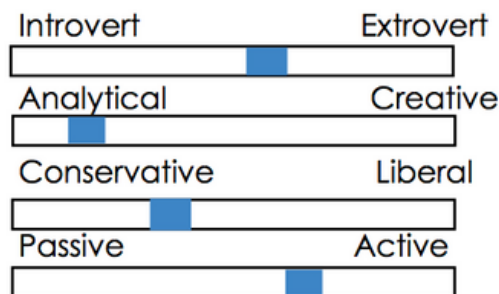
## GOALS

• Reduce the number of data entry and to connect different accounts into one database and ERP.
• Save time when comparing orders placed by scientists to the ones from suppliers.
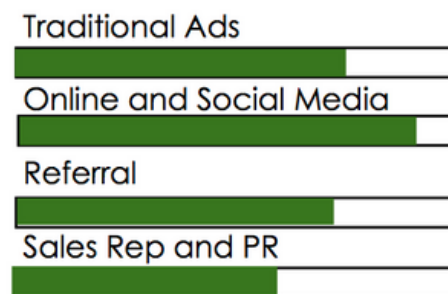
## FRUSTRATIONS

• Getting in contact with different departments to try to get the different accounts into one database.
• Keeping under budget all the orders and approve the ones of most importance.
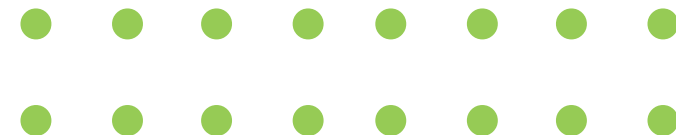• Maintain expenses under control.

## PERSONALITY

Introvert — Extrovert

Analytical — Creative

Conservative — Liberal

Passive — Active

## PREFERRED CHANNELS

Traditional Ads

Online and Social Media

Referral

Sales Rep and PR

# CUSTOMIZE CONTENT TO TARGETED CUSTOMERS AT EACH EXPERIENCE JOURNEY



Radio ads

Social media ads

Local newspaper mentions

Blogs

Reviews

Referrals

Service request

Service evaluation

Social networks

Voice to voice sharing

**Awareness**

**Research/ Engagement**

**Purchase**

**Experience**

**Advocacy**

Streaming app ads

Printed ads in local newspapers

App download

Profile fill-out

Service satisfaction

Tomo360™

# CUSTOMIZE CONTENT TO TARGETED CUSTOMERS AT EACH EXPERIENCE JOURNEY



Guerilla Marketing

Local newspaper mentions

Social media ads

Blogs

Reviews

Company information

Complete requested docs

Service evaluation

Social networks

Voice to voice sharing

**Awareness** → **Research/Engagement** → **Purchase** → **Experience** → **Advocacy**

Traditional Marketing

Printed ads in local newspapers

Referrals

Research on competitive rates

Profile fill-out

Service satisfaction

Tomo360™

# COMPETITIVE ANALYSIS - B2C

| Company | Location | Riding Options | Number of drivers | Base Fare* | Per Minute* | Per Mile* | Safe Ride Fee* | Minimum Fare* | Cancellation Fee* | Door-to-door pick up |
|---|---|---|---|---|---|---|---|---|---|---|
| Uber | 80+ countries 633 cities | UberPool UberX UberXL UberSELECT UberBLACK UberSUV UberLUX Uber – Handicapped option | 160,000 drivers | $3.00 | $0.30 | $1.50 | $1.00 | $6.00 | $5.00 | ✅ |
| lyft | US only 300 cities | Line Lyft Plus Premier Lux Lux SUV | 100,000 drivers | $2.25 | $0.27 | $1.35 | $1.00 | $5.00 | $5.00 | ✅ |
| curb (formerly Taxi Magic) | US only 65 cities | Economics Premium 6 Passenger van Standard | 233,900 drivers | $1.95 + $3.00 in select cities | $0.55 | 2.75 | $0 | $3.50 | $3.00 | ✅ |
| Taxi | Worldwide | Standard Large | 100,000 drivers | $3.50 | $0.55 | $2.75 | $0 | $3.50 | N/A | ❌ |

* Prices are based from San Francisco area

# COMPETITIVE ANALYSIS - B2B

| Company | Package delivery - Rail | Package delivery – Truck | Package delivery – Air | Number of planes | Destination | Price Domestic Next Day* | Price Domestic 2nd Day* | Price Domestic 3 Day* | Price Ground 1-5 business days* | Price Next Day Freight | Price 2nd Day Freight | Price 3 Day Freight |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UPS | ✅ | ✅ | ✅ | 237 | 727 (381 domestic, 346 international) | $27.45 - $73.84 | $16.66 - $45.78 | $9.90 - $20.65 | $7.32 - $37.01 | Min. $123.04 | Min. $120.93 | Min. $103.97 |
| FedEx | ❌ | ✅ | ✅ | 660 | 375+ countries | $24.59 - $73.70 | $16.50 - $52.09 | $14.83 - $21.11 | $7.50 - $42.50 | Min. $120.00 | Min. $118.00 | Min. $117.00 |
| UNITED STATES POSTAL SERVICE | ✅ | ✅ | ✅ | N/A | 180+ countries | $23.75 - $46.20 | N/A | $6.65 - $10.50 | $6.65 - $28.72 | Min. $62.00 | Min. $40.95 | Min. $23.95 |
| DHL | ✅ | ✅ | ✅ | 138 | 220+ countries | N/A | N/A | N/A | N/A | Min. $71.16 | Min. $49.97 | Min. $36.71 |

* Prices are based on 1 lb. rates.

# CONTENT MARKETING FOR AWARENESS STAGE

Tomo360™

PRESS

SEO

BLOG
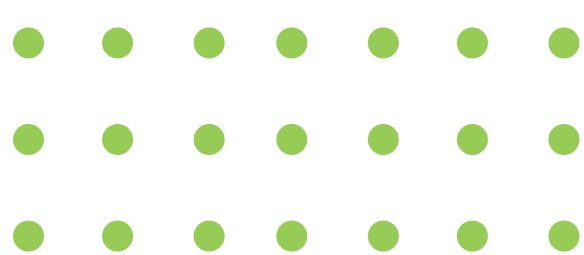
# QUESTIONS?

susu@tomo360.com
Follow @tomo3603 on Twitter
LinkedIn: linkedIn.com/in/susuwong

tomo360.com

Tomo360