

# NOAH

**Your Robotic Dog Companion**

## **Group Members:**

**Stephanie Pomeroy- T00664620**

**Monalisa Hazarika- T00698661**

**Raghav Sachdeva-T00683995**

**Ravi Teja Jyothula- T00680710**

**Chinmay Rumade- T00690364**

# Introduction

- **NOAH TECHNOLOGIES CO.** based in Kamloops, British Columbia is a tech start-up company founded by Thompson Rivers University students Raghav Sachdeva, Stephanie Pomeroy, Monalisa Hazarika, Chinmay Rumade, and Raviteja Jyothula
- Its manufacturing unit and Headquarters are set to be in Kamloops
- **NOAH: Your Robotic Dog Companion** robotic dog designed to bring you the bliss of a real dog and more
- The company decided to arrange its needed funding of \$500,000 through [Kickstarter.com](https://www.kickstarter.com)
- The company holds pride in its environment-friendly factories and sustainable raw material used for product development and production

# Consumer Profiling and Persona

In the modern technological world we live in, the consumer is more demanding and powerful than the retailer when it comes to online businesses.

In Canada, a study by Statista (2022) suggests that there were 35.63 million internet users in 2021. That number has since increased to 36.89 million internet users in 2022.

94% of survey participants have access to and use a smartphone and personal computer. 39% of those that participated have access to and use a tablet.

Overall growth in home security with revenue in 2021 at \$322.8 million and projected to grow to \$397.55 million by 2023.

## Persona 1:

Consumers who see robotic pets as an alternative to real pets and want to enjoy the benefits of a pet without the responsibility.

## Persona 2:

Consumers who see robotic pets as an alternative to a traditional home security system. Consumers want the benefit of traditional security cameras and alerts with a modern twist to move the camera anywhere.

## Persona 3:

Consumers who want to be included in the pet world and have the benefits that come with a pet companion. Many consumers who are allergic to pets can now enjoy the benefits of a pet.

## Persona 4:

Consumers who like to share with their community. With access to the internet, you can receive and share information to and from your online communities.

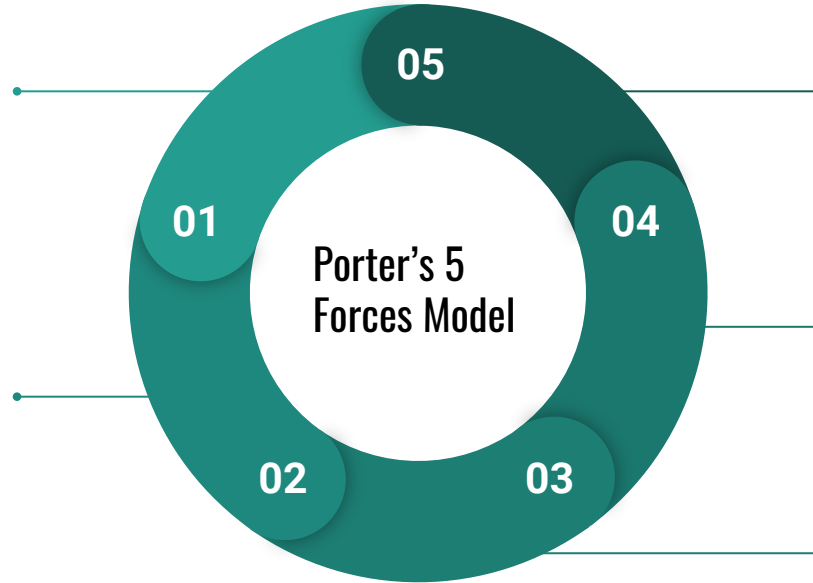
# Competition Analysis

## Competition in the Industry

Advancements in technology has resulted in the intense competition in the online marketplace. This competition is due to the minimum number of competitors and size of their business. Switching costs for the consumers is beneficial to the consumer as similar services cost relatively more. Differentiation is the key to compete against other businesses in offering a different set of product value to the consumer.

## Potential of New Entrants Into the Industry

Threat of new entrants become likely as the advancements in modern technology are always changing. Barriers for entry are minimal when compared to the traditional business environment with social media and crowdsourcing being more accessible than ever.



## Threat of Substitute Products

Threat of new substitutes is high as the online channel can provide new and advanced information regarding products and services. It can involve new kinds of social media and other applications in many ways of reaching different targets audiences.

## Power of Customers

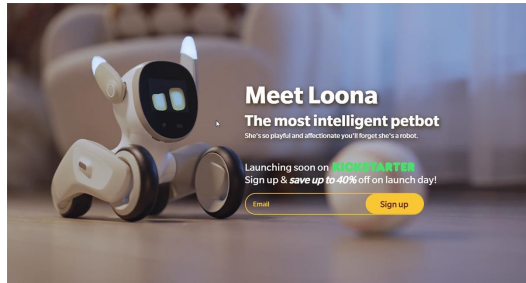
The main source of this information is spread through the many online intermediaries such as Kickstarter and various social media sites. Bargaining power of the consumer remains high due to other competitors' ability to become adaptable and flexible to the online environment serving the consumer.

## Power of Suppliers

Multiple channels in the online world act as suppliers to provide products to the consumer. Having multiple channels makes it more efficient and costs less to reach the consumer. The power of suppliers is less due to the flexibility and adoptability of the ever changing nature of the firm to the business environment.

# Key Competitors

There are two key competitors in our market, the first is Meet Loona, the second is FurReal Friends. Both competitors take up different sectors of the market, where as Noah is taking those ideas and bringing new features with the advancement in technology.



# Suppliers

Suppliers include website developers, technology management firms, online marketing sources and a team to deliver the products that are ordered online by the consumer. Website developed by Noah Technologies Co. for the Noah robotic pet. Online marketing website such as search engines (eg: Google) and social media sites (eg: Twitter, Instagram, TikTok) are providing promotional space for the company.



# Marketing Plan (first year)

- January 2023

- Articulate brand positioning - how Robopet is different and better compared to competition
- WiFi interface, Security, help in emergency, reminders, part of family

- February and March 2023

- Create online presence for Robopet using Facebook, Instagram, Twitter and a website

- April 2023

- Conduct A/B testing with 3 different facebook ads. Find the one that resonates with potential customers.

- Rest of the year 2023

- New Lead generation through owned, earned and paid media
- Three blog posts per month

# Robopet Marketing Plan (second year)

- January 2024

  - Increase the traffic to the website using Google analytics data collected in 2023

- First quarter of 2024

  - Recruit 2 community managers to manage comments and and answer questions on social media

- Scale up social media presence using community managers

  - Increase posts on facebook (at least one per day)

  - Increase posts on Instagram (at least two per day)

  - Increase posts on Twitter (at least three per week)

- Actively decrease customer wait time and improve service quality

- Actively seek new customers with engaging posts on social media

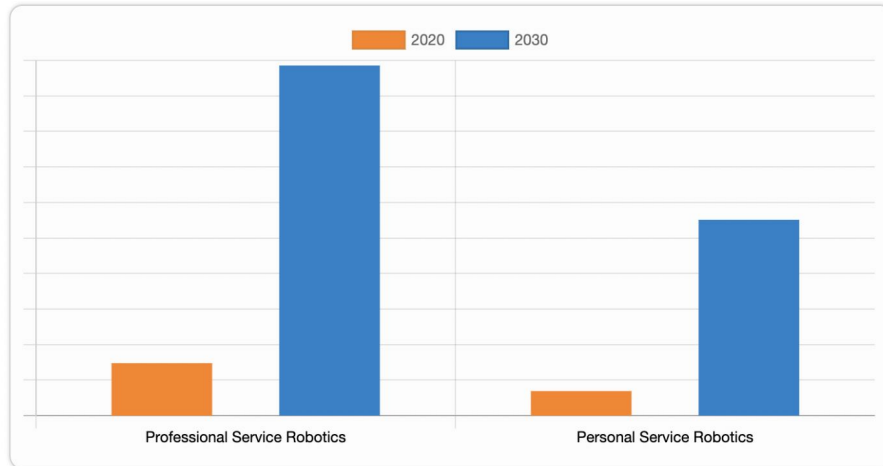
- Reduce Paid ads and increase blog posts



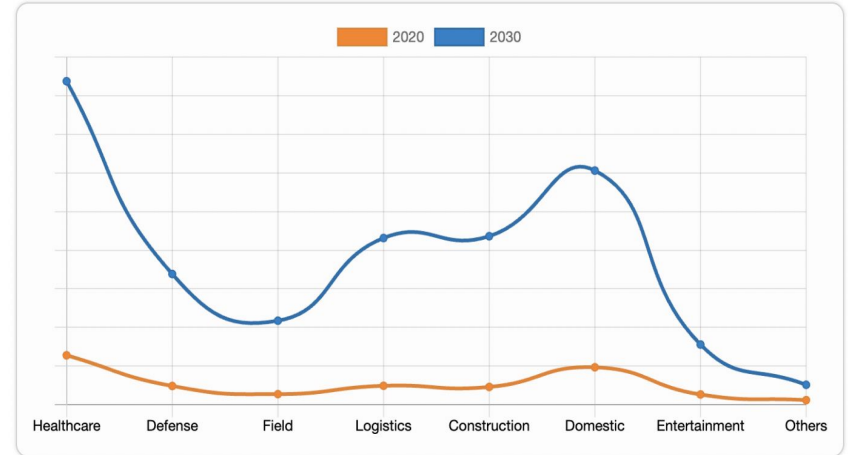
# Marketing Your Robot As A Service

Being a robotics company, it is important to understand the market and its growth and demand in the future. An API research shows that there is great potential in the Robotics as a Service (Raas) business. The report says there is a total revenue increase from \$200 million to over \$30 billion by 2030. Hence, it is the perfect time to launch and introduce a concept such as our product into the market. [https://drive.google.com/file/d/16lukLrsE1Bm4z7jL-zq-tdaSwxYDX\\_V4/view](https://drive.google.com/file/d/16lukLrsE1Bm4z7jL-zq-tdaSwxYDX_V4/view)

By Type



By Application



# Strategy and Tactics

The first step to launching such a product would be creating awareness of Raas through content marketing especially in the B2B space.

Some steps to start a Raas content marketing are:

## Step 1

Understanding your target market and creating the buyer's persona

## Step 2

Understanding your buyer's journey while purchasing the product

## Step 3

Setting up the right marketing goals for your product

## Step 4

Brainstorming on the topics for content marketing

## Step 5

Creating content with Reader's Perspective

## Step 6

Adding a Call-to-Action (CTA)

# Implementation

1. **Establishing Media channels: Creating Social Media Pages**
2. **Market Research: Crowdsourcing product tags, conducting surveys and polls to add new features**
3. **Lead Generation: Develop sharable content and sweepstakes for leads**
4. **Website traffic: Creating SEO friendly content**
5. **Customer Service: Build positive customer experience by solving queries within targeted time.**

# Evaluation

<b>Goals</b>	<b>Key Performance Indicators</b>	<b>Success Measurement</b>
<b>Establishing Communication Channels</b>	<b>The website, blog and social channels on twitter, instagram and facebook being established</b>	<b>Meeting the deadline of establishing these by deadline of March 2023</b>
<b>Market Research</b>	<b>Data collected on various platforms which will help us add user friendly features to our product and gain marketing content for promotion</b>	<b>No. of slogans created created with help of the data and no. of features added to the product</b>
<b>Lead Generation</b>	<ul style="list-style-type: none"><li>● <b>Users who have referred their friends</b></li><li>● <b>Users who have shared content with friends</b></li></ul>	<ul style="list-style-type: none"><li>● <b>% users who use discount code from referral</b></li><li>● <b>% users who entered sweepstakes</b></li></ul>

<b>Website Traffic</b>	<b>SEO friendly blogs being published and quality of website being increased</b>	<ul style="list-style-type: none"><li>● <b>No. of people visiting website</b></li><li>● <b>Growth in search rank of the website</b></li></ul>
<b>Customer Service</b>	<ul style="list-style-type: none"><li>● <b>Decrease in customer wait time</b></li><li>● <b>Increase in product rating</b></li></ul>	<ul style="list-style-type: none"><li>● <b>Address customer queries effectively and bring down the wait time for solutions and gain higher product rating.</b></li></ul>

# Conclusion

- **NOAH: Your Robotic Dog Companion robotic dog designed to bring you the bliss of a real dog and more**
- **The company decided to arrange its needed funding of \$500,000 through Kickstarter.com**
- **In the modern technological world we live in, the consumer is more demanding and powerful than the retailer when it comes to online businesses. In Canada, a study by Statista (2022) suggests that there were 35.63 million internet users in 2021. That number has since increased to 36.89 million internet users in 2022.**
- 
- **There are two key competitors in our market, the first is Meet Loona, the second is FurReal Friends. Both competitors take up different sectors of the market, where as Noah is taking those ideas and bringing new features with the advancement in technology.**
- **Being a robotics company, it is important to understand the market and its growth and demand in the future**

# References

Armstrong G., Kotler P.T., Trifts V., & Buchwitz L.A., (2015). Marketing An Introduction. (Canadian 6th ed). *Pearson*, 41.

Mastrilli, Cara. “How to Market your Robot as a Service Business.”  
*Precision Marketing Group*,

<https://www.precisionmarketinggroup.com/blog/how-to-market-your-robots-as-a-service-business>

Kunst, Alexander. “Consumer Electronics Usage in Canada 2022.”  
*Statista*, 18 May 2022,  
<https://www.statista.com/forecasts/998447/consumer-electronics-usage-in-canada>.

Kunst, Alexander. “Internet Access by Type in Canada 2022.” *Statista*,  
18 May 2022,  
<https://www.statista.com/forecasts/998496/internet-access-by-type-in-canada>.

Lasquety-Reyes, Dr. Jeremiah. “Revenue in the Smart Home Segment Security in Canada 2025.” *Statista*, 15 June 2021,  
<https://www.statista.com/forecasts/645430/revenue-in-the-smart-home-segment-security-in-canada>.

Published by Statista Research Department, and Sep 20. “Number of Internet Users in Canada 2022.” *Statista*, 20 Sep. 2022,  
<https://www.statista.com/statistics/243808/number-of-internet-users-in-canada/>