



## **Request for proposal**

Strategic feasibility analysis of product development of DIY APP

Munich, January 2019

# Background

- The last 2-3 years have shown an increasing awareness and sensitivity about product ingredients and packaging and their impact on health and environment
- Movements like zerowaste, minimalism and veganism are rooted in this increased awareness, caused by the desire for pure, less harmful and slower life less determined by consumption needs
- As a result, a growing DIY (do-it-yourself) interest and motivation, in particular when it comes to hygienic or cosmetic products can be observed
- Some niche competitors have started to move into this direction by offering DIY sets, bloggers share their recipes and smarticular.de is one of the key sources of information for inspiration

# Objective of his project is to understand the feasibility of a branded *Waste Warriors DIY app*

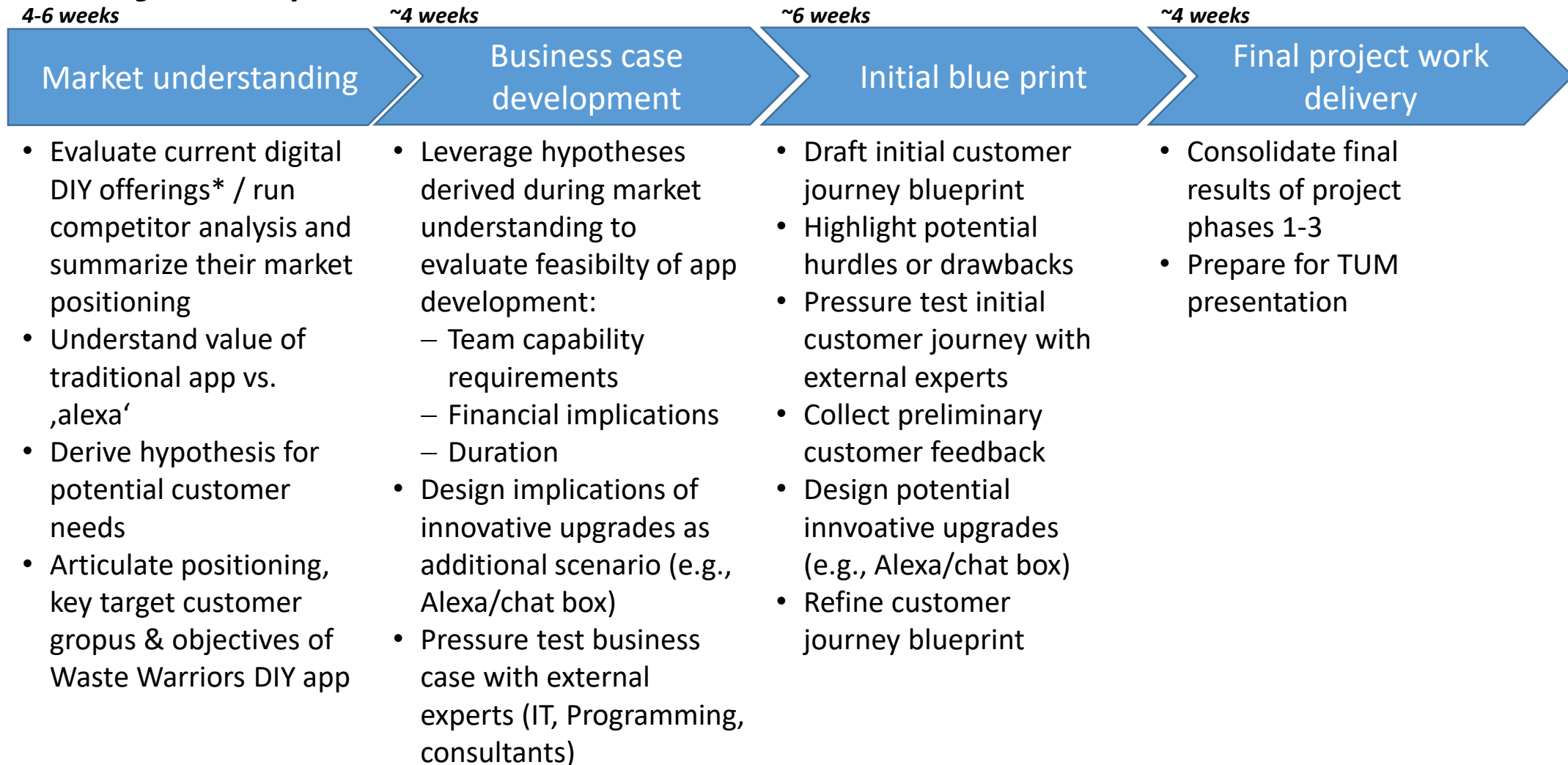
## **Key questions**

- How would our customers perceive the offer of a branded Waste Warriors app?
- Would an app increase customer loyalty, brand awareness and customer conversion for Waste Warriors?
- Is there a more innovative form other than the app to focus on (e.g., chat box alexa)?
- What should be the look and feel of the app to make it most user-friendly?
- Which category shall we focus on (which highest consumer benefits)?
- Who are the key customers for such an app and how does it overlap with the online shop customers?

## **Key objectives**

- Understand key customer needs and define positioning, target customers and focus area of the DIY app
- Evaluate the feasibility of the development of an app, including financial business case and implementation plan /blueprint

# Project plan



# Expected outcomes

## **1. Market map:**

- Overview of competitors, their focus area and hypothesized key customers
- Value of current DIY usage (tbd)

## **2. Business case:**

- Hypothesis and assumption-based financial evaluation
- Integration of publicly available statistics and expert feedback
- Germany focus

## **3. Preliminary blueprint:**

- Virtual customer journey through the app

# Team expectations and requirements

- Highly motivated team with clear interest in sustainability topics
- Ideally, with preliminary experience in app development or strategic marketing
- Independent, self-organized working style
- Team of 2-4 members
- Opportunity to start asap, yet no later than April 1st, 2019
- Weekly requirements of approx. 20 hours, may vary depending on project workload

# What we offer

- 10 years of strategy consulting background & strong experience in strategic marketing
- Flexible working hours (in line with students' class requirements)
- Meeting space in central Munich (Glockenbach)
- Contacts to external experts from consulting, industry and IT programming
- Guidance to build a convincing final project delivery presentation
- Access to online marketing training materials from a renowned Berlin marketing agency

# About Waste Warriors

- Wastewarriors.de represents a one-stop shop for plastic free online shopping.
- The vision of Waste Warriors.de is to provide customers a modern digital one-stop shop that offers the broad bandwidth of sustainable, low impact products and allows convenient home-shopping
- Waste Warriors targets customers who are willing to reduce their impact on the environment. The company wants to inspire customers in their daily consumption decisions. As a result, the current product portfolio spans across three major categories household, on the road and bathroom. The pipeline foresees the development of branded Waste Warriors zerowaste products as well as the development of a DIY app.
- The company has been recently founded in October 2018 and the online shop was launched in early December 2018.
- Despite its young tenure to the market, the shop already ranks #3 in google and top 5 for various key words. The trend is increasing daily.
- Founder and CEO of Waste Warriors is Karin Ostermann. She looks back at 10 years strategic consulting experience covering major global project for Top 10 companies in the healthcare and pharmaceutical industry. She collected profound operational experience in her role as Global Brand Director of a multinational top 3 pharmaceutical company before founding Waste Warriors. Karin has led teams across the globe and with a scope of up to 20 team members. She is well connected across the consulting and start-up industry. Karin holds a Diploma in International business administration from the European Business School in Oestrich-Winkel, Germany, Argentina and Thailand and graduated in the majors Finance & Banking and Marketing.
- She is now looking to expand the team and in contact with potential investors.



# Contact

Karin Ostermann

Frauenlobstr. 2

80337 München

Tel: +49(0)176-23522564