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#### Institutions for the VI•

Local institutions endorse the Envision Glasses and **link** customers with the local authorized distributor.

#### Contact Distributor •



Distributors **describes** the Envision Glasses detailing its features, efficacy & subsidy schemes available. Furthermore, **pitch** for a product demonstration

## • In house Visit

Envision Certified distributors will visit

James Passanha Developing a go to market strategy for an assistive technology product 27th August, 2020 SPD

Committee

Company

Prof. dr. Hultink, H.J. Dr. ir. van den Hende, E.A. Karthik Mahadevan Envision

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## **Faculty of Industrial Design Engineering**

customers at their homes. The distributors will undergo a training program to learn the product functions, brand guidelines, selling procedures, and product servicing.

# **MARKET ENTRY STRATEGY FOR AN ASSISTIVE TECHNOLOGY PRODUCT**

• Digital Content Using digital platforms such as website, Envision AI app, newsletters, and podcast to generate product awareness, and create curiosity by offering the customers with a 14 days free trial of the Envision AI app

The assistive technology market is a complex system involving many stakeholders. This results in a complicated process for a visually impaired user. In order to mitigate the hindrance faced by the customers, a customer journey map was created to develop a uniform service offering across all the markets Envision intends to enter.

## Product Demonstration The distributors provides a one hour 6 • Applying for subsidy training, demonstrating the product features and efficacy. Offering the customers Once the customer wants to purchase the 7 to try the product for **14 days**. Envision Glasses, the distributor initiates the process to apply for reimbursements. • Transfer of product ownership 8 Envision provides a **visual dashboard** to track the progress of the reimbursement, giving transparency. Money transfer to the distributor or customer will complete the sale cycle. • After Sales Service Envision Team to service.

EXTEND



Distributors will be the **1st point to** service the Envision Glasses. For complex issues, the product will be sent to the



