

BRAND BUILDING FOR HIGH TECH STARTUPS

A CASE STUDY WITH PLENSE TECHNOLOGIES

PROBLEM

Plense's ultrasound technology and software, mapping the inside of plants, will improve the greenhouse horticulture's way of working forever. They were however not sure who would benefit the most, how to reach these customers and how to enter the greenhouse market once their (undefined) product is further developed.

BRAND BUILDING

Brand building bridges the gap between customer and startup, similar to how Plense's technologies is bringing their customer closer to their plants!

'We need innovative technology, to function as co-pilot, for our growers'



1. DISCOVERING THE CONTEXT

Within the passionate, but closed greenhouse horticulture sector, one customer segment is most promising: the ambitious and entrepreneurial business-man. They are the greenhouse owners and decision makers, eager to become bigger and better.

One of their main challenges is: improve the greenhouse growers work, to solve the decrease of growing expertise and labour force.



YOUR PLANTS IN TOP FORM

PLENSE
YOUR PLANTS IN TOP FORM

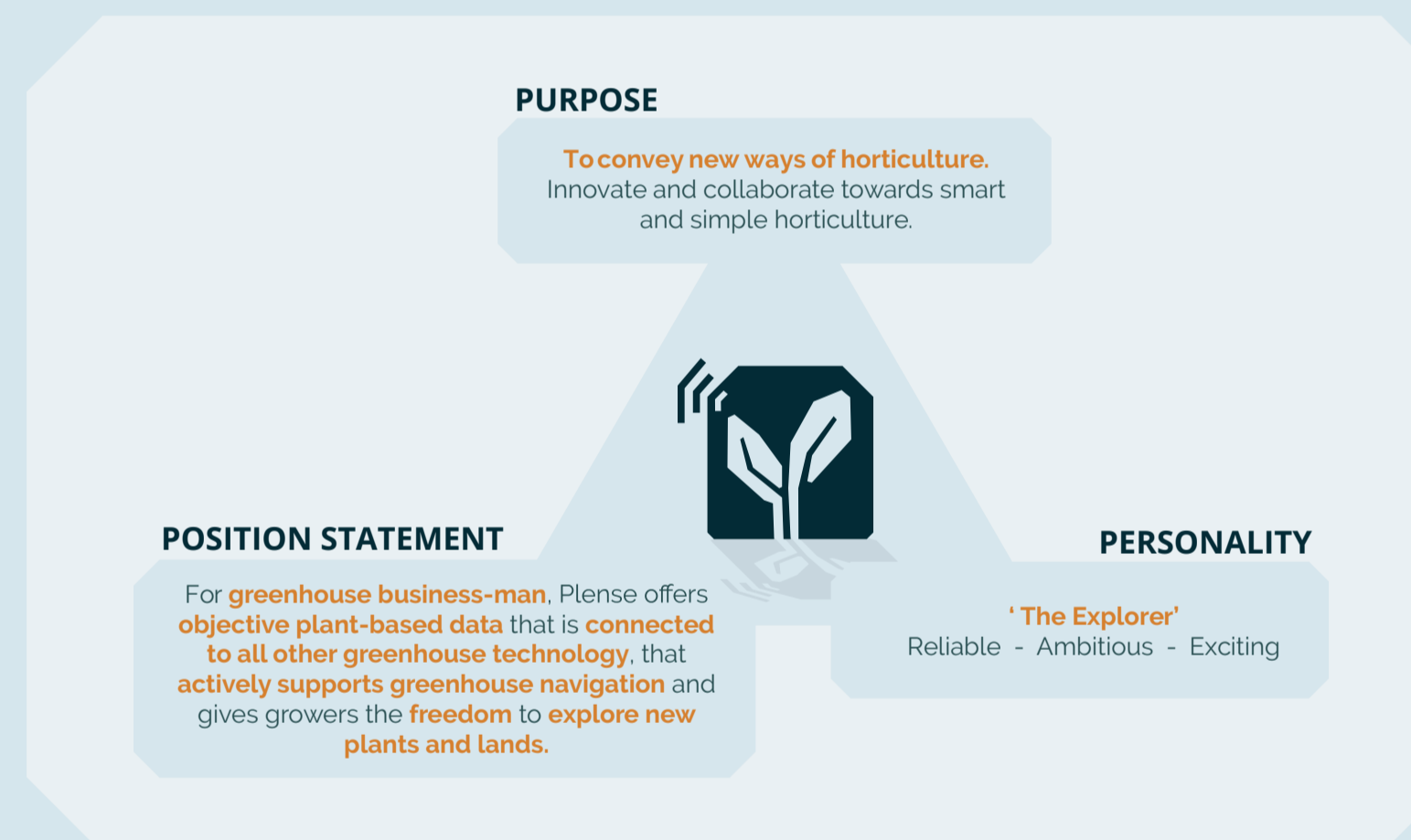
3. DEVELOPING THE BRAND PROMISE

The business-man and grower refer to their plants as a team of top sporters. The coach can only explore his next strategy, or take the afternoon off, once he knows the team is in top form!

Whatever Plense is able to tell about the plant, they will act as co-trainers, supporting the plants top form.

2. DEFINING THE BRAND DNA

The brand DNA captures the unique value Plense could offer the business-man and grower, and explains how this value should be communicated (see this poster!).



MINIMUM VIABLE BRANDING

To make brand building more approachable towards other high-tech startups, a MVB (workshop) has been designed. Whereas the minimum viable product (MVP) focusses on product development, by evaluating the potential (functional) benefits of the product, the minimum viable brand (MVB) also takes into account the market and

the customers desires, and tries to illustrate the broader picture of the brand (and its products) value, both functionally and emotionally.

Building the MVB and testing it with customers helped Plense and another startup to find, understand and connect with their most promising customer.



Next to the horticulture fair stand, a plan for targeting the business-man and a website have been designed!

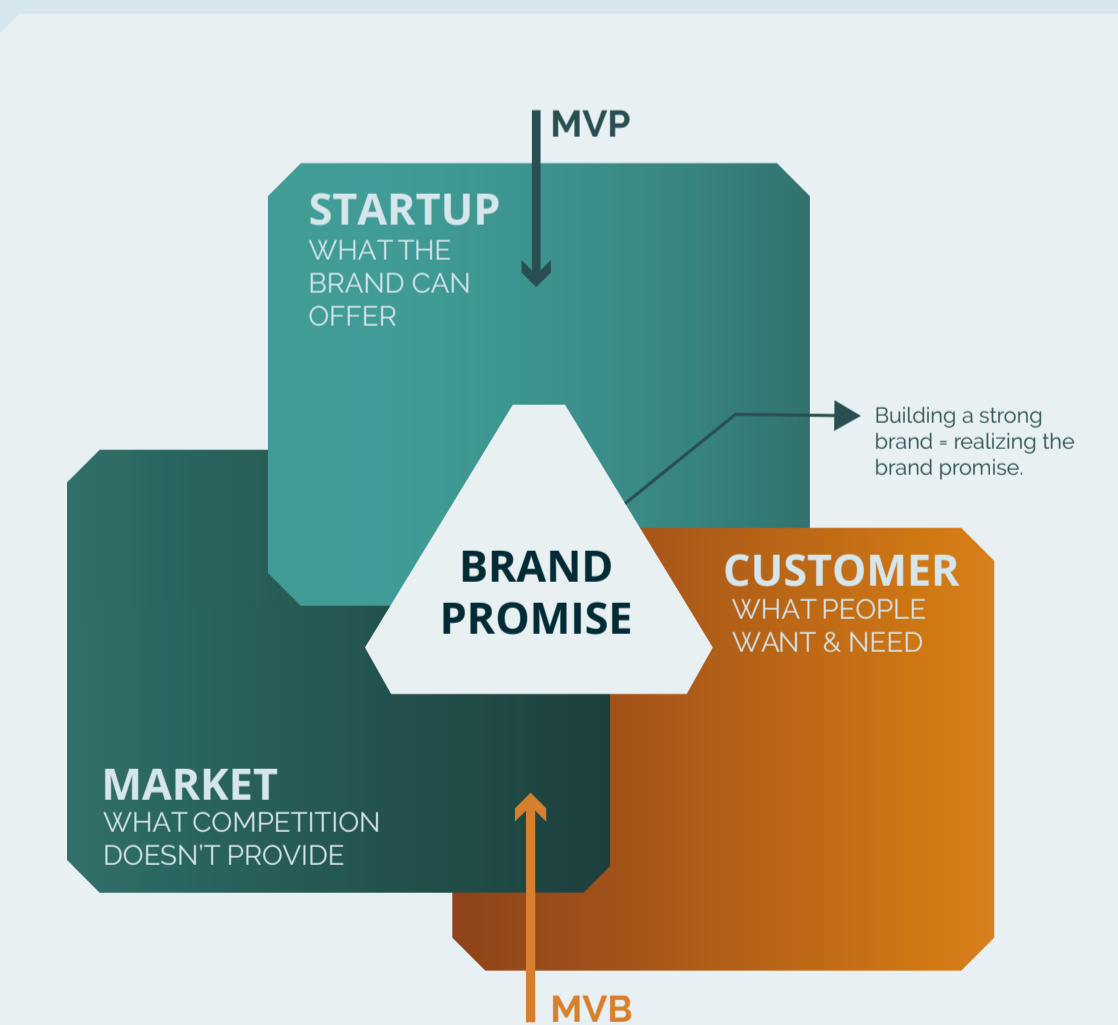
4. IMPLEMENTING BRAND BUILDING STRATEGY

Realizing the brand promise means exciting the business-man; with the smart, ambitious graduates and the startups first test results. Visiting this customer would lead to Plense's first brand relationships and credibility.

The remainder of the greenhouse sector, more hesitant to innovation and outsiders, will be convinced about this promise too, once Plense is able to show practical user cases of the business-man at horticulture fairs.

IMPACT

Because of this thesis project and additional internal brand practices, Plense has a better understanding of their customers and how to strategically + creatively build a desirable and (after showing their product works!) unique brand throughout the market.



Paul de Bruin
Brand Building For High-Tech Startups
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Strategic Product Design

Committee Dr. Carkurtaran, P. (Pinar)
Dr.ir. S.C (Sylvia) Mooij
Dr. ir. van den Hende, E.A. (Ellis)

Company Plense Technologies

