Matthew Courtney

"To provide customers with tailored product recommendations based on their lifestyle, needs and budget"

Problems Worth Solving

Many people have difficulty choosing consumer products. They have to spend a lot of time finding goods in their price range that also meet their needs. We aim to make this process, simple, easily accessible and lifestyle relevant.

Building on Success

We have built the foundation for future enterprise.

Iterating on the work already completed with the databases and current system, we have a flexible platform for many different markets.

Looking to the Future

Below is just a selection of the markets we have the data to provide solutions for:

- Phones
- Televisions
- Smart Home
- Computers
- Laptops
- Tablets
- Smart Technology
- Cameras
- Fitness Trackers
- Action Cameras

- Smart Watches
- Audio
- Washing Machines
- Dishwashers
- Fridges
- Freezers
- Cookers, Hobs & Ovens
- Steam Cleaners
- White Goods
- Cars

Competition

- The landscape of alternative companies is significant, ranging from Autotrader or Ebay to your high street franchised stores and everything in-between.

- All of these attempt to offer the user a level of service which we will not only match, but exceed.

- From our continual market research we cannot see that any of them offer something as bespoke.

- The idea has clearly already gathered some interest as Carphone Warehouse have recently created an area where this is possible on their site, however it does not go into the same granularity and obviously only offers the search for handsets.

- Alternatively http://www.motors.co.uk/, has a working search engine based on the user's lifestyle needs, but it also falls short. Not only does it not have a wide range of available vehicles, but the results it produces are too simplistic proposing too many styles of vehicle, and therefore does not meet the explicit lifestyle criteria which our website will achieve.

- We are currently exploring using the cached data which is saved once a individual accesses any website, to assist with our pre-populated search algorithm. Alongside this, once we have collected enough data in relation to a user, we can start to build a buying profile around what they have accessed on our website. We have not delved into these areas significantly as yet in order to avoid issues with GDPR regulations and holding individual data on our systems.

- Therefore, stores are more our direct competitors than the websites, as they are able to offer customers that "one on one" service and will certainly be able to answer any questions that users may have regarding the product. However, they are still pushing for a sale. Is this what a customer wants?

Our benefits

Our website will offer a unique combination of advantages that are not matched by our competitors. Compared to the other product purchase/comparison options we differentiate ourselves by:

- Offering a unique search which will take the user's lifestyle and translate that into a product which would be best suited for their everyday life (we are the only website to offer this service).

- Offering specialist advice on the products (which will be clear and very simple for the user).

- Determining the cheapest option (although this is offered by our competitors we make it area specific).

- Providing an attractive website where any user would be happy to spend time just relaxing and having a browse through what is available.

- Compared to the stores we offer the impartial alternatives giving non-preferential clear advice to our users.

- Against the alternatives, its a clear choice, simple search, and easy feedback why would our target market choose to look elsewhere?

Rec.

Marketing

- We have selected the marketing mix in order to reach the maximum number of people in our target market at the most reasonable investment cost. Therefore the key components will be digital advertising, email newsletters, SEO (search engine optimisation), social media outreach and radio commercials.

- We will be selling our product as an easy to use website with an attractive interface and a trusted response from our non-preferential recommendation.

- We want the fact that we are easy, quick, and effective to use to resonate with our users.

- The advertising we are going to focus on is very different to other comparison sites as we wish to use radio advertising, one of the frequently ignored but one of the most cost effective methods of advertising.

- We are a free to use website with low on site advertising. The filtration system itself will be quick and very convenient for the user.

- We will offer the best value for money and a superior user experience compared to all other sites in the way Recommended engages and works around the user's lifestyle.

Rec.

Users

- According to our research, our key rival has 50 million users annually

- A vast proportion of these people will only spend 10 minutes on the page before they leave the site

- As users experience our website with its speed, ease of use and great results they will engage for much longer browsing

- We aim to have 10% of their market by end of year 3 and 20% by end of year 5. This would result in an annual usage of 10 million users at the end of year 5

Development Concept

We would like to offer all individuals a recommendation for a product that best suits their lifestyle, needs and budget.

Milestones for 2019

- Finalise website
- Redesign splash page for clearer CTA
- Market the website
- New "How to section" and "what's this?"
- Savings Indicator/Comparison tool
- Cookie cache scans
- Referral links
- Technology relationships
- Recommended Native App for IOS and Android

Thank you for listening.
Do you have any questions?

Matthew Courtney