

AREA OF FOCUS	KEY MESSAGE	HOW TO REACH	WHO TO CONVINC	HOW TO NURTURE	WHAT'S NEXT
TARGET MARKET AND SEGMENT Markets <ul style="list-style-type: none"> • Finland • Sweden • Germany - selected micro-segment • UK Segments <ul style="list-style-type: none"> • Small trendy companies located downtown - selected micro-segment • Restaurants • Stores • Larger high-profile companies • Office hotels • Busy and trendy urban couples • Busy high-income families 	<p>Flowers highly improve your employees' work environment satisfaction.</p> <p>Flowers highly improve your attractability among recruits.</p> <p>Your office will always have fresh flowers with fitting colors - we take care of the weekly deliveries, maintenance and design.</p>	<p>The costs are low compared to any other office maintenance items.</p> <p>Communicating a picture of how enjoyable their office could look like.</p> <p>It's easy to try the service for a short period of time.</p> <p>After the order, you don't have to take care of anything.</p>	<p>Office maintenance person.</p> <p>HR</p> <p>Whoever happens to care about work environment enjoyability (can we as a company identify these personality types?).</p>	<p>Avoiding churn should be the main focus.</p> <p>The first threshold is after the one month trial. Many clients tend to discontinue at this point. How to tackle that?</p> <p>Encourage ordering the service for one year with a reduced price.</p> <p>Take fancy before and after pictures of the office and provide them when the next service continuation decision point is approaching.</p> <p>Offer an easy way to order adhoc flowers for specific needs.</p>	<ol style="list-style-type: none"> 1. Have an ideation workshop, where you use this canvas as an inspiration for creatively coming up individual activities that can help your service grow in one particular market segment. One activity can consist of software development, marketing, user experience design, service design, process development - anything required to achieve growth. 2. Evaluate the potential value and required effort of those activities. 3. Arrange the activities into a growth backlog.
DIFFERENTIATION	<p>We do not only deliver the flowers, but also design the bouquets to fit your office and brand.</p>	<p>On the streets around their office (the most densely populated, trendy small company office area).</p> <p>When a buyer visits offices that already use the service.</p>	<p>HOW IS THE DECISION MADE?</p> <p>Awereness (this will be challenging).</p> <p>Discussions with key stakeholders within the office.</p> <p>Comparison with other recurring office maintenance costs.</p>		
UNIQUE SELLING POINTS	<p>We offer a tool to easily adjust your continuous order: amount of bouquets, sizes and styles.</p> <p>Easy to put order on hold.</p>	<p>WHERE CAN THE BUYER BE REACHED?</p> <p>LinkedIn (geography and role based targeting).</p>	<p>WHAT ARE THE BOTTLENECKS OF PURCHASING?</p> <p>There is no urgency: No obvious problem to be solved and no due dates. These kind of feeling based decisions are easily delayed.</p> <p>Understanding the practicalities. E.g. how does the flower caretaker come to the office? Do I have to get a new set of keys or be present at the office?</p> <p>Nobody is actually responsible for these kind of decisions.</p>	<p>CUSTOMER ADVOCACY</p> <p>We have to target people from other offices visiting those offices that order the flower service. E.g. nice looking contact tags hanging from the flowers.</p> <p>Instagram account and hashtags in the flowers.</p> <p>Encouraging existing customers to promote to new customers by providing them extra flowers per each new customer acquired from customer's advocacy.</p>	