

Limon - Tea Mertaniemi, Laura From - Peer Review 2

I really liked the concept of Lemon, the company would be a great addition a circular economy ecosystem, and would be extremely relevant and timely with Generation Z. The mock ups were great and the color scheme of the slide deck gave it a very professional feel, thus feeling more convincing already just from the aesthetics. I also really liked the tangible goal of being a part of consumer's evoked set, if I was looking to invest in a business like this, this is the type end goal I would want to hear. The tools to reach this goal such as SEO, SEM, social media channels etc. were also very well picked and justified. The slide deck also concluded the marketing strategy with proposals in how to improve their performance in the future, this was a really nice touch and shows how well aware the business team is about their operations.