

Evaluator: Tea Mertaniemi

Presenter: Jarno Ylilehto

Presenting style is nice and easy to follow, Jarno clearly knows what he is talking about. It would've been nice to hear a bit about the positioning of the company, so it would be easier to evaluate the marketing strategy. There was also no mention about targeting and how/if that is taken into consideration with the strategy. The Strategy built, relies strongly on partnerships with different companies. As I don't have any personal work experience from the world of marketing yet, I find it hard to evaluate if the plan is feasible. The slides are very simplified which is in a way good as it makes it easier to listen to Jarno, but the idea of the company is a bit hard to grasp as it is presented very "lightly". I would've liked to hear a bit more reasoning related to the course materials as now the strategy seems to be built based on previous job experience. If I would be a CFO, I would find Jarno's presentation partly convincing, but would probably have some additional questions about why the brand doesn't matter etc.

Presenters: Giovanni Falomo, Matteo Sorrentino

The presentation has a nice visual look and Giovanni and Matteo have clearly invested a lot of time into it. Their presenting style is good and easy to follow. The strategy has nice background analysis about the company as well as goals and targeting that make the case convincing. The customer persona makes it easier to understand who they are trying to reach, especially considering this from the management perspective who might not be so familiar with marketing tactics. I especially enjoyed the ideas about the community, gamification, and the customer as a "superhero saving the planet". They provide good reasoning for their strategic approaches and provide a comprehensive budget, risk, and ROI analysis. All in all, I would find their presentation convincing and would provide funding for them.