



Breakthrough

MARKETING TECHNOLOGY
Transforming Market Insights into Profitable Revenue

Business to Business Brochure
with Caselets

February 2022

Meet Our Team

What makes us different makes us great.



Pamela Roach

CEO

Strategy, insight development, tool development and application

AB Harvard University
MBA Columbia University Business School



Ron Sullivan

Senior Partner

Strategic planning, data analysis, tool development, research design

BS Rose Hulman Institute of Technology



Geoffrey Webster

Senior Partner

Operational excellence, capacity increase, process optimization, workflow automation

BS University of Cincinnati
MBA Portland State University
DBA University of Management and Technology



Larry Glover

Partner

Advertising Communications, Strategic Planning, Cultural SME

BS Hampton University
MBA USC Marshall School of Business

Who We Are

We help go-to-market leaders deliver profitable offerings.

Breakthrough fact-based strategies define how to deliver what customers will pay for and the profitable capacity to deliver it.

- Capture and analyze market and company data for fact-based decision making
 - Leverage multi-functional resources to build internal buy-in
- We are your consulting partner or virtual team member to build and execute growth strategies

What Makes Us Unique



Our partners with experience in 25+ application markets think about opportunities differently
From clear problem statements to concept definition, hypothesis testing to winning offering production



Market data and company data are the foundation of all our insights



Winning solutions align with customer needs
compared to the next best alternative and
delivery of profitable revenue

Clients

A sampling of our valued relationships

Consumer/Education



MARS



The New York Times



Industrial/Manufacturing



WEIDMANN



Agency Partners



The background of the slide is a photograph of a thick stack of colorful folders and papers, some with tabs sticking out. Overlaid on the left side of the image is a dark grey semi-transparent rectangle. To the right of this rectangle are three large, overlapping chevrons pointing to the right, colored in shades of blue and green. The text 'Caselets' and 'PRICING & POSITIONING' is written in white on the grey rectangle.

Caselets

PRICING & POSITIONING

New Filled Coating

PRICING AND POSITIONING

PTFE Dispersion Coatings



SITUATION



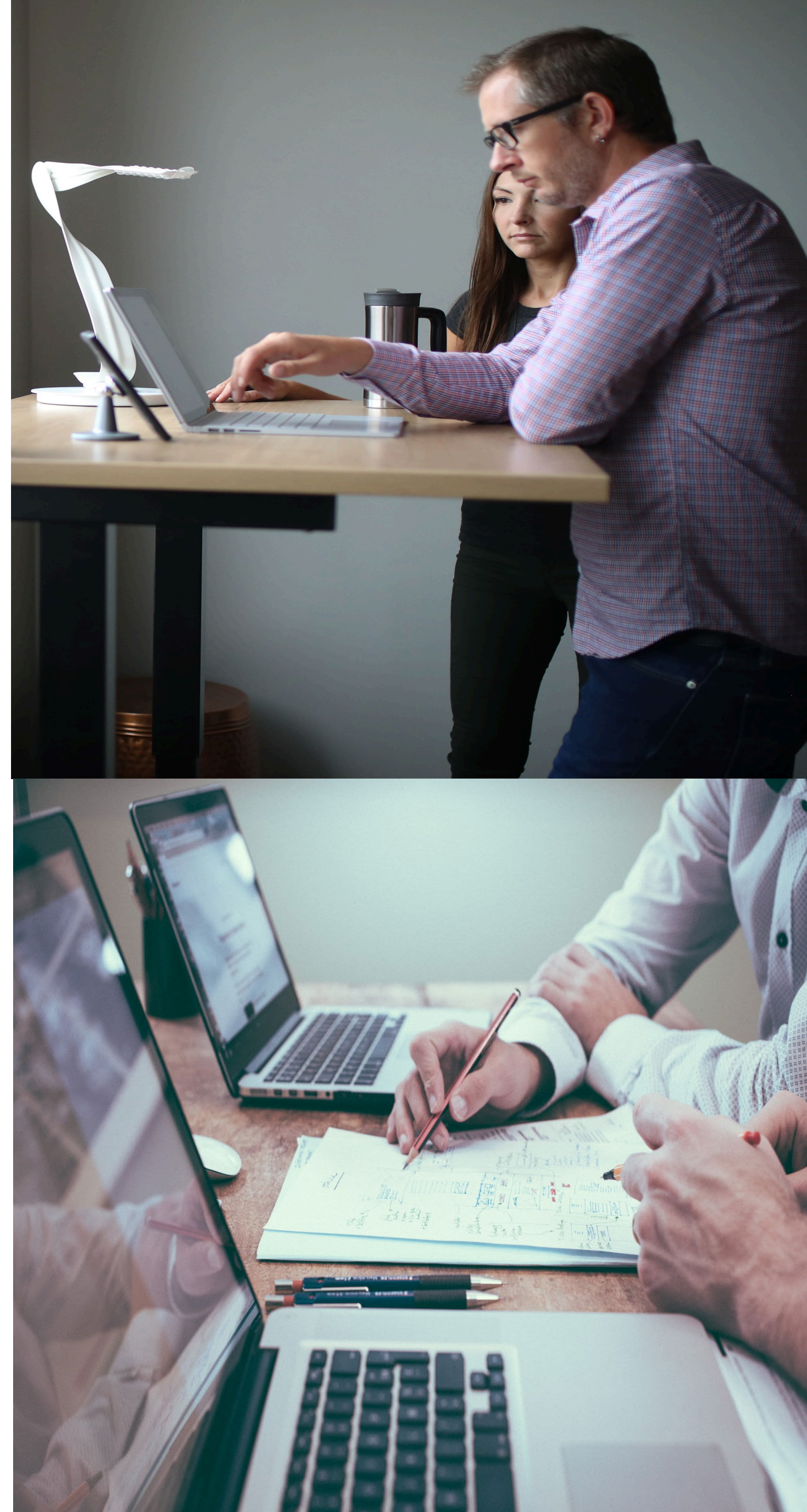
- Leading producer of specialty coatings applied to commercial and industrial fabrics, metals and other solid surfaces.
- Deliver protection and aesthetics.
- Commoditization pressure on their basic offering drove the need for innovation.
- Two new formulation concepts were developed to change the direction of their business performance.

PROBLEM



- Determine demand for the new offering given limited number of customers in each application market.
- Find the right target application market customers for the concept customers would buy.
- Identify who among the potential customers would be most ready to test and purchase.
- Pricing, positioning, and communicating the new value proposition.

APPROACH



- HybridSM VOC integrating qualitative interviews with quantitative pricing and positioning data collection from key decision-makers.
- Data analysis to generate
 - Offering description that delivered customer value
 - Positioning and motivating communications
 - Price demand curves in competitive environment

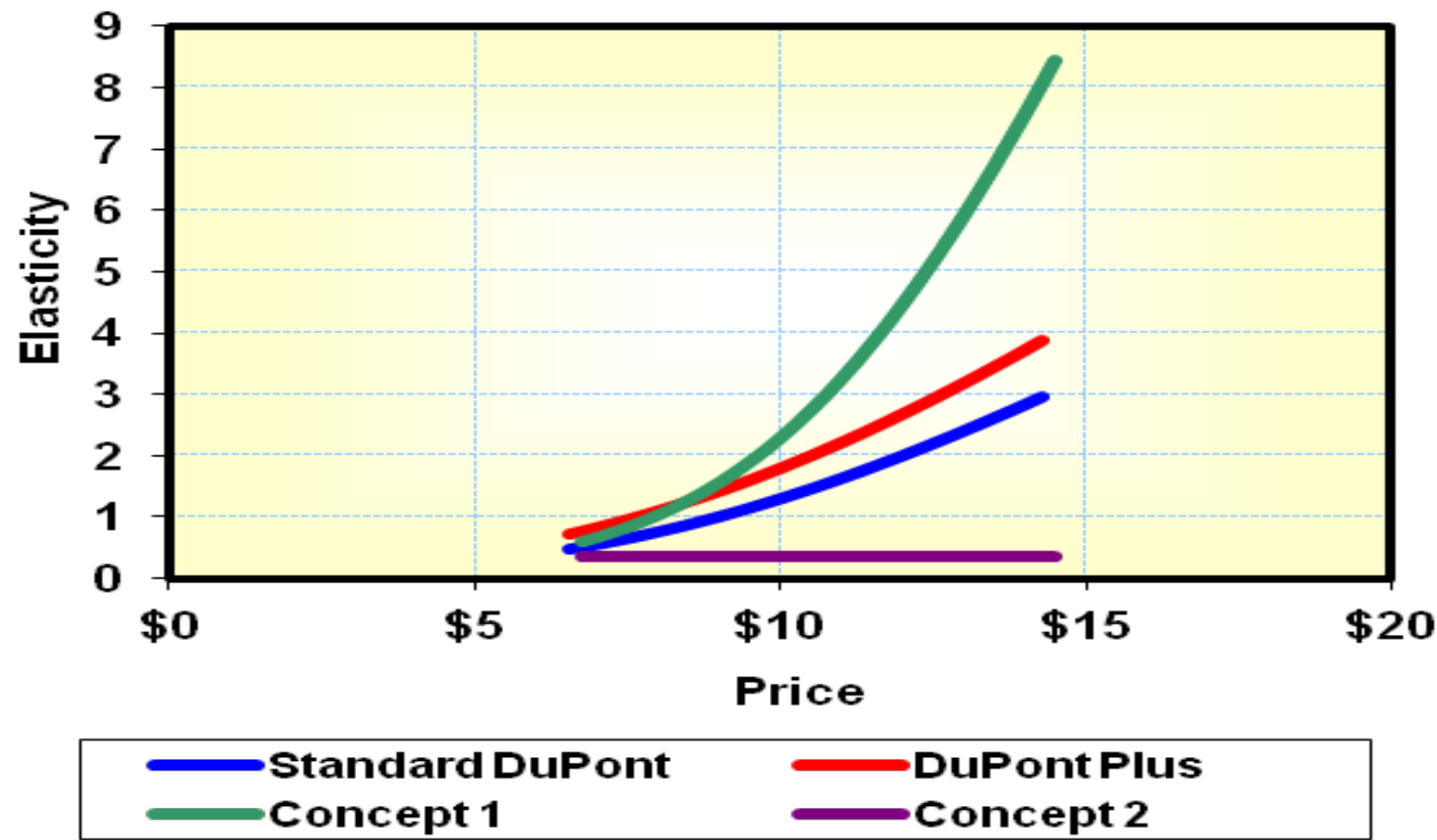
SM servicemark Breakthrough Marketing Technology, LLC. Combines interviews with quantitative data collection for markets with limited number of participants. Copyright 2022 All right reserved

LEARNINGS

Product	A	B	C	D	E	
Product Design	Low Cost Import	Standard DuPont or Equivalent	Dupont Performance	Concept 1	Concept 2	
Gloss Finish	SubStd.	Standard	Standard	Standard +20%	Standard +20%	
CCT	SubStd.	Standard	Standard	Standard +25%	Standard +25%	
Shelf life	1 yr	1 yr	1 yr	3 yrs	6 mos	
Formulation flexibility	Standard	Standard	Standard	Improved	Unlimited	
Food Compatible	Unknown	Limited	Limited	Yes	Yes	
Shear stability	Standard	Standard	Standard x3	Standard x10	Requires stabilization	
	Low cost import	Standard DuPont	DuPont Plus	Concept 1	Concept 2	Other
%2012 use						
A	\$6.00	\$13.00	\$13.50	\$10.56	\$16.48	
% Used						
B	\$6.00	\$10.86	\$11.36	\$11.64	\$12.10	
% Used						
C	\$6.00	\$8.71	\$9.21	\$9.75	\$18.07	
% Used						
D	\$6.00	\$11.57	\$12.07	\$12.45	\$11.25	
% Used						
E	\$6.00	\$8.00	\$8.50	\$13.55	\$15.76	
% Used						
F	\$6.00	\$10.14	\$10.64	\$14.43	\$14.24	
% Used						
G	\$6.00	\$9.43	\$9.93	\$15.38	\$13.35	
% Used						
H	\$6.00	\$12.29	\$12.79	\$16.25	\$18.75	
% Used						

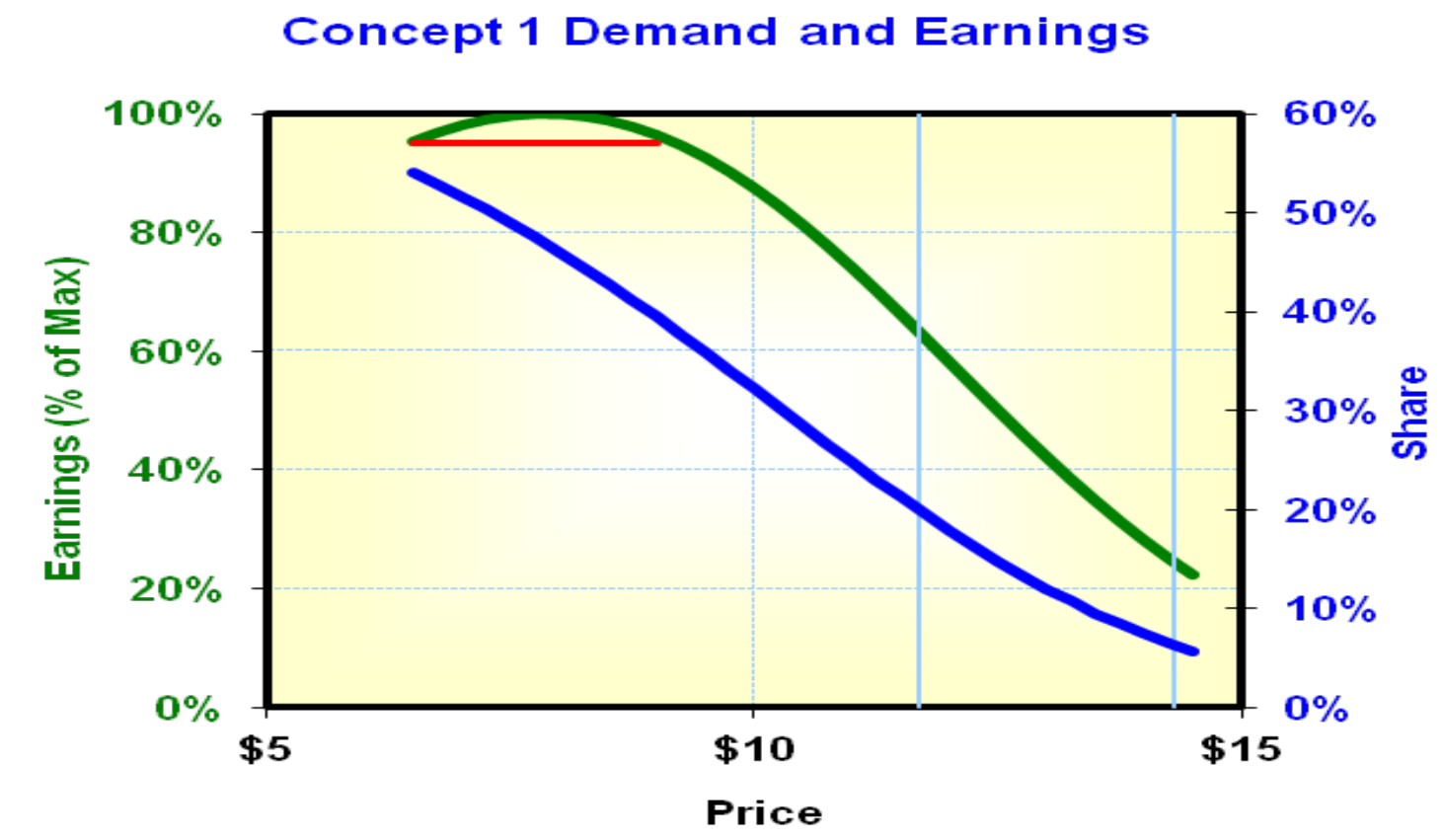
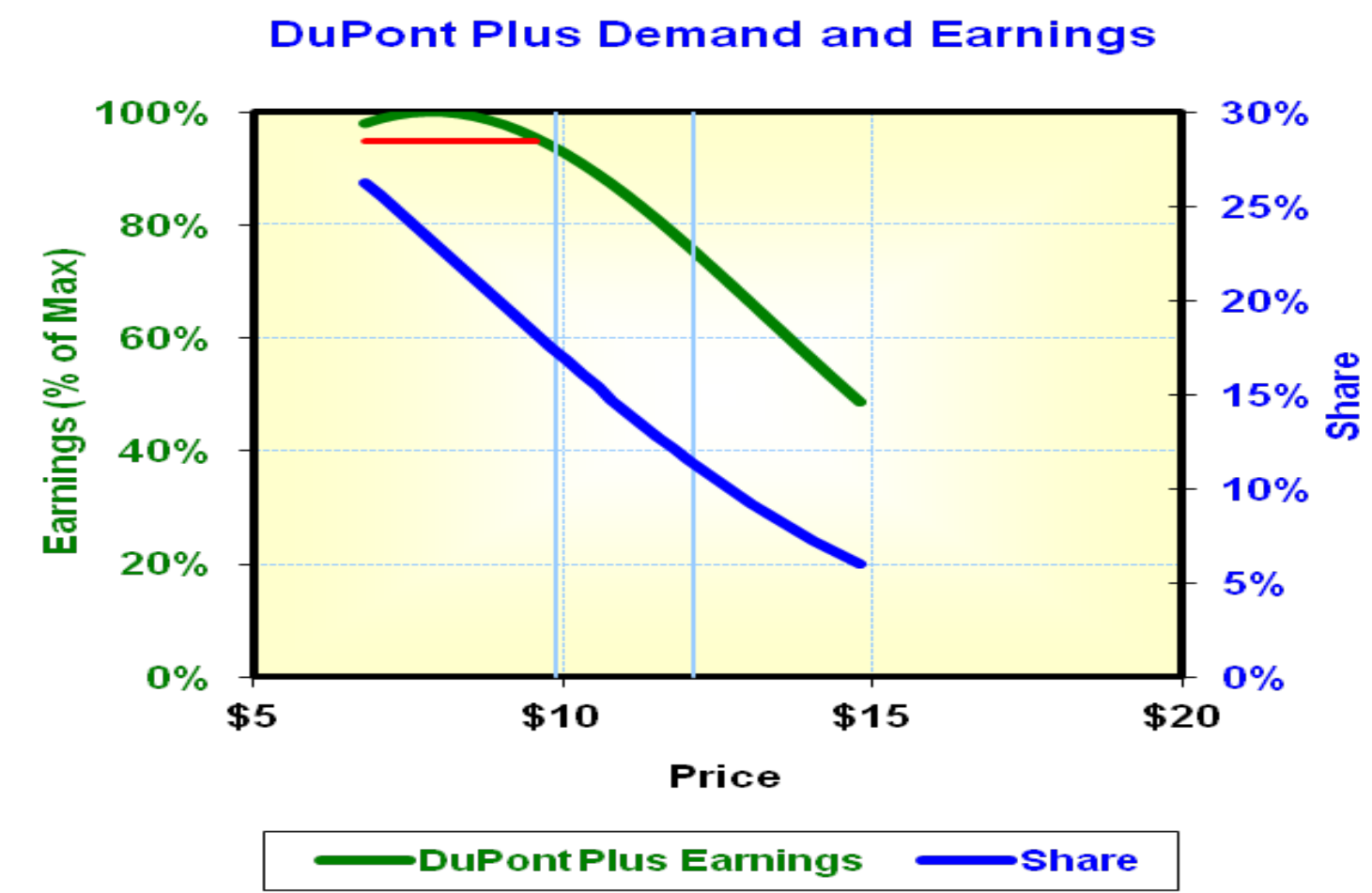
	New Price	Share	Standard Price
Low cost import	\$6.00	45.8%	\$6.00
Standard DuPont	\$10.50	25.0%	\$10.50
DuPont Plus	\$11.00	14.4%	\$11.00
Concept 1	\$13.00	11.9%	\$13.00
Concept 2	\$15.00	2.9%	\$15.00
Other		0.0%	
Dupont		54.2%	

Price Elasticity



- From discreet choice conjoint – prices of feature configurations for the competitive set.
- Interactive *what if* price scenario model.
- Comparative price elasticity of:
 - Existing offerings
 - New formulation concepts
 - Most likely alternatives in commoditizing market

PRICE DEMAND EARNINGS



Interactive price demand curves to define what it does, how well it works and what can be charged.

- Price range at a given share of demand and earnings.
- Earnings reflects adjustable SME* decisions.
- Degree of market awareness can also be adjusted to impact price demand curve.

*SME – sales, marketing expense

COMPETITIVE PRICING

BASE

	New Price	Share	Standard Price
Low cost import	\$6.00	45.8%	\$6.00
Standard DuPont	\$10.50	25.0%	\$10.50
DuPont Plus	\$11.00	14.4%	\$11.00
Concept 1	\$13.00	11.9%	\$13.00
Concept 2	\$15.00	2.9%	\$15.00
Other		0.0%	
Dupont		54.2%	

C1 at Dupont+

	New Price	Share	Standard Price
Low cost import	\$6.00	44.7%	\$6.00
Standard DuPont	\$10.50	19.3%	\$10.50
DuPont Plus	\$11.00	10.8%	\$11.00
Concept 1	\$11.00	24.2%	\$13.00
Concept 2	\$15.00	1.0%	\$15.00
Other		0.0%	
Dupont		55.3%	

-20%

	New Price	Share	Standard Price
Low cost import	\$6.00	36.2%	\$6.00
Standard DuPont	\$8.40	31.5%	\$10.50
DuPont Plus	\$8.90	20.4%	\$11.00
Concept 1	\$13.00	11.0%	\$13.00
Concept 2	\$15.00	0.9%	\$15.00
Other		0.0%	
Dupont		63.8%	

C2 at Dupont+

	New Price	Share	Standard Price
Low cost import	\$6.00	45.3%	\$6.00
Standard DuPont	\$10.50	24.9%	\$10.50
DuPont Plus	\$11.00	10.5%	\$11.00
Concept 1	\$13.00	7.5%	\$13.00
Concept 2	\$11.00	11.7%	\$15.00
Other		0.0%	
Dupont		54.6%	

+ 20%

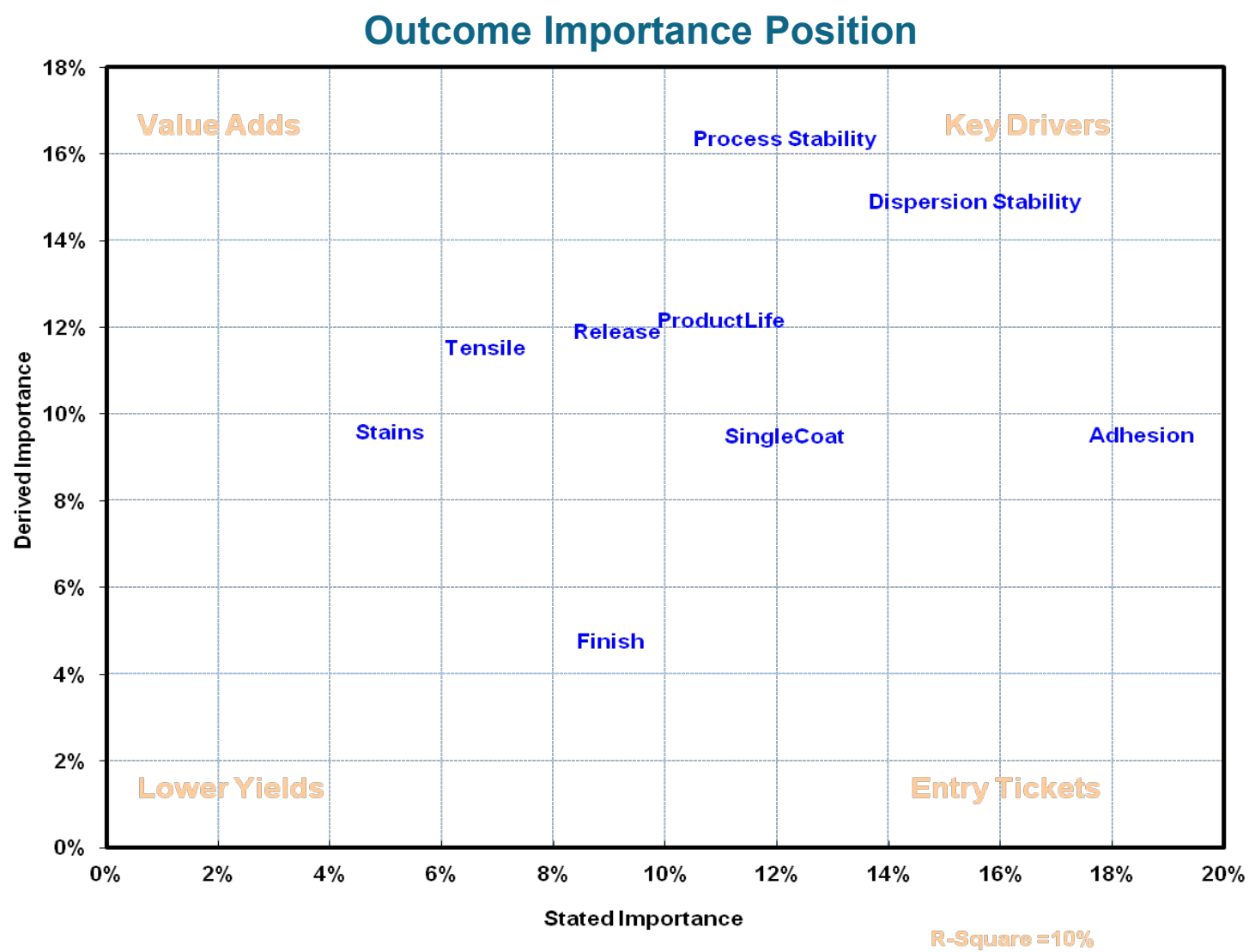
	New Price	Share	Standard Price
Low cost import	\$6.00	53.1%	\$6.00
Standard DuPont	\$12.60	18.3%	\$10.50
DuPont Plus	\$13.10	9.1%	\$11.00
Concept 1	\$13.00	12.1%	\$13.00
Concept 2	\$15.00	7.3%	\$15.00
Other		0.0%	
Dupont		46.9%	

Both at Dupont+

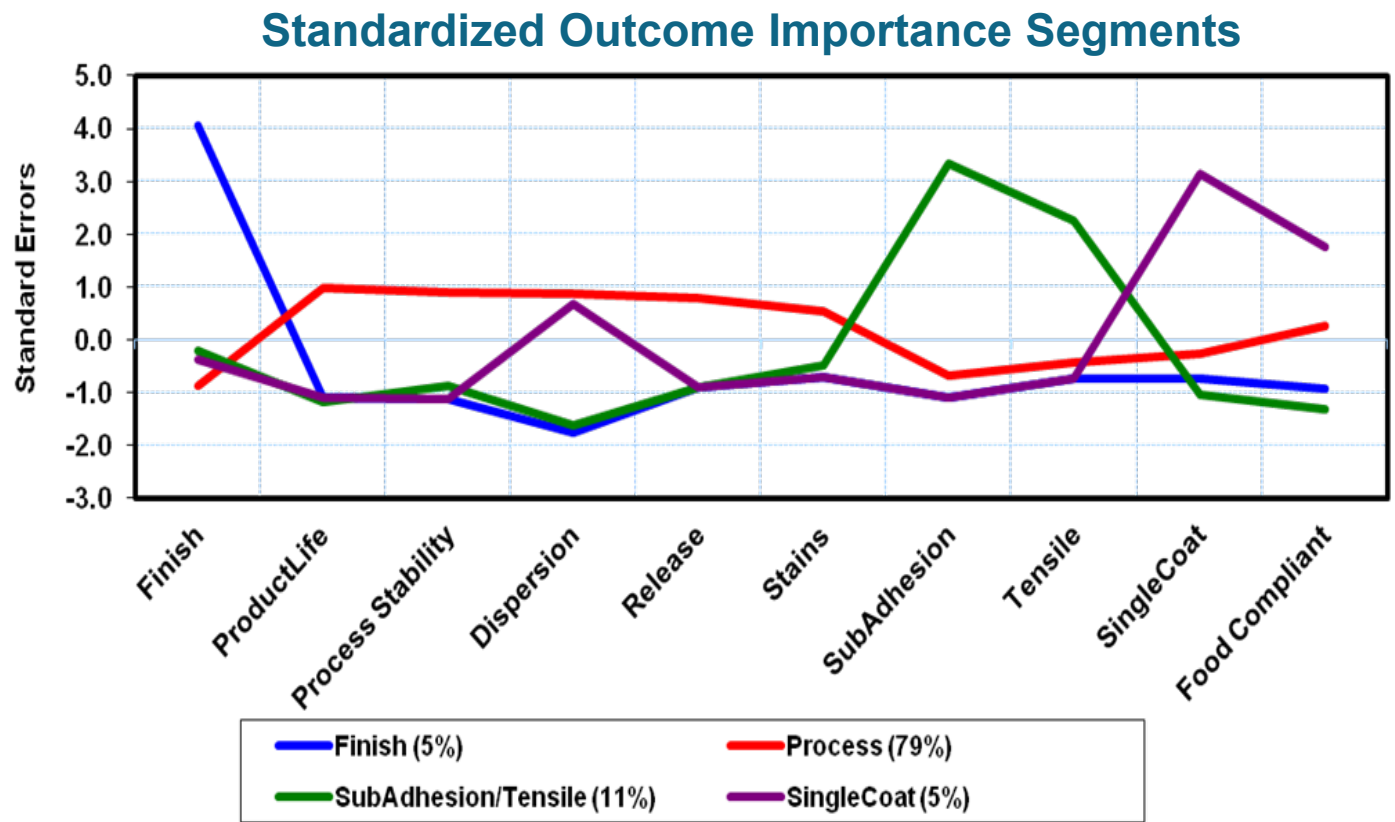
	New Price	Share	Standard Price
Low cost import	\$6.00	47.4%	\$6.00
Standard DuPont	\$10.50	20.8%	\$10.50
DuPont Plus	\$11.00	8.4%	\$11.00
Concept 1	\$11.00	17.8%	\$13.00
Concept 2	\$11.00	5.7%	\$15.00
Other		0.0%	
Dupont		52.6%	

- Explore cannibalization with the organic models.
- Explore interaction of share and +/-20% price change in client offerings and most likely alternative are compared.
- *What if* scenarios play out as prices are adjusted.

POSITIONING



Feature Value vs. Discounts									
Bundle		Better Finish	Life	Passes 25%	Strength	Passes 50%	Adhesion	No Stabilizers	
Percentile	Average	44.7%	10.5%	20.2%	19.8%	14.6%	26.5%	18.9%	7.6%
	75%	13.9%	3.9%	8.8%	6.5%	3.9%	8.1%	7.1%	2.3%
	Median	37.1%	6.0%	15.0%	14.0%	7.5%	26.7%	15.0%	3.3%
	25%	63.5%	9.5%	20.4%	31.7%	22.5%	38.8%	25.8%	7.5%
	15%	82.0%	20.3%	30.7%	37.7%	23.8%	45.3%	35.3%	13.3%
	Average	\$4.47	\$1.05	\$2.02	\$1.98	\$1.46	\$2.65	\$1.89	\$0.76
	75%	\$1.39	\$0.39	\$0.88	\$0.65	\$0.39	\$0.81	\$0.71	\$0.23



- Positioning based on outcomes uncovers key drivers of value customers want to achieve.
- Value for individual and bundled features reveal the premium customers'll pay.
- Feature value-based segments identify substantial segments and their drivers.
- Segment positioning was based on outcome importance, feature value and segmentation.

RESULTS



- **INTERACTIVE DATA**
Analytic relationship between product features, price and positioning documented.
- **ACCELERATED DATA-BASED COMMERCIALIZATION**
Facts delivered in 30 days from 5 application markets.
- **CROSS FUNCTIONAL TEAM**
Marketing and technical functions aligned to collect customer feedback together.
- **PROCESS LEARNINGS TRANSFERRED TO TEAM**
Dupont internalized the process so it became a new commercialization tool.

Mutual Fund Offerings

PRODUCT LAUNCH PROCESS

ING Group



PROBLEM



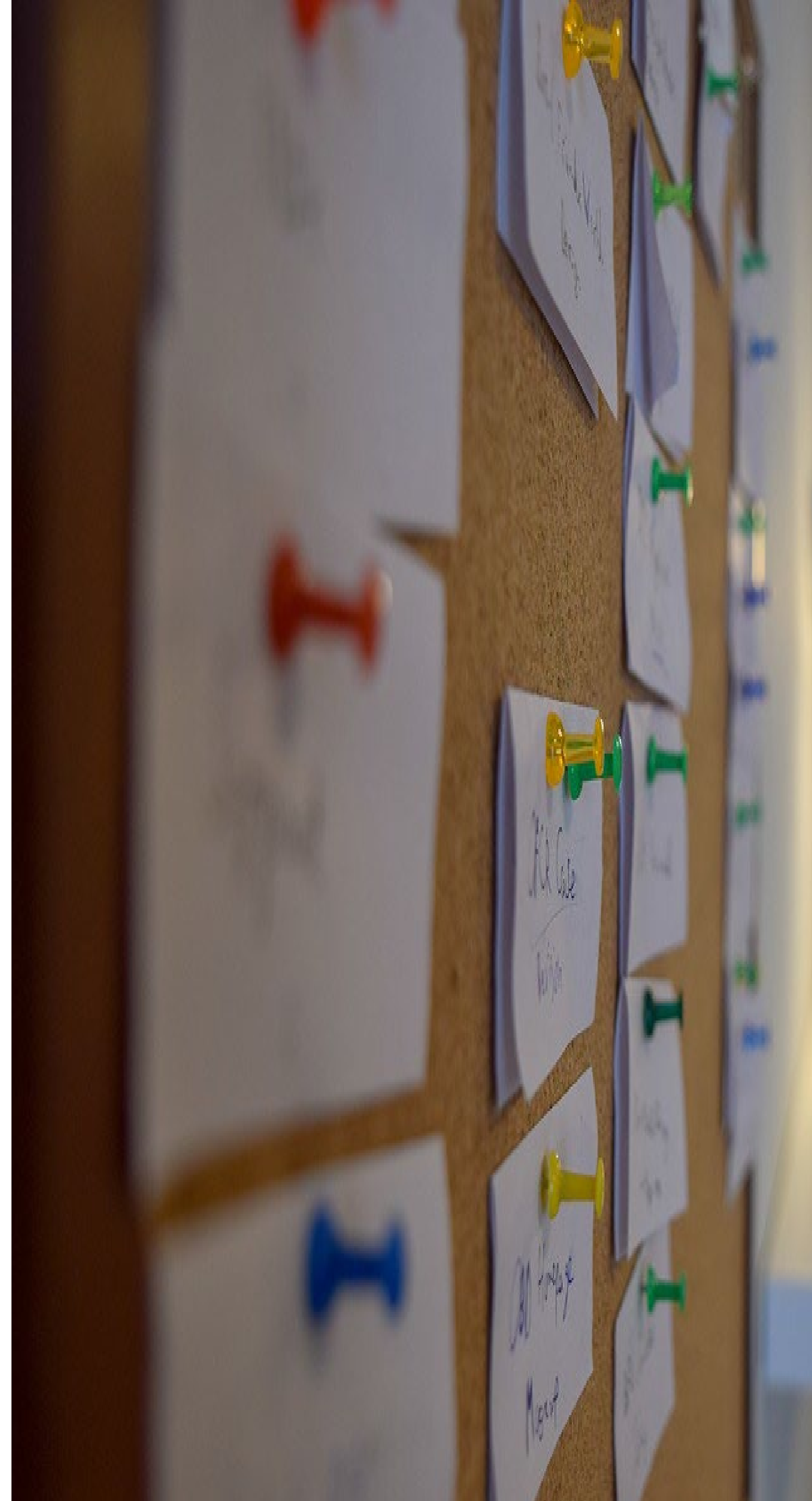
- Product launch process for mutual funds resulted in too many poor performing products.
- Launch time took months.
- Sales never achieved forecasted revenue.

SPECIFIC GOALS



- Products to develop and launch that customers would buy.
- New products that would deliver their KPI – profitable revenue from their target customers.
- Process to consistently launch products that would sell.

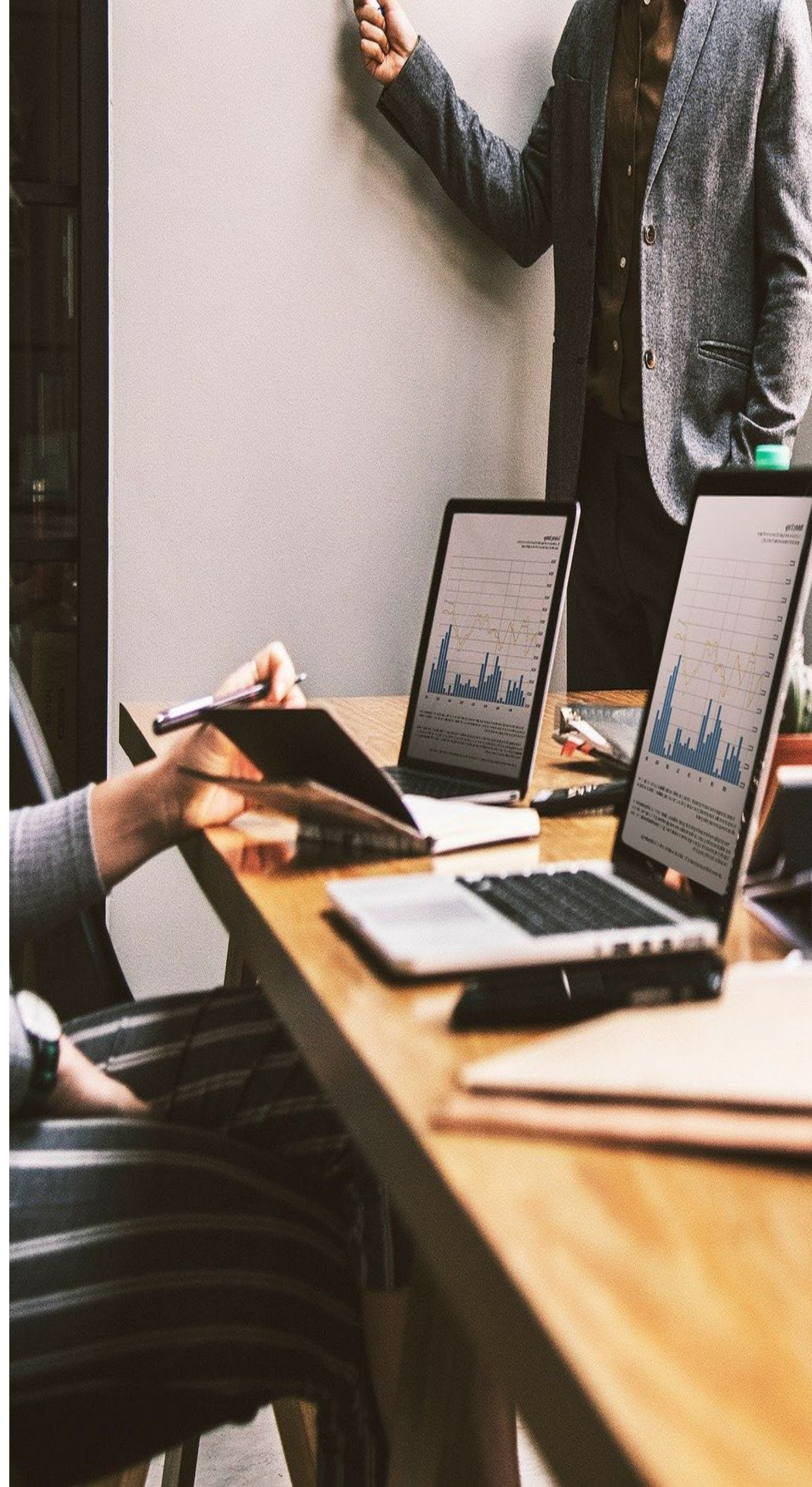
APPROACH



- Convened a cross functional team of stakeholders to design the new process.
- Used DMADV* to develop the business model to meet customer requirements.
- Defined the factors and levels of product features that should proceed to commercialization.

*Define; Measure; Analyze; Design; Validate

SOLUTION



- Newly designed process incorporated tollgates with the "correct people/roles."
- Documented consensus on the passing metrics for each tollgate.
- The correct people were required to be present for each Go/No go decision.
- Neither organizational hierarchy nor influence determined the products to launch.

RESULTS



- **CONSISTENT HIGH-QUALITY PRODUCTION**
Not a single poor performing product was launched.
- **REDUCED LAUNCH TIME**
Launch time dropped from 6+ months to 90 days compared to baseline.
- **ACCELERATED RAMP UP TO TARGET PROFITABILITY**
New products launched reached minimum dollar intake targets in 45% less time as compared to the previous 2-year baseline.

Small Office Printers

PRICING, POSITIONING & MESSAGING

Xerox



Small Office Savings Plan

GOALS



- A manufacturer of office printers, was considering launching a new low-end A3 multifunctional printer to the Brazilian, Russian, Indian, and Mexican markets. 23
- They wanted to understand how to position it and its impact on their current console.
- They wanted know the:
 - Market-based needs or customer-outcomes' segments.
 - Need for A3 printers
 - Value for potentially new features.
 - Customers' attitudes toward A3 systems.

SPECIFIC GOALS



- How to price and position this new multifunction printer against competitive and other A3 and A4 devices to maximize revenue, profits, and sales.
- The value respondents have for certain features, especially scanning, security, and productivity.
- The right marketing messages to best reach potential customers, as well as distinguish this A3 from current printer products.

WEB-BASED GLOBAL SURVEY



- We conducted a web-based survey of small (<100 employees) to medium-sized (100 to 1,000 employees) businesses.
- Using our Breakthrough Toolkit™, we analyzed the survey data to mediate the risk of the new product launch.

RESULTS



STATISTICAL ANALYTICS DELIVERED:

26

- **PRODUCT FEATURE ATTRIBUTE**
Importance & performance.
- **BRAND VALUE**
Importance & performance.
- **OUTCOMES**
Importance & performance.
- **COMPETITIVE PRICING SIMULATOR**
From choice model against 9 competitive products.
- **ASSESSMENT OF ADDITIONAL FEATURES**
Using compositional conjoint demand for entry-level A3 was validated.

Neo-natal ICU

PRICING AND POSITIONING

Medela



SITUATION



- Commercial market need for breastpumps is significant.
- 10.3%* of US births are pre-mature costing 10x full term births
- Length of hospital stay for preemies is 7x the stay of uncomplicated deliveries and 12X the stay for low birth rate babies.

* <https://www.cdc.gov/nchs/fastats/birthweight.htm>

THE CHALLENGE



Medela is the market leader with products and services.

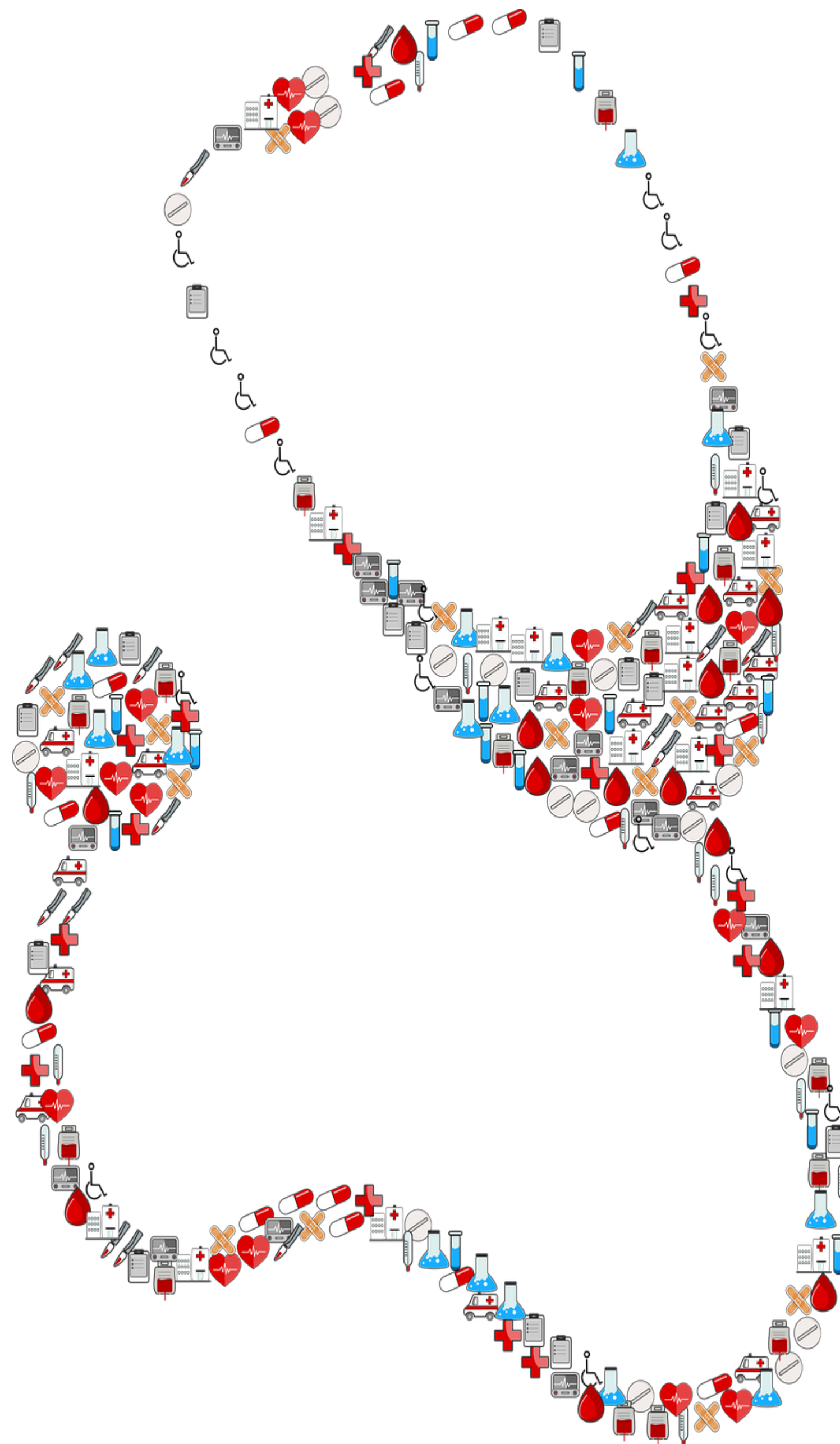
- Prominent position in Neonatal ICUs – preferred by MDs and RNs.
- New high performance breastpump advantaged over existing offerings – including their best seller.
- How to position and price a new higher performing entrant to minimize cannibalization of existing products.

SPECIFIC GOALS



- Quantitative-based knowledge of potential demand for a new bottle-feeding system.
- How to market the new system including:
 - Segmentation
 - Positioning
 - Communications
 - Price

THE APPROACH



- HybridSM VOC assessment of the market opportunity from the perspective of NICU professionals.
- Value added by the new system compared to the next best alternative.
- Validated interest in, value for, barriers to and price for the new system.
- System's benefits' importance and performance.

LEARNINGS

Medela Dominant Flex Aspirator

★★★★★ 5.0/5 MFR: Medela SKU: MEA-0710002



★★★★★

1,514 Reviews

- 84% respondents were extremely or very interested in the system.
- The integrated vacuum control valve that enabled drinking was by far the most important concept feature.
- The most important barrier to acceptance is the respondents are not sure the concept will perform as described.

RESULTS



- **BREAKTHROUGH TOOLKITSM**
Integrated data to deliver a fact-based launch plan.
- **SUCCESSFUL LAUNCH**
NICU professional requested the new Medela breastpump through their purchasing departments.
- **ACCELERATED RAMP UP TO TARGET PROFITABILITY**
Market-driven configuration and price defined the profitable launch that was delivered by operations based on specific and quantified specifications.

Increase Revenue with the Voice of the Customer

PRICING, POSITIONING & MESSAGING

Xerox

SCHOOLS & EDUCATION

Improve your
education programs
and learning with
color

Learn how color can help differentiate your
institution from the rest

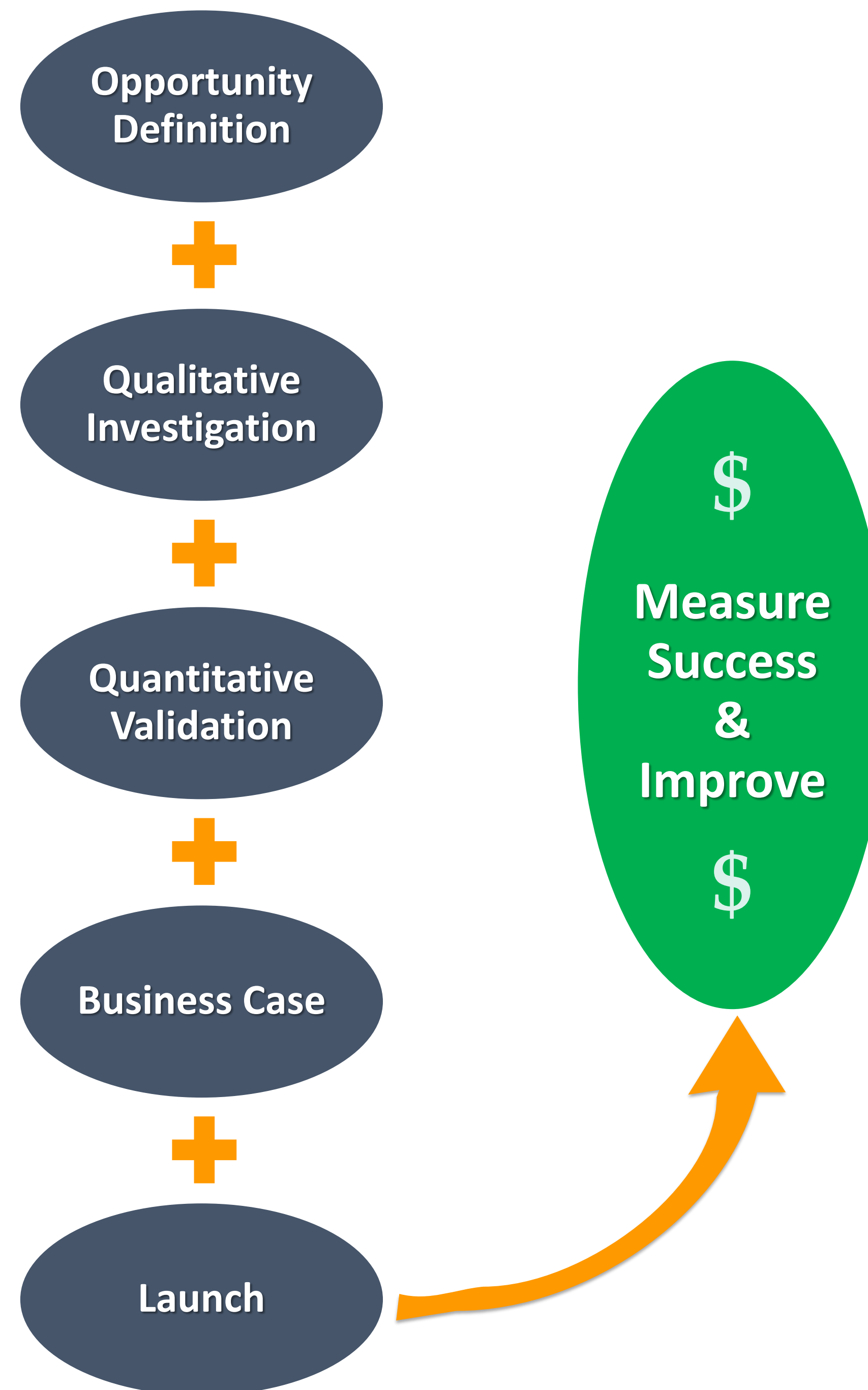


GOAL



- Increase revenue from color printers to the K-12 education market.
- Roadblock: competing in a market that buys on price and where the competition is cheaper.
 - How to win against market leaders?
 - How to succeed when your product will never be the lowest priced option?

CHALLENGE



- What would it take to sell color printers to K-12 education market?
- We laid out:
 - Process for the team to follow.
 - Tasks to complete.

VALUE OF VOICE OF THE CUSTOMER

Improve Learning with Color



Want to impact student performance?

Make worksheets and quizzes colorful. A survey of more than 1,000 kids says color helps them learn.

77% agree color documents boost:
Focus
Interest
Memory

85% believe color makes it easier to understand charts and graphs¹

77% of students who use electronic tablets wish handouts were just as colorful¹

85%

of educators agree it's easier to gain budget for devices that impact learning¹

58%

of educators agree color improves learning and retention¹

Build on the natural ways kids learn.

Before they are barely able to walk, many of today's kids are already interacting with laptops, iPads, eReaders and smartphones, all of which are rich with full color graphics and content. By the time kids are finally ready for school, color is a normal part of how they live—and learn. Continuing to build on the natural connection kids have with color in their formal learning environment is a smart and effective strategy to help young minds grow.

54%

of students are more likely to read a document that contains color¹

- Market-based insights are the foundation for intelligent decision making.
- They were key to overcoming roadblocks that had loomed so large at the start.
- Qualitative insights uncovered the need.
- Quantitative insights validated the need.
- Intelligent decision could be made to speed past the competition.

RESULTS



- **17% YEAR OVER YEAR GROWTH** in sales in the first year.
- **80% INCREASE** in web traffic.
- **CHANGED SELLING** approach to the education market.

Breakthrough Research Tools

Qualitative Explorations

- One-on-one interviews
- Dyads; triads; quads
- Exploratory focus groups
- Ethnographies
- Walk-the-floor observations
- Future Business HistorySM
- Strategy FlowdownSM

SM Future Business History and Strategy Flowdown are servicemark of Breakthrough Marketing Technology, LLC

Breakthrough Research Tools

Web-based Quantitative Validation using the Breakthrough Toolkit™

- HybridSM VOC
- Attribute and attitude outcome importance and performance
- Choice model pricing
- MSI – Market Space Investigation
- RVA – Rapid Value Assessment
- RMA – Rapid Market Assessment
- Feature benefit value and profiling
- Factor analysis and compositional conjoint
- Brand assessment including the attributes and behaviors that must change
- NPS – Net Promoter Score
- Predictive analytics and reporting - Models predicting the likelihood of future membership in your target segment using advanced statistical methods and machine learning algorithms.
- Big data analytics
- Marketing communications vehicle testing and assessment

Operational Excellence Methodologies

Basic and Advanced Quality

- Six Sigma
- DMADV – Define, measure, analysis, design, validate
- LEAN
- Agile
- RPA - Robotic Process Automation
- Capacity increase
- Process optimization
- Workflow automation
- Business Intelligence

Breakthrough Marketing Technology

Founded in 2002, Breakthrough Marketing Technology is a business, marketing and innovation consultancy delivering actionable market insights based on designing, collecting, and analyzing data from the customers to be served.

We create growth strategies that result in sustainable and profitable revenue. By transferring learnings – we enable our clients to do more work better themselves and install high performance processes that grow internal bench strength. Our mentoring and coaching are recognized as supports of the new processes.

We excel at using statistical analysis and predictive modeling – including AI and machine learning, to mine market and company data. Our deliverables leverage client core competencies to extract maximum customer value from every corner of their business.

To deliver market demand we improve productivity, increase capability, optimize and automate workflows for greater stakeholder value.

Accreditation

Certifications

- WBENC
- MWBE- State of NJ
- Small Business- State of NJ
- NYC Small Business
- Port Authority of NY/NJ MWBE & Small Business
- National Minority Supplier Development Council
- Lean Six Sigma

Offerings

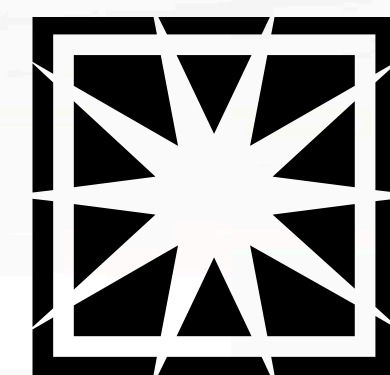
MORESM
SWEEPSM
SOARSM

DUNS

136729766

NAICS Codes

- 541613 Marketing consulting
- 541611 Management consulting
- 541910 Marketing research & public opinion polling
- 611430 Professional & management development training



Breakthrough

MARKETING TECHNOLOGY

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