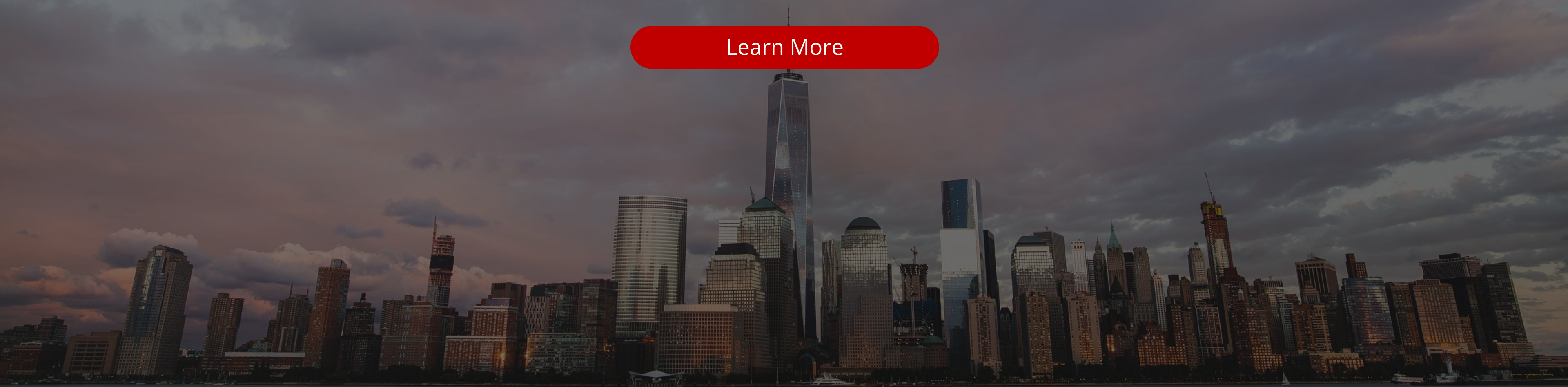


Penetration Into The US Market for B2Cs

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[Learn More](#)



B2B vs B2C



ORACLE

Products & Services sold to other businesses

i.e. database software & technology



Providing goods & services to final consumers

Platform to connect with friends

The Problem **with B2Cs**



2.7 million apps

B2C: Hard to maintain consumer focus



Only 29 % Retention Rate after 3 months

MVP may be has to be perfect or will be deleted



93-95% Annual Retention Rate

B2Bs can have a partial product that is solved by support

Successful Israeli B2Bs vs B2Cs



B2B 80%



anobit

monday.com

Trusteer
an IBM Company



Check Point
SOFTWARE TECHNOLOGIES LTD.

INNOVIZ
TECHNOLOGIES

SimilarWeb

NEXT
INSURANCE

BlueVine

SISENSE

SentinelOne

B2C: 20%



Lemonade

moovit

VIA

Gett



Common Mistakes-Team

- Building a team without local Americans
- Not having the most qualified people
- Lacking of experts in the local market

Common Mistakes

-Octopus Syndrome

- Innovative Concept **vs.** Many Features (Tentacles)
- Simplicity **vs.** Complexity
- Emphasis on the need **vs.** product



Simplicity is Key

Common Mistakes- **Pilot**

- Not doing market research before R& D
- Piloting in Israel for the wrong reasons
- Trying to Enter the US on a large scale
- No actionable go-to-market plan





Exceptions



Constraints sometimes allow for Israel to be a good testing ground



Israel's size helps mapping applications (Small country, easy to map)

How to Succeed **in America**

Extensive research into the US market

Identify **key competitor factors**

Build a team with a partner based in the US



How to Succeed **in America**

Local Strategic Partnerships

Seeking US-based investors

Attracting public attention to your potential





Case **Study**



Identify

Who are your seed users?

1. Need for critical mass
2. Hyper-social environment
3. College Students



Choose Where to go-to-market

- Starting Small: USC Campus



Determine How to reach your seed users?

Gathering Critical Mass:

- Threw parties to get students together
- Needed to download the app to get into the party

Where is Your **Target Market?**



Things to Consider

- Market Entry Point
- Seed Users
- Consumer Trends and Preferences



Challenges

- Cultural & Regulatory
- Financial constrains





Figuring Out your **Core Target Audience**

- Starting region
- Initial Audience:
 - Consumer Trends and Preferences
 - Which groups of Americans are **most likely to buy the product**
 - Age
 - Ethnicity
 - Purchasing Power

Case **Study**

- **Focus**

- **Home and Renters** Insurance for Urban Dwellers

- **Simple and clear value proposition - Instant Everything**

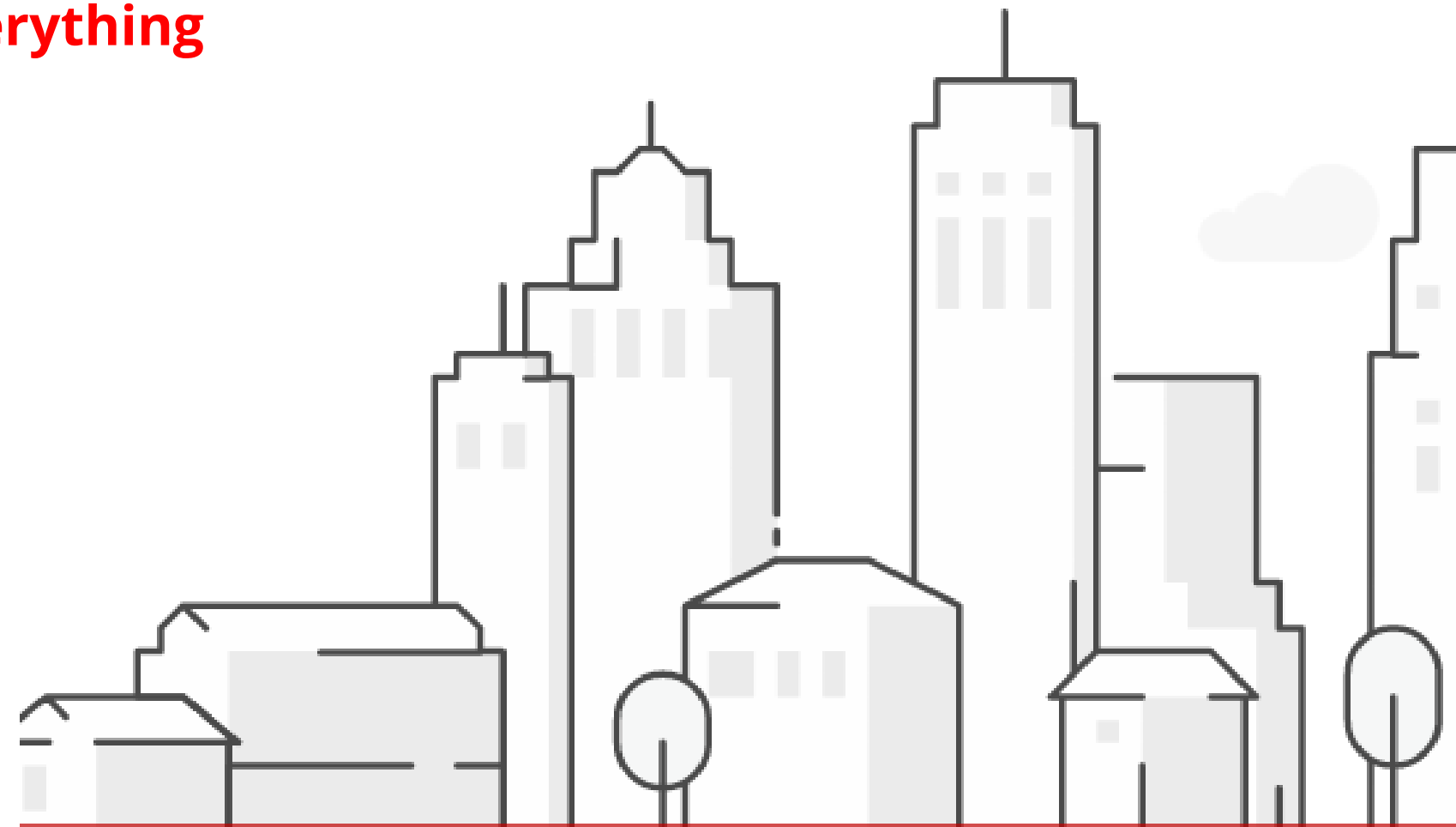
- **90 Seconds** to get insured
- **3 Minutes** to get paid

- **Simple and Clear Pricing - Killer Prices**

- **\$5** Renters Insurance
- **\$25** Homeowners Insurance

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\$480M Raised!

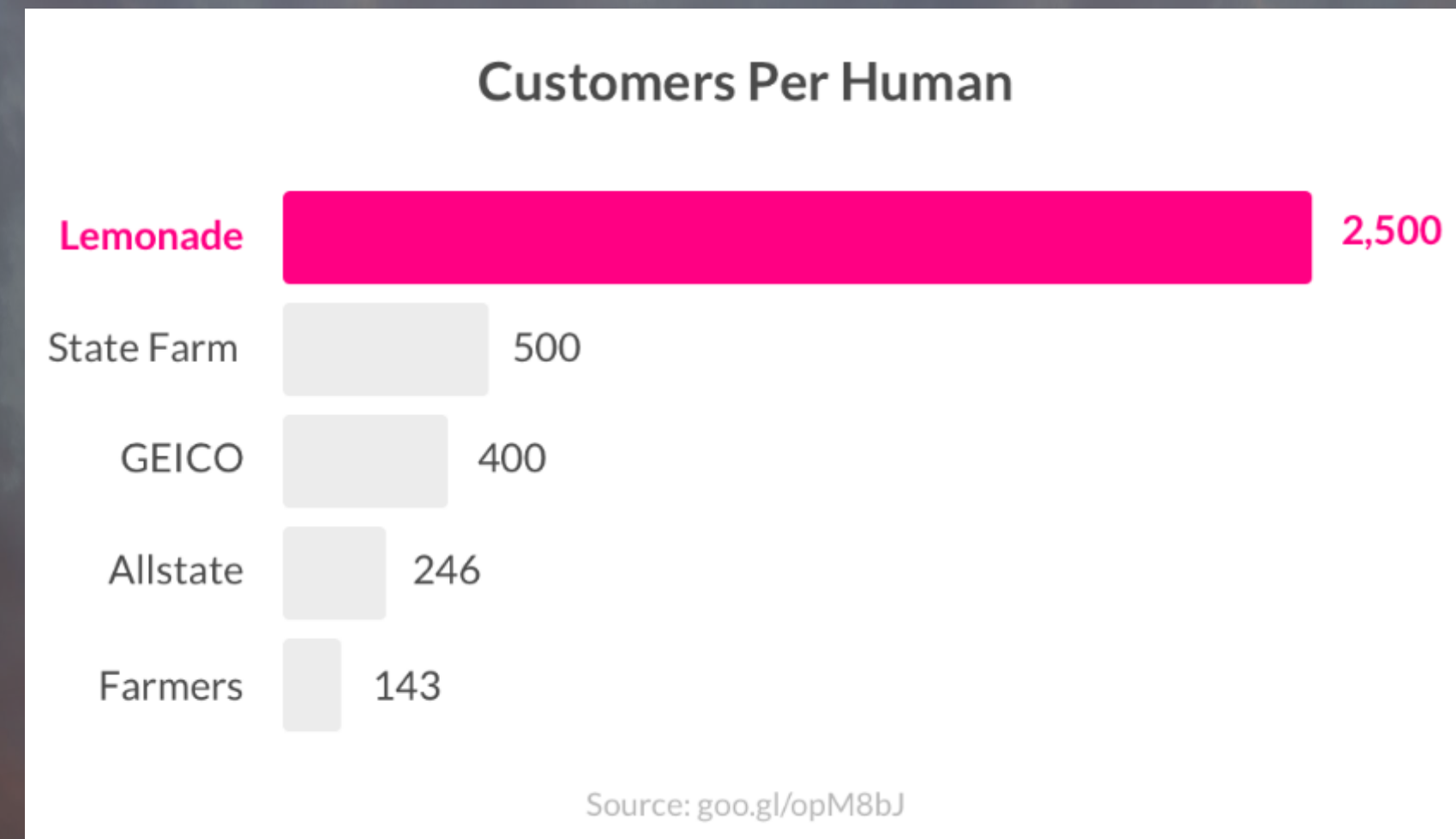
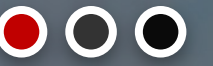


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Path to success:

- **Niche Market:** Homeowner's & renters insurance
- **Simple Business Model:** 25% flat fee on premiums; 75% accumulated to pay claims
- **Engage Locally:** Unclaimed Premiums go to charities

Started with a narrow target audience



Summary

- K.I.S.S.
- Smart Small
- Focus on your audience; build positive public perceptions
- Team up with/hire locals, open local production, strike local strategic partnership deals





THANK YOU

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