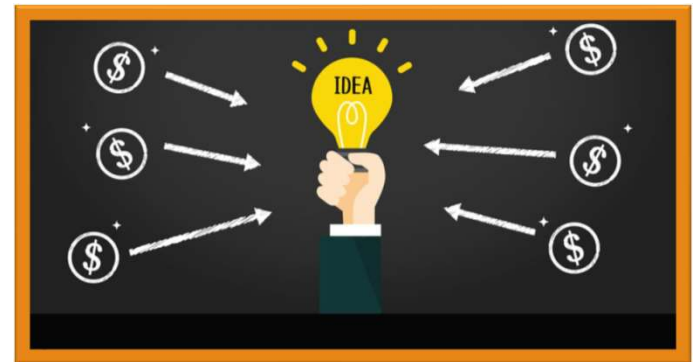


Getting PegStove into the Market

By: Akash Navneeth

The Problem

- **Building a successful crowdfunding platform**
 - Seeking to increase interest in potential customers via crowdfunding
- **Engaging the target audience for this product**
 - Creating a marketing plan to aim the product to the target audience
 - Requires a method of retaining customers for continued support



My Research



Examining the Competitors

- **The Portable Electric Stove Market Competition**
 - Must be plugged into a wall socket
 - Only suitable for indoor (at home) or outdoor activity
(cannot be used while driving)
 - Like household cooktops – flat and insecure apparatus



My Solution for PegStove



The Potential PegStove Strategy

Part I

The Crowdfunding Platform

- Title – PegStove: Heating Your Snacks On-The-Go, Wherever You Are
- Tagline – “Your favorite snack at the push of a button”
- Eye-Catching Images – Take candid photos of product
- Funding – Flexible option is best
- Feasible Campaign Schedule – 60 days
- Pitch Video – Craft a pitch video for the campaign that catches the audience
- The Product’s Story – Draft a professionally written description of your company’s story
- The Perks for Customers – Detail the advantages for customers if they sign-up as one of the 5000 people

The Potential PegStove Strategy

Part II

The Marketing Plan

■ Product

- Give a summary of the functionality
- Create a warranty plan for your customers

■ Price

- Price should be either \$64.99 or \$70.99, depending on production costs
- Offer more than just 15% off – the more incentives, the more traction

■ Promotion

- Promote in stores like REI, Columbia Sportswear, Academy Sports, etc.
- Promote on more social media platforms, not just Facebook and Instagram

■ Place

- Mention your website on the crowdfunding platform – this will bring more web traffic to your website
- Redesign the website if possible to increase web traffic even more

■ People

- Add a feature where after getting a sign-up, a potential customer
- Utilize an email account with pre-drafts of common email responses to have cohesive and effective communication with customers

References

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