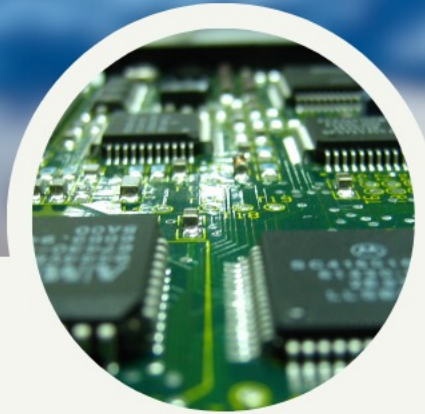


Spring 2023 Report

Pareto Solutions






Electronics Manufacturer

Summary

Goal

Develop a strategy for an Asian electronics manufacturer to enter the US automotive acoustics market

-  Technically analyze the sound systems of the top 30 car brands in the US to isolate target partnerships
-  Research key US market players and provide acquisition targets
-  Propose acoustic innovations based on customer preferences and market openings

Approach

Deliverable

A deck highlighting partnerships and acquisitions for market entry as well as case studies on consumer preferences and the acoustic landscape in the US

Impact

Client received robust comparisons of acoustic systems, a target partnership list, financials and synergies for potential acquisitions, and plans for innovative expansion to formulate a strategy to enter the US automotive market

Tools



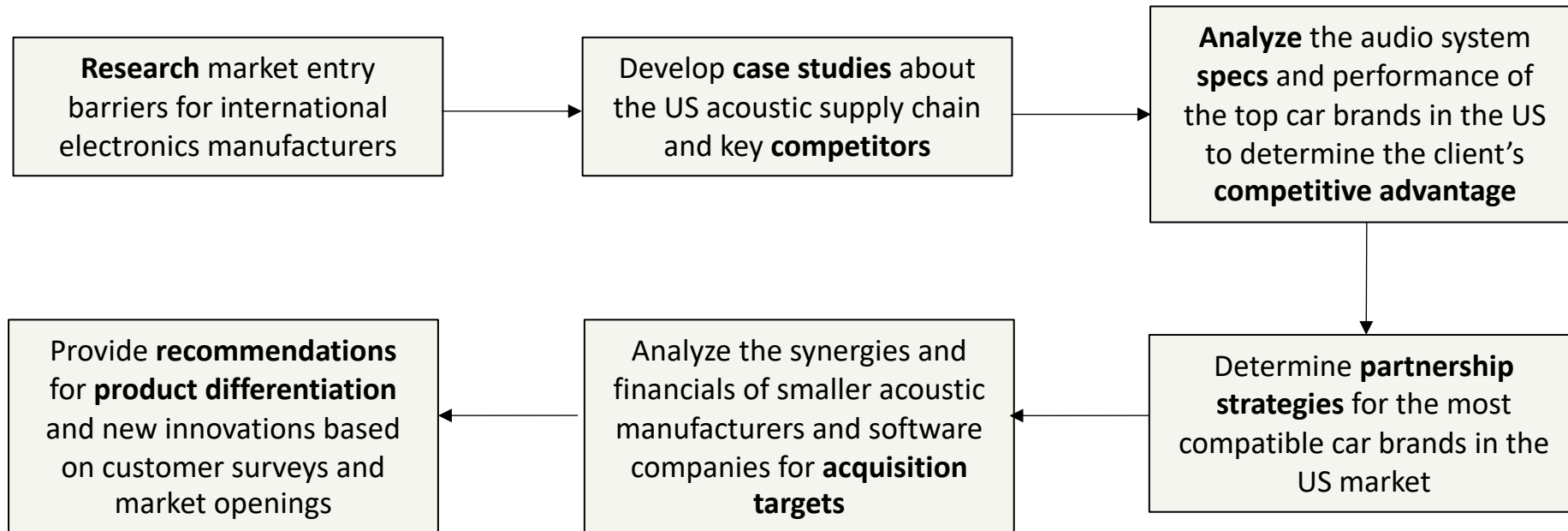
PitchBook



Refinitiv



Roadmap








Advertising Software Company

Summary

Goal

Develop a strategy to understand the market and customer requirements for digital brand and direct advertising

-  Interview managers in advertising to understand their current digital solutions and areas for improvement
-  Survey advertisers to understand their key considerations for digital marketing practices
-  Conduct case studies for targeting customers in segments such as media or retail

Approach

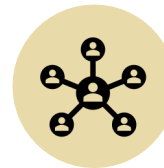
Deliverable

A deck highlighting key findings from interviews and surveys as well as final recommendations for customer acquisition in multiple sectors

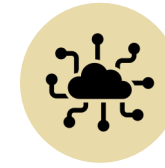
Impact

Client received 20+ direct consumer leads and detailed recommendations of how to cater their current marketing tools to fit the digital marketing requirements of financial technology companies, fast food restaurants, broadcasting services, media software organizations, and more

Tools & Skills



Wisr



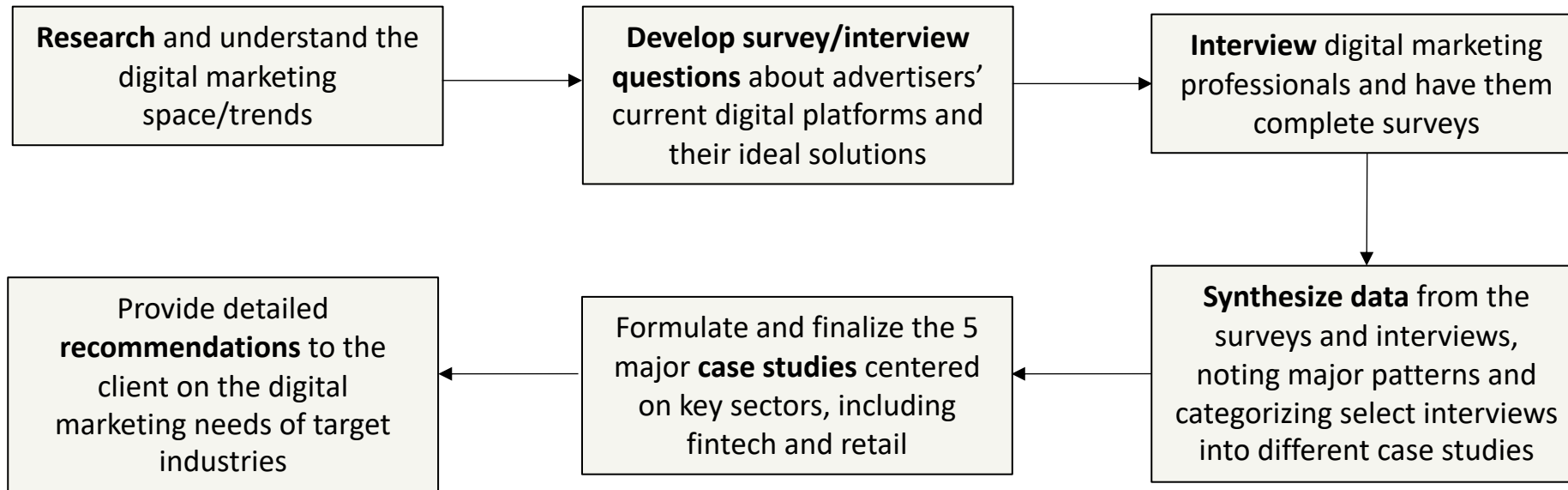
Apollo.io



Mail Merging



Roadmap








EdTech Company

Summary

Goal

Develop a strategy for an education company based in Asia to enter the educational apps market in the US

-  Provide an overview of the US educational apps market in terms of industry trends, customer segments, and opportunities
-  Present studies highlighting the business models of 10 leading US competitors
-  Propose marketing strategies to develop brand presence in the US

Approach

Deliverable

A deck highlighting best practices for market entry as well as case studies on the client's largest competitors

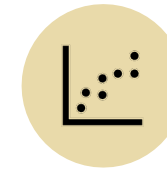
Impact

Client received a clear picture of the competitive landscape of EdTech in the US and was able to formulate a strategy to enter the market and build up their brand presence

Tools



PitchBook



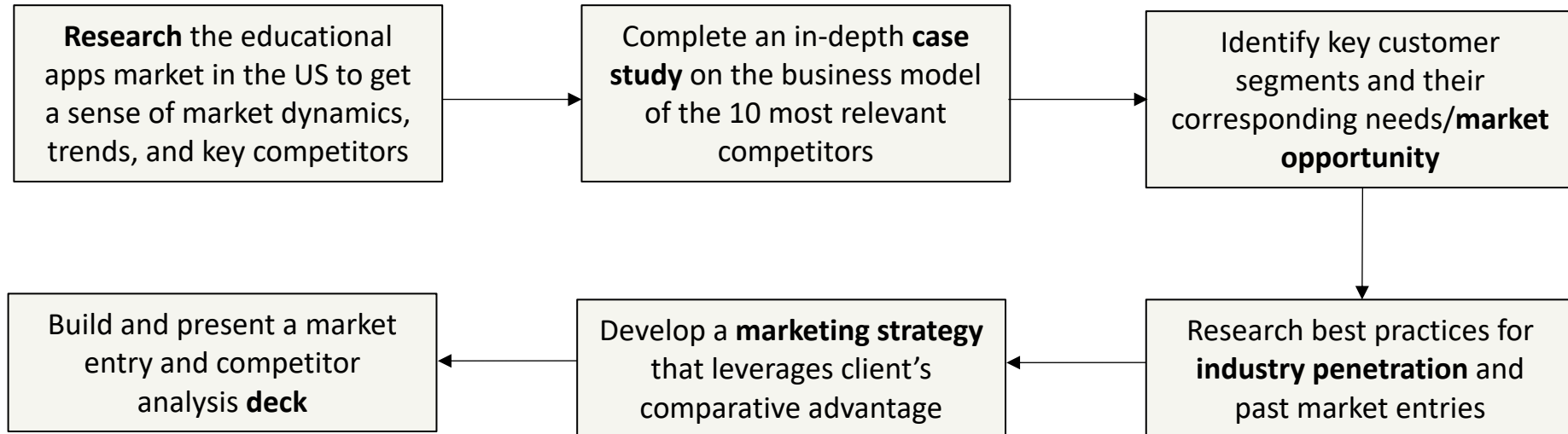
Tegus



Crunchbase



Roadmap








Subleasing Platform

Summary

Goal

Determine a growth and fundraising strategy for a subleasing platform

-  Research the college student subletting market
-  Conduct customer discovery interviews
-  Present recommendations for funding sources and financial planning

Approach

Deliverable

A deck highlighting best practices for tapping into the college student demographic and meeting fundraising goals

Impact

Client received a deck outlining steps to secure \$625K in funding and providing data to drive growth through customer discovery and product adjustment

Skills



Interview Data
Synthesis



Social Media &
Event Management



Roadmap

