

ENVIRONMENTALLY FRIENDLY



Go-to- Market Strategy

list



01

Precise Market Targeting

02

Main Entry Channels

03

**Competitive Advantage
in Market Entry**

The EcoPulse market entry strategy follows a B2B2C (Business-to-Business-to-Consumer) model, where the platform first partners with businesses (banks and merchants) to gain access to the end consumers.

Precise Market Targeting



01

Total Addressable Market (TAM)

The growing market for sustainable goods in the European Union, with a population of over 450 million people.

02

Serviceable Available Market (SAM)

Approximately 150 million people, or one-third of European consumers who consider sustainability in their purchasing decisions.

03

Serviceable Obtainable Market (SOM) - Primary Market

Digitally-savvy, environmentally conscious individuals in France, especially Millennials and Gen Z in urban centers like Paris, Lyon, Marseille, and Bordeaux.

Main Entry Channels



01

Partnership with Open Banking Platforms and Neobanks

This is the main channel for initial user acquisition. By integrating directly into banking systems (using APIs from platforms like Tink), the user acquisition process becomes much simpler, as users can easily connect their accounts.



Main Entry Channels



02

Partnership with Sustainable Merchants and Aligned Brands

EcoPulse will create a network of eco-friendly stores and brands. This collaboration helps merchants attract new customers and provides users with a complete ecosystem to spend and earn rewards.



Main Entry Channels



03

Digital Marketing and Influencers

To build awareness and acquire users, the strategy includes targeted campaigns on social media and collaborations with sustainability influencers. This approach is particularly effective for reaching the Millennial and Gen Z audience who are active in the digital space.



Competitive Advantage in Market Entry



EcoPulse's competitive advantage lies in its strategy to avoid heavy spending on direct-to-consumer acquisition. Instead, it leverages existing and trusted channels (like banking systems). This approach reduces costs and significantly increases the platform's scalability. Furthermore, by creating an ecosystem that includes consumers, merchants, and financial partners, a powerful value loop is created that makes it difficult for competitors to enter the market.

Thank you for your attention

