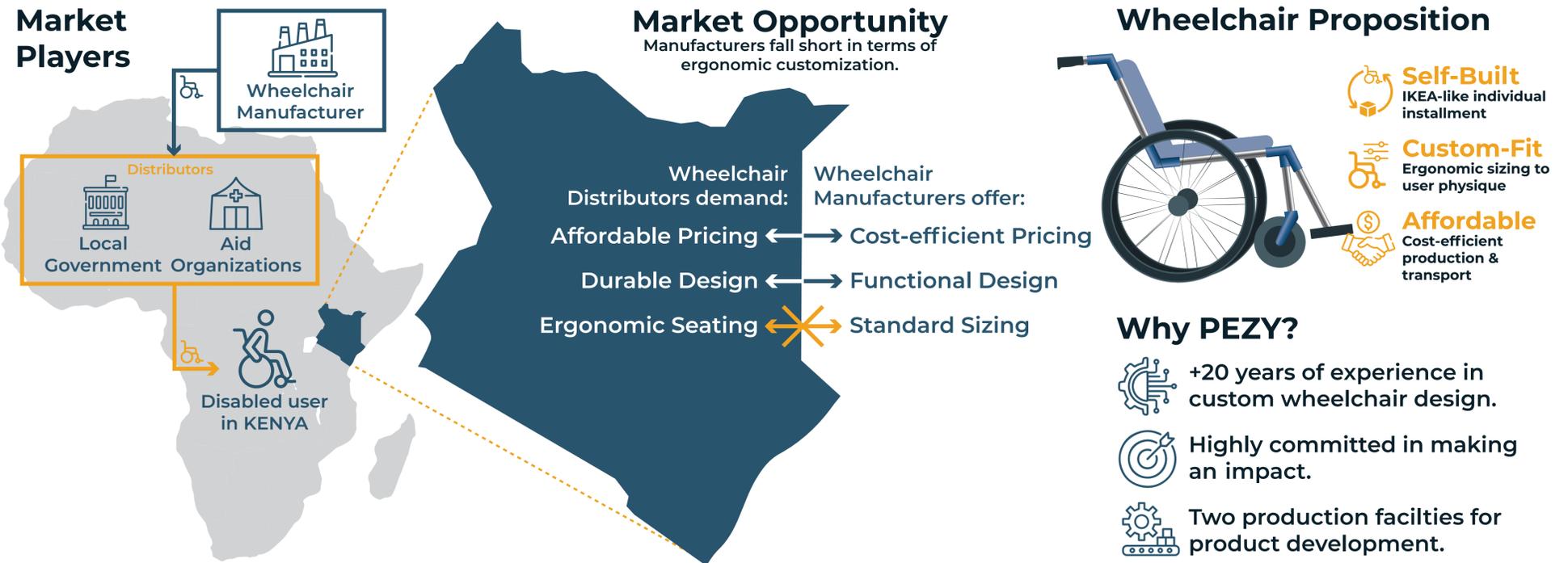


PEZY. MARKET ENTRY STRATEGY

A strategy on how PEZY can add value to the wheelchair market in developing countries with a new custom-fit wheelchair.



Market Entry Strategy

The roadmap below outlines how PEZY can enter the wheelchair market in developing countries in various stages:

Product Development: Initially, PEZY will focus on product development, designing the wheelchair in collaboration with the International Committee of the Red Cross (ICRC). PEZY will seek financial support from entities like the Global Disability Innovation Hub.

Pilot Testing: In the second stage, PEZY will conduct a pilot test with a distributor such as the ICRC or a local partner in Kenya, like The Accessible Institute. This will validate the product in a real-world context and allow for necessary improvements.

Market Launch: The final stage will focus on market entry. PEZY will explore securing intellectual property rights to protect against competition. They will establish a venture to realize the production line, partnering with a company to distribute wheelchairs on a large scale to individuals in developing countries.

Strategic Roadmap	Now	Year 2	Year 4	Year 7
VISION	HORIZON 1 A New Self-build Custom Wheelchair	HORIZON 2 In-field Wheelchair Pilot-Testing	HORIZON 3 PEZY. VENTURE. Wheelchair SERVICE COMPANY	FUTURE VISION PEZY. INGENIOUS PRODUCT DEVELOPERS "Not only help people get of the ground but empower them to actively engage in life."
GOAL	Validate if the product idea is worth the time and investment in designing.	Validate if the product suits the customer and the overall market environment.	Start a venture and set-up a wheelchair distribution network to realize large scale production and distribution to reach as much mobility disabled people.	
KEY ACTIVITIES	Meetings to validate interests, Seeking R&D funds, Start Product Development	Pilot-test collaboration, Wheelchair Production, Pilot-test Execution	Product IP Rights, Start Venture, Sell first batches, Upscale production, Deliver wheelchairs worldwide	
Key Partners	Aid organizations (e.g. ICRC), Funding organizations (e.g. GDI hub)	Aid organization (e.g. ICRC)	Financial Partners (IKEA / DHL), Collaboration with Service Company, OEM in Asia	
PRODUCT DEVELOPMENT	First Idea, FEI, NPD	Industrialization, Pilot-test Evaluation	Improved wheelchair design, Continued wheelchair improvements	
Resources	Custom Wheelchair Experience, Design knowledge	Production facilities Groningen & Varsseveld	Own production facilities	

Co-creating a Distribution Network with PEZY

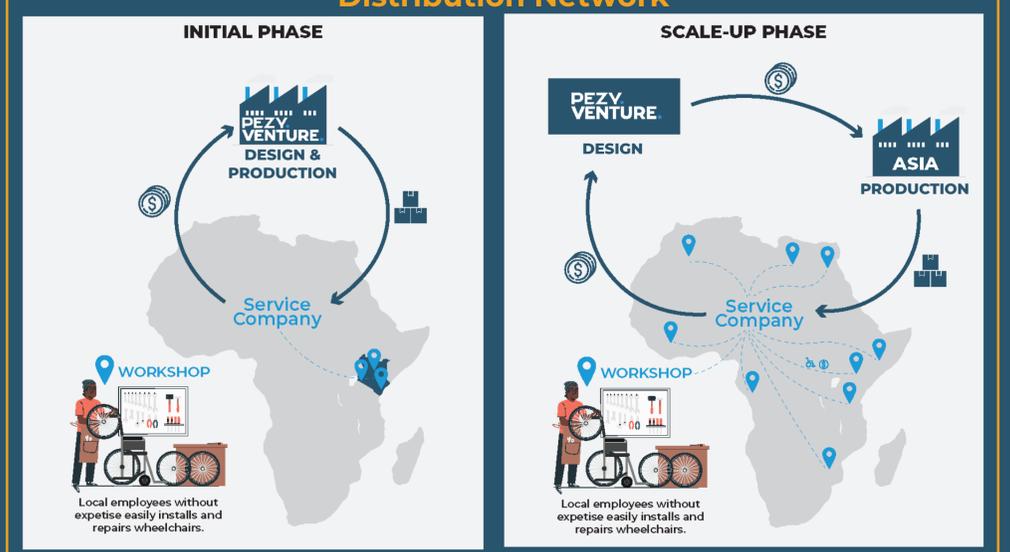
The wheelchair service company is not yet established in the market. During a co-creation session, PEZY outlined the requirements for this potential company and its collaboration with PEZY its wheelchair production venture.



Next Steps



Distribution Network



O.J.J.B. (Oege) Hamminga
'Designing a market entry strategy for PEZY its custom wheelchair.'
21 June 2024
Strategic Product Design

Committee Erik Jan Hultink
Stefan Persaud
Company PEZY

