


Switzerland's Mitipi Discovers the Best Pricing and Messaging to Launch in the US

Mitipi aimed to launch their smart device that deters home break-ins with sounds and projections into 120,000 US households within two years.

The Problem

Mitipi CEO Dr. Patrick Cotting and his team developed a home security device that simulates everyday life and makes potential burglars think someone is home. After a launch in 3,000 households in the Swiss test market that resulted in zero burglaries to date, Mitipi wanted to bring its hardware to the US.

To learn the best approach for this new market, Mitipi joined the Fall 2022 cohort of companies working with USA Launching Pad to bring their goods and services to the US.

 *I spent two weeks in San Francisco and shaved off 6 months of time I would have spent trying to understand the different channels we needed to be successful.*

— Mitipi CEO Dr. Patrick Cotting



The Solution

Most of the work with USA Launching Pad was carried out remotely between Switzerland and a dedicated team in San Francisco. In the final two weeks Mitipi's CEO and Chairman were on-site in San Francisco to attend meetings with US experts and workshops arranged by USA Launching Pad covering:

- Sharpening of US value proposition and messaging with the StoryBrand technique
- Fundraising and corporate culture in Silicon Valley
- Spotting red flags and legal issues when setting up a foreign entity in the US

With the interviews, meetings, and workshops, Mitipi was able to:

- Confirm that the existing alarm systems sold in the US didn't address all pain points

- Find a new market opportunity in "burglary prevention"
- Learn that American consumers wanted a relationship with a brand alongside a product
- Overhaul their website using the gained insights
- Conduct 14 structured interviews to test pain points and marketing messaging
- Determine the right audience and decision makers
- Understand that their existing pricing and their software product had to change to apply to the US market
- Identify potential sales channels and partnership strategies

Mitipi's learnings

Mitipi's customer research proved that Americans were not willing to pay as much as Europeans. But they were open to a lower price for the device plus a monthly subscription for an app that allowed extended configuration, personalization, more features, and remote control. Mitipi is finalizing these features for a 2023 US launch with a marketing campaign reflecting the messaging tested during the USA Launching Pad program.

Methodology: How Mitipi developed their unique US strategy



Lead generation and marketing

Using USA Launching Pad's email mass outreach strategy, Mitipi booked Zoom appointments with specific target audiences. Structured interviews confirmed unsolved customer pain points, pinpointed decision makers, and helped develop marketing messaging that resonated with a US audience. The Mitipi team also developed an understanding of their future US customers and generated qualified leads.

Sales

With marketing messages validated, USA Launching Pad's team worked with Mitipi to define pricing, the structure of the sales organization, compensation, and job profiles of the future Mitipi sales force.

Leadership

USA Launching Pad provided leadership coaching to Mitipi executives through the program. Geographic expansion adds complexity and workload, resulting in increased stress levels and need for effective delegation.

Technology, fundraising, and back office

The Mitipi team has since been implementing the changes needed to the device and the app for the US market, aligned the marketing and researched the establishment of a US subsidiary. USA Launching Pad also brought in Silicon Valley experts on legal entity setup, back office services, and fundraising considerations. This expertise helped Mitipi understand the financial, legal and operational ramifications of a US launch.



KEVIN®

The world's easiest and most effective burglary prevention device.



USA Launching Pad excels at organizing outreach to the people we need to interview to evaluate product features, messaging, pricing models, and to give us recommendations... It has been the most valuable resource for us to know we are on the right track.

— Mitipi CEO Dr. Patrick Cotting



What Mitipi accomplished with USA Launching Pad

746 outreach messages sent to prospective customers

26 total respondents

20 meetings in San Francisco

14 structured interviews conducted

8 buyer personas identified

3 additional buyer profiles explored

2 qualified US leads

What's next for Mitipi

When the program concluded in October 2022, Mitipi created a presentation and brief that pitched their newly validated US business case to investors and their board. The company also brought on USA Launching Pad hired US interns to immediately continue on the effective market approaches they determined and to get devices into American stores before Christmas 2022.

Joining the USA Launching Pad cohort was the beginning of a journey for Mitipi where they set milestones and defined their roadmap. The journey continues in 2023 and the company counts USA Launching Pad as an ongoing supporter. They continue with monthly update meetings to make more introductions to experts in the extensive USA Launching Pad network and discuss hiring and overall progress.

USA Launching Pad

A systematic, customer-centered approach

Awareness is a challenge for any company in the US, especially one with a product that is new and untested with American audiences. What's more, most companies cannot afford prolonged trial and error—they must deploy rapidly and with a high chance of success. Only a systematic, iterative approach can deliver on these expectations.

Applying design thinking and agile principles, USA Launching Pad has developed a methodical, iterative program that encompasses the strategic areas key to a successful market entry. By tapping into the full suite or choosing individual modules as needed, companies can be sure they have addressed critical challenges, including differences in ways of communicating, selling, customer service, business operations as well as inter-cultural differences.

Best of all, sales don't have to wait. The USA Launching Pad model builds customer outreach into the earliest stages and iterates with learning from each interaction, continually improving effectiveness and reducing risk while filling the sales funnel.

In short, a team of experienced US business builders works with foreign companies to systematically develop sales opportunities in the US, provide strategic guidance, enable access to extensive contact networks and avoid typical mistakes that can cause significant setbacks.

Be More Successful, More Quickly, in the US Market

Reach out to USA Launching Pad early.

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