



Woom®

Customer Centricity -

**Kaufmotiv basierte
Kundensegmentierung am Beispiel
von woom**



10 YEARS --- OF MAGIC MOMENTS

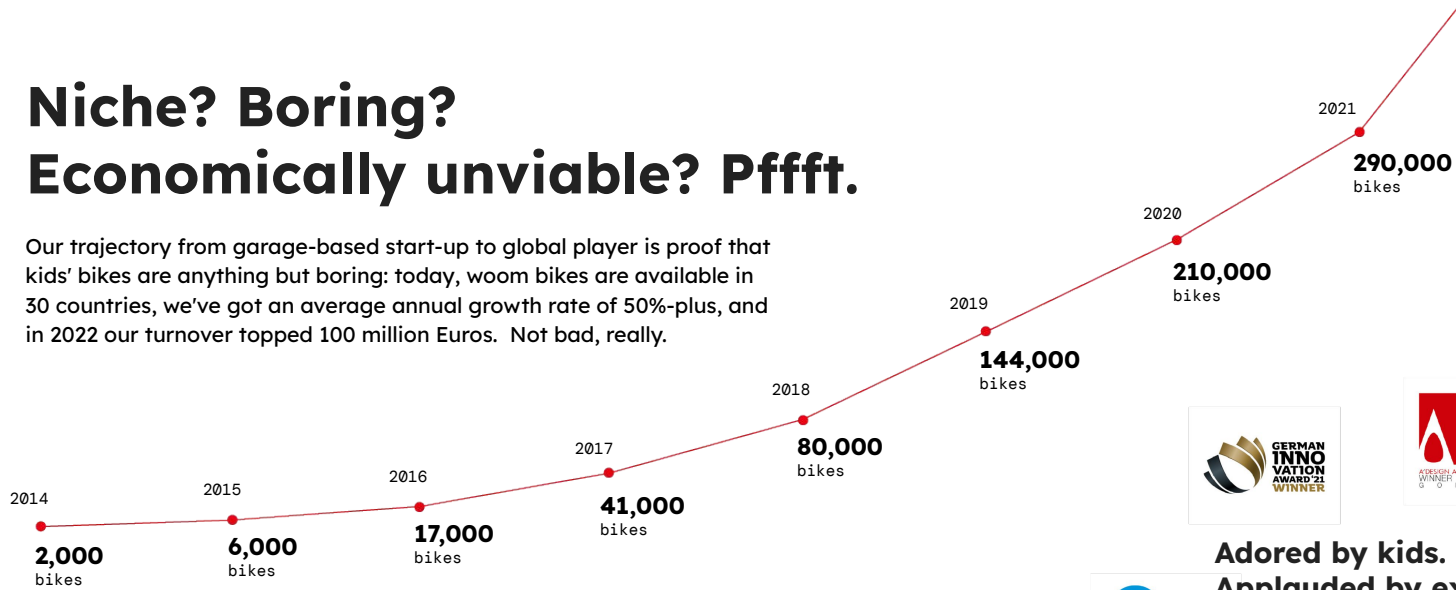
woom®

woom™



Niche? Boring? Economically unviable? Pffft.

Our trajectory from garage-based start-up to global player is proof that kids' bikes are anything but boring: today, woom bikes are available in 30 countries, we've got an average annual growth rate of 50%-plus, and in 2022 our turnover topped 100 million Euros. Not bad, really.



So, back to the elusive wow factor:

woom bikes are all about a superlight weight and purposeful engineering to suit the needs of kids. This vision led to the creation of our sophisticated sizing system that spans two balance bikes and five pedal bikes. It caters for kids aged 18 months to 14 years, and represents a key feature in our business model: woom bikes grow with the rider. Now we're talking.



Adored by kids.
Applauded by experts.



woom

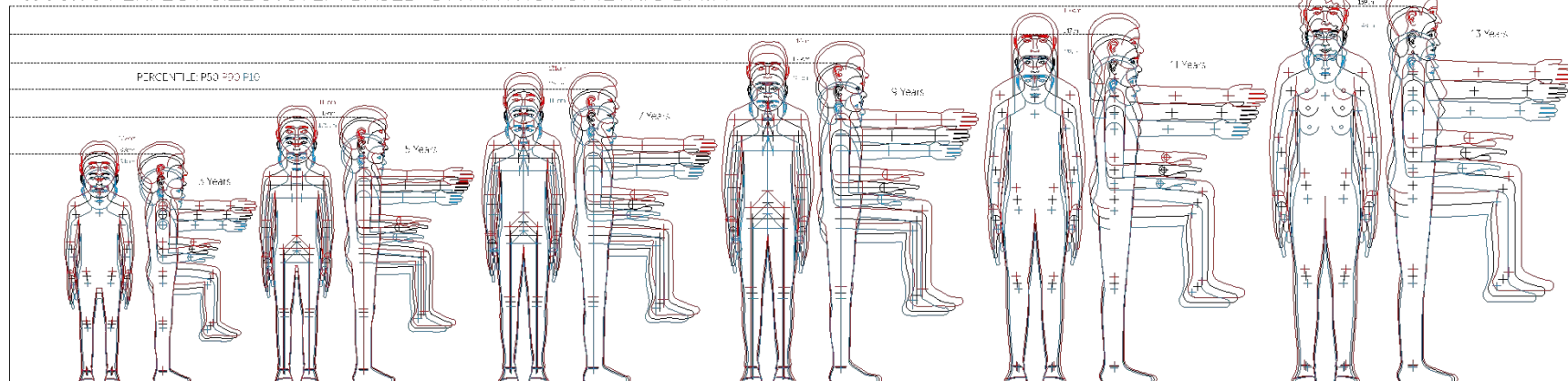


perfect fit

**made just for kids ages
1.5 to 14 years**



woom PERFECT SIZE SYSTEM BASED ON ANTROPOMETRIC DATA

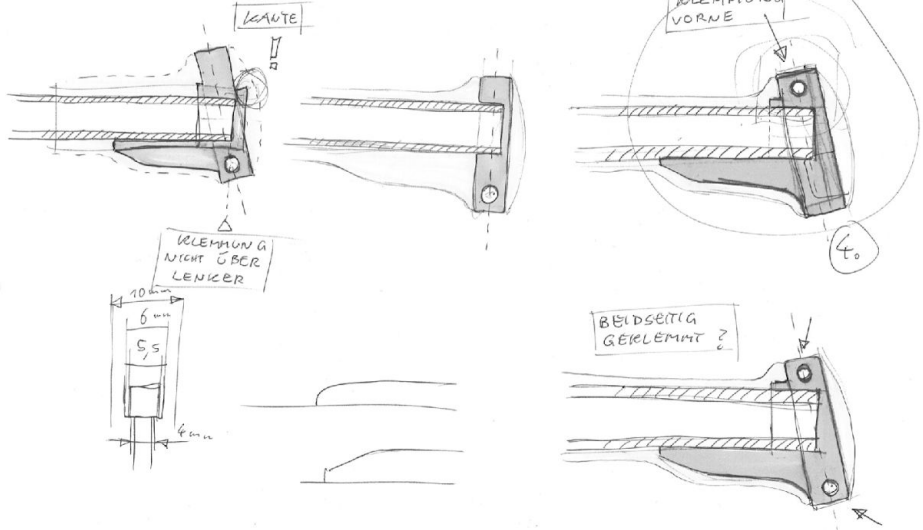




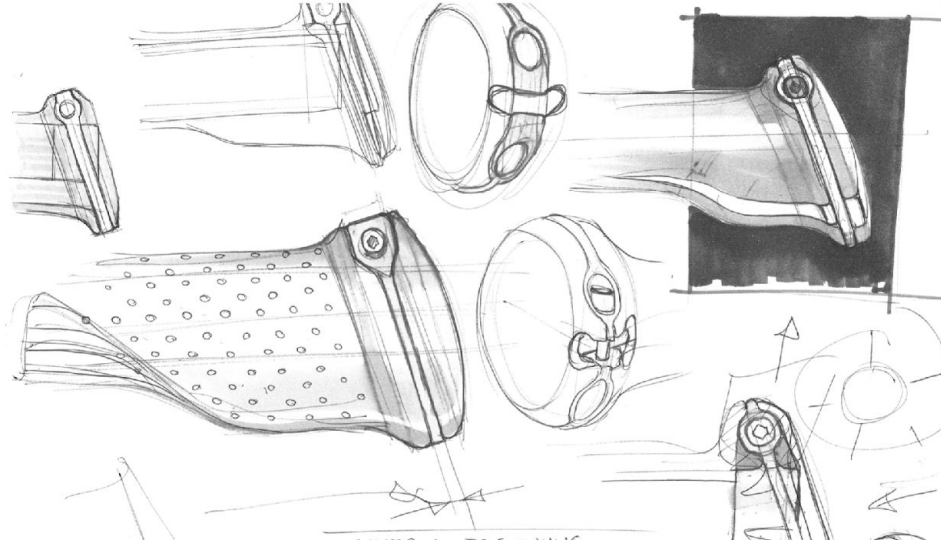
custom components

**90% of components
designed specifically for kids**

UNDER GRIFF "
for 1/2/3



35-40 mm? DIN 912?
oper ONORM EN ISO 4762
75 M4 x 16 mm









super lightweight

**at only 5.1 kg for the woom 2,
it's the perfect tool to inspire
your child to pedal**

$$\begin{array}{c}
 \text{Person} \\
 \hline
 15 \text{ kg} \\
 \text{Bicycle} \\
 9,4 \text{ kg}
 \end{array}
 =
 \begin{array}{c}
 \text{Person} \\
 \hline
 80 \text{ kg} \\
 \text{Motorcycle} \\
 50 \text{ kg}
 \end{array}$$

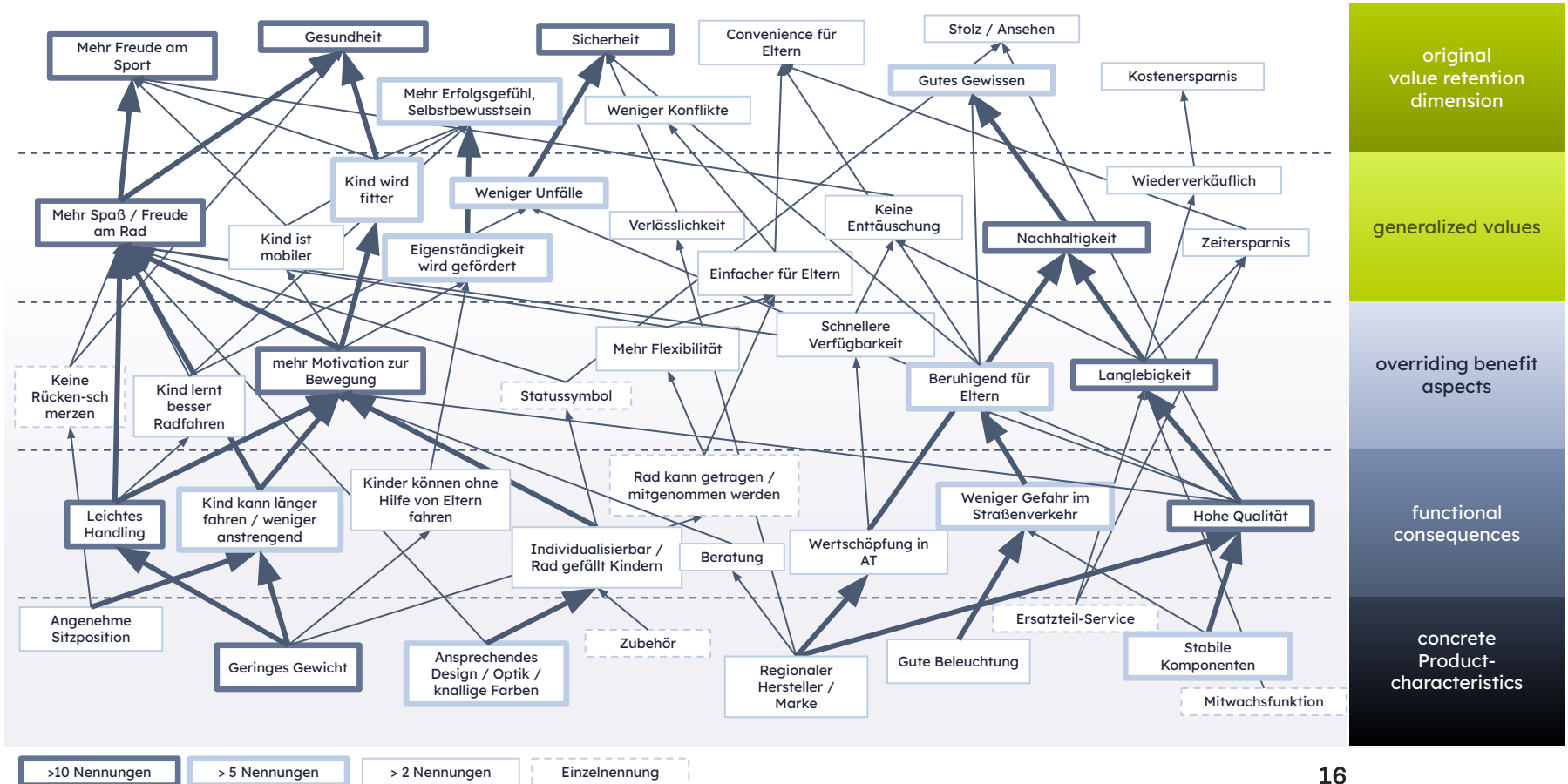
Clean up: brand & product strategy in a startup

Problem statement

How to develop customer segments based on buying motives?

What are the overall most important for value dimensions for parents in regards to their kids and biking?

Laddering: motives behind the consumption of children's bicycles



Exercise 2:

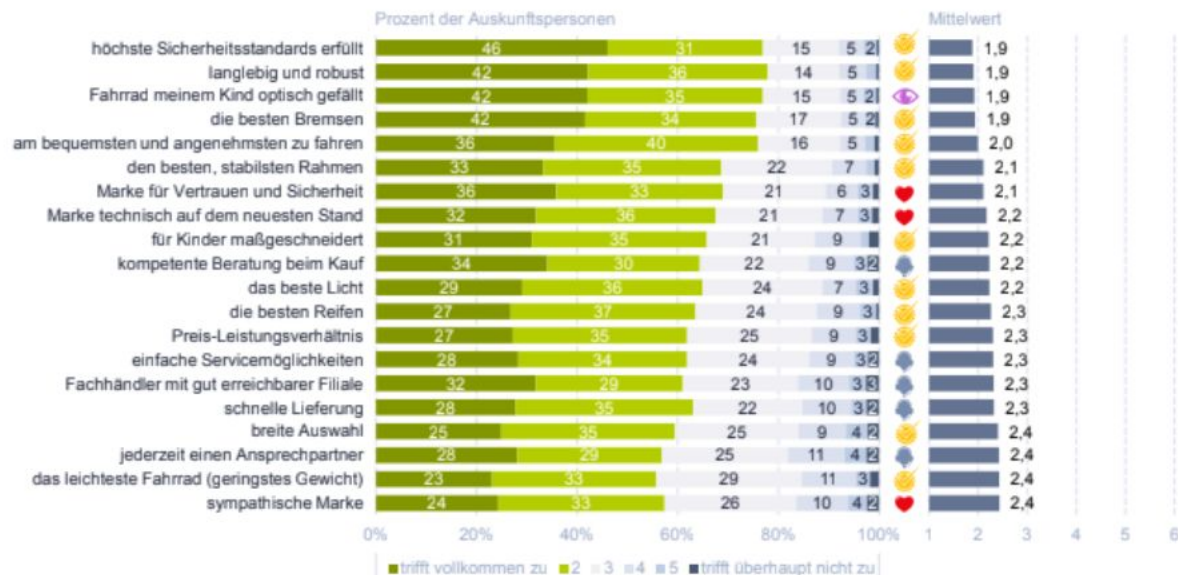
Buying decision drivers for kids bikes

What drives the buying decision for all kids between 1 and 13 years?

Bei der Wahl eines Kinderfahrrads ist es ELTERN am wichtigsten, dass ... Top 20



Am Wichtigsten sind die Sicherheitsstandards & dass es langlebig und robust ist. Insgesamt dominieren die Aspekte der Produkte/Qualität (Bremsen, Fahrkomfort, Rahmen, maßgeschneidert, Licht, Reifen), gefolgt von Markenthemen (speziell Vertrauen). Bei der Optik ist es den Eltern wichtig, dass es dem Kind gefällt, ihnen selbst ist es weniger wichtig.



Design / Optik



Produkt/Qualität



Service



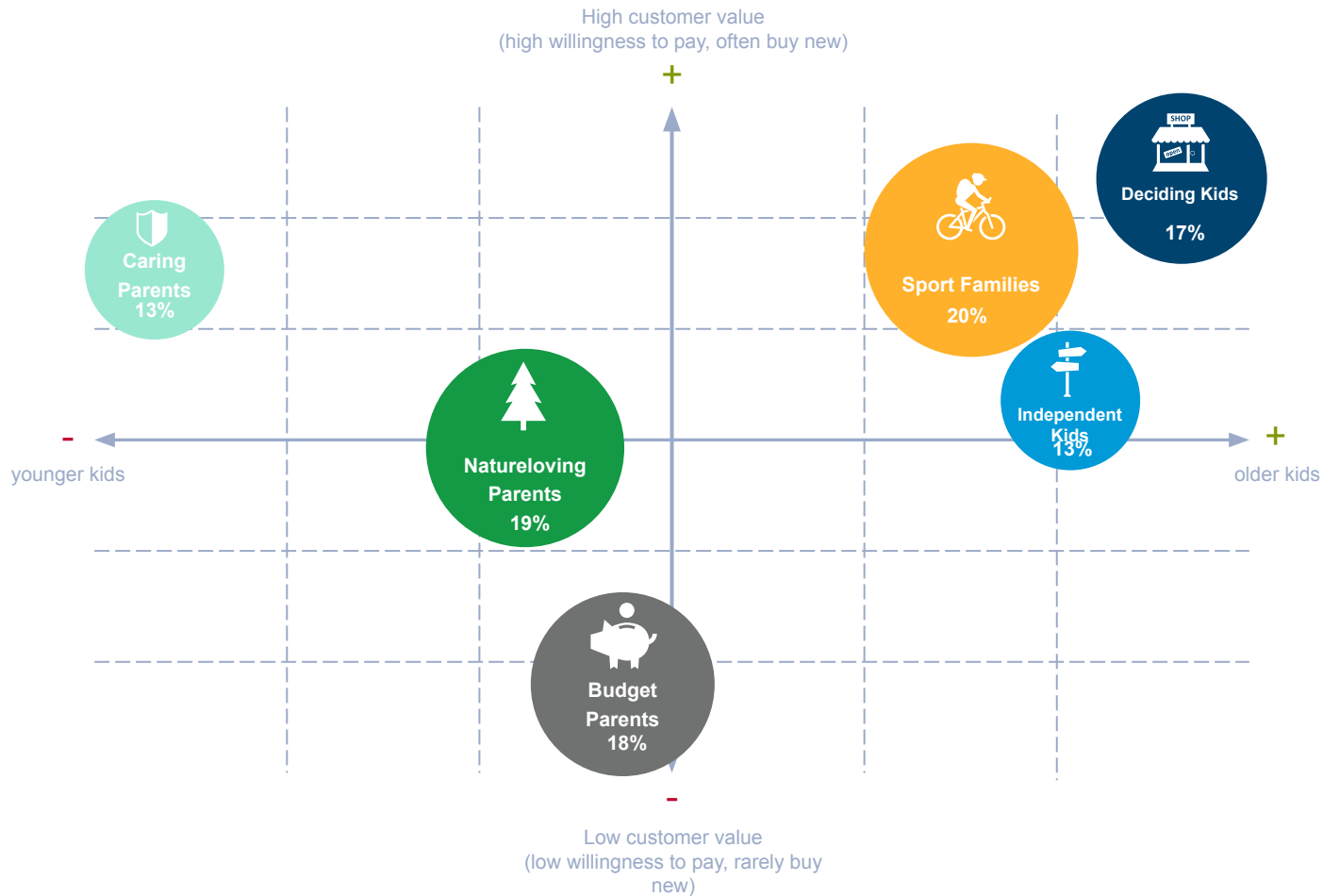
Marke



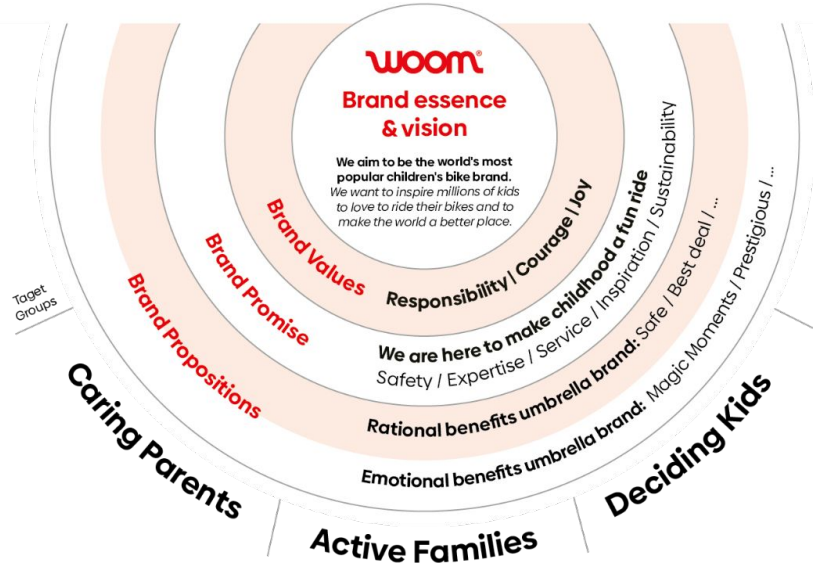
CSR/Regionalität

„Als nächstes möchten wir uns mit Ihren Anforderungen und Wünschen an ein Kinderfahrrad näher auseinandersetzen. Dabei geht es um Ihre persönliche Einstellungen und Erwartungen hinsichtlich eines Fahrrads für Ihr Kind. Bitte geben Sie an, wie sehr die folgenden Aussagen zum Thema ... auf Sie persönlich zutreffen.“

Customer Segmentation



Umbrella brand



Brand promise for Caring Parents:

Emotional Benefit
Magic moment, "i take care" ...

Rational Benefit
Safety, resale value ...



Brand promise for Active Families

Emotional Benefit
Pass on the love to the sports, quality time together, proud, ...

Rational Benefit
Quality, top engineering, good components ...



Brand promise for Deciding Kids

Emotional Benefit
A cool bike, my peers will love it, i can show my personality ...

Rational Benefit
I can "sell" it to my parents, it supports me in what I want to do (sport, leisure) ...

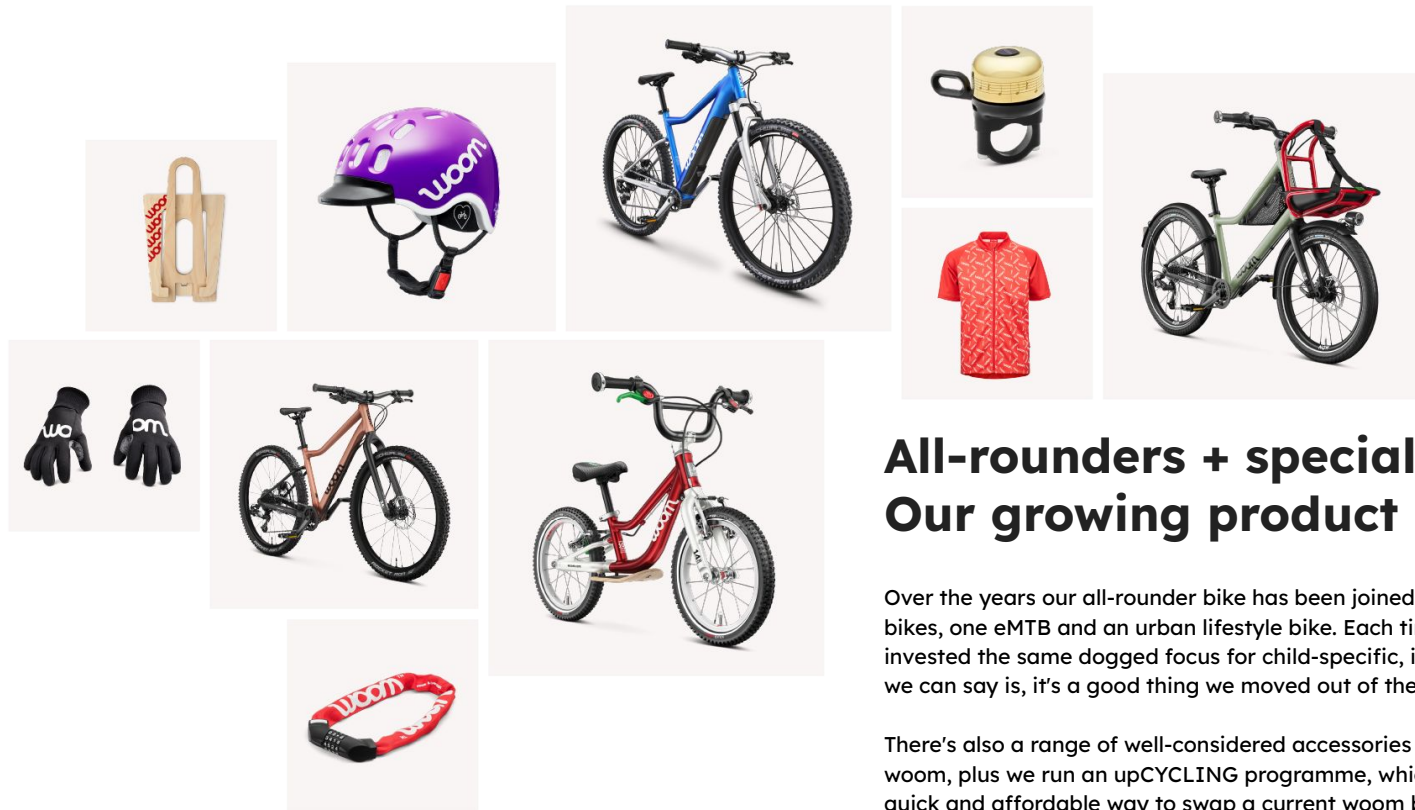


product

audience

motive

woom creates safe, innovative, and child-centric products to partner with parents seeking to create happy childhoods full of magic moments that lead to an active, sustainable lifestyle and a love of cycling.



All-rounders + specialists = Our growing product line-up

Over the years our all-rounder bike has been joined by two mountain bikes, one eMTB and an urban lifestyle bike. Each time around, we invested the same dogged focus for child-specific, ingenious designs. All we can say is, it's a good thing we moved out of the garage when we did.

There's also a range of well-considered accessories and equipment at woom, plus we run an upCYCLING programme, which offers a simple, quick and affordable way to swap a current woom bike for the next size up. Spot a problem and want to solve it? Yep, that's the woom way – not only can we spot when we're short of space in a garage, but we're also attuned to parent's needs.

Endorsed product brand strategy



woom ROOKIE



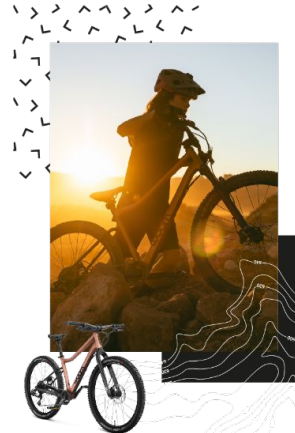
woom EXPLORER



woom UP



woom OFF



woom NOW



let's woom!