



# Entrepreneurs: the secret of standing out from the crowd

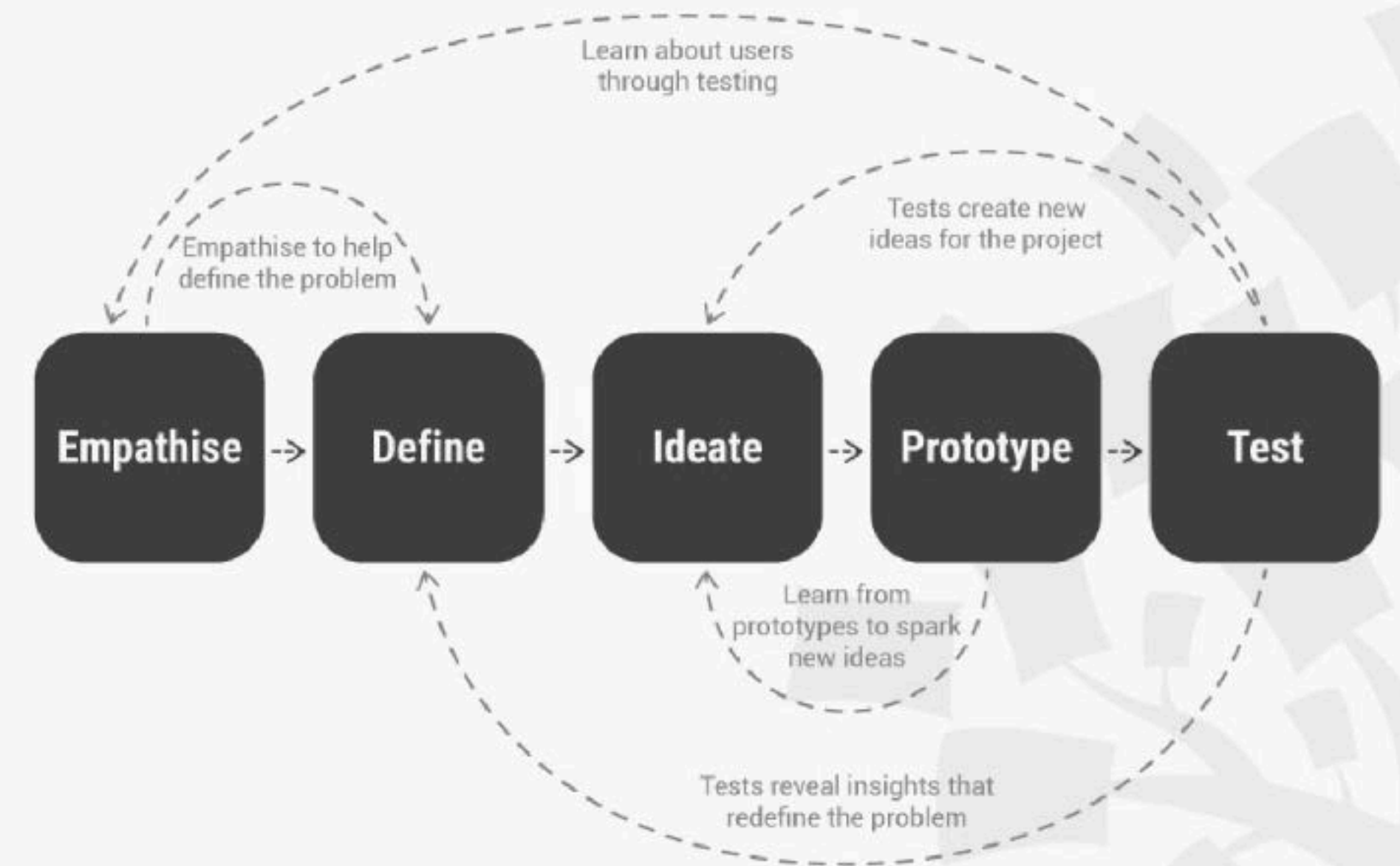
Neil Whitehead  
21<sup>st</sup> October 2024

Enterprising  
Futures at LSBU



**The power of  
Design**  
Define your Value  
proposition.

## DESIGN THINKING: A NON-LINEAR PROCESS



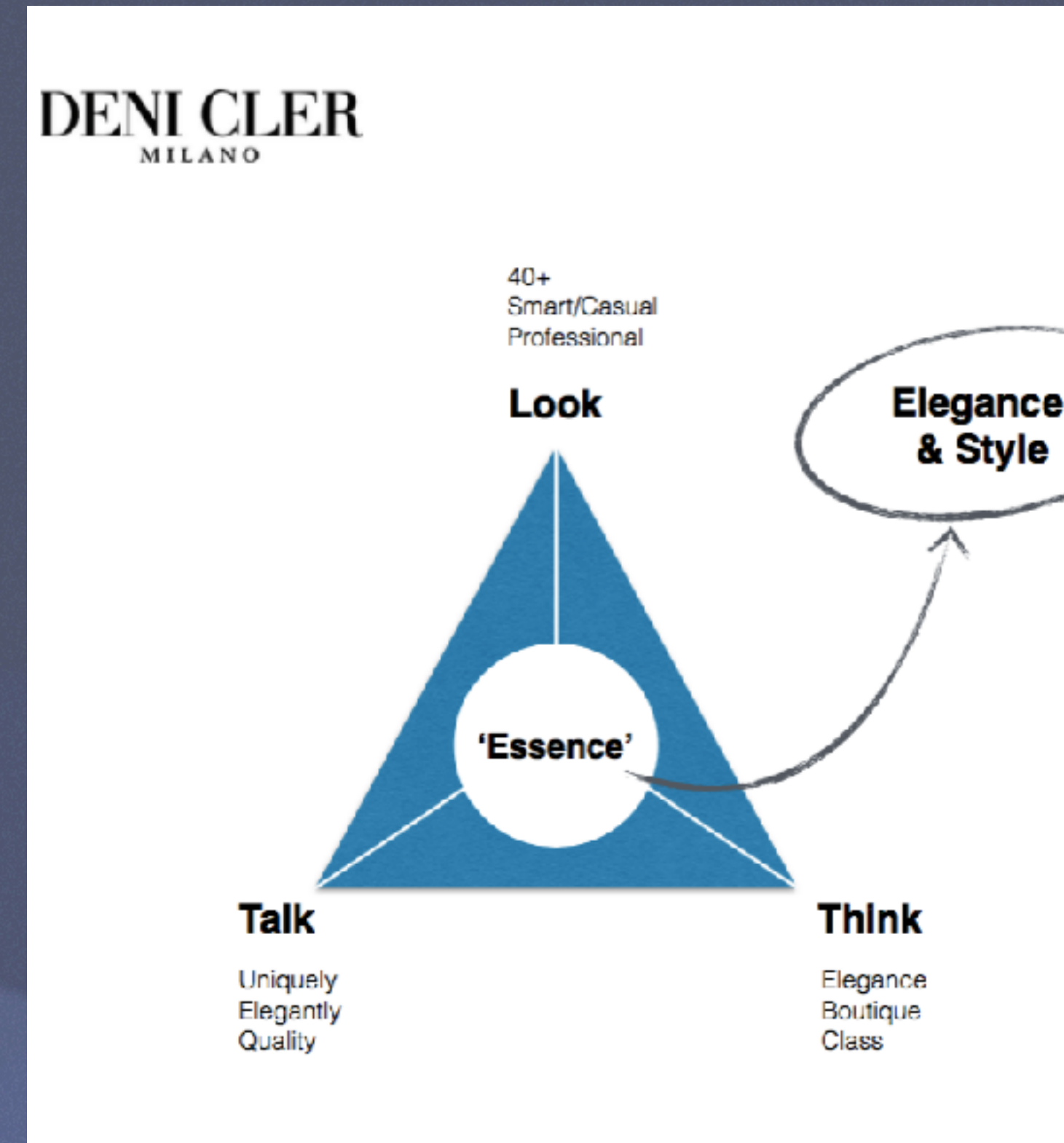






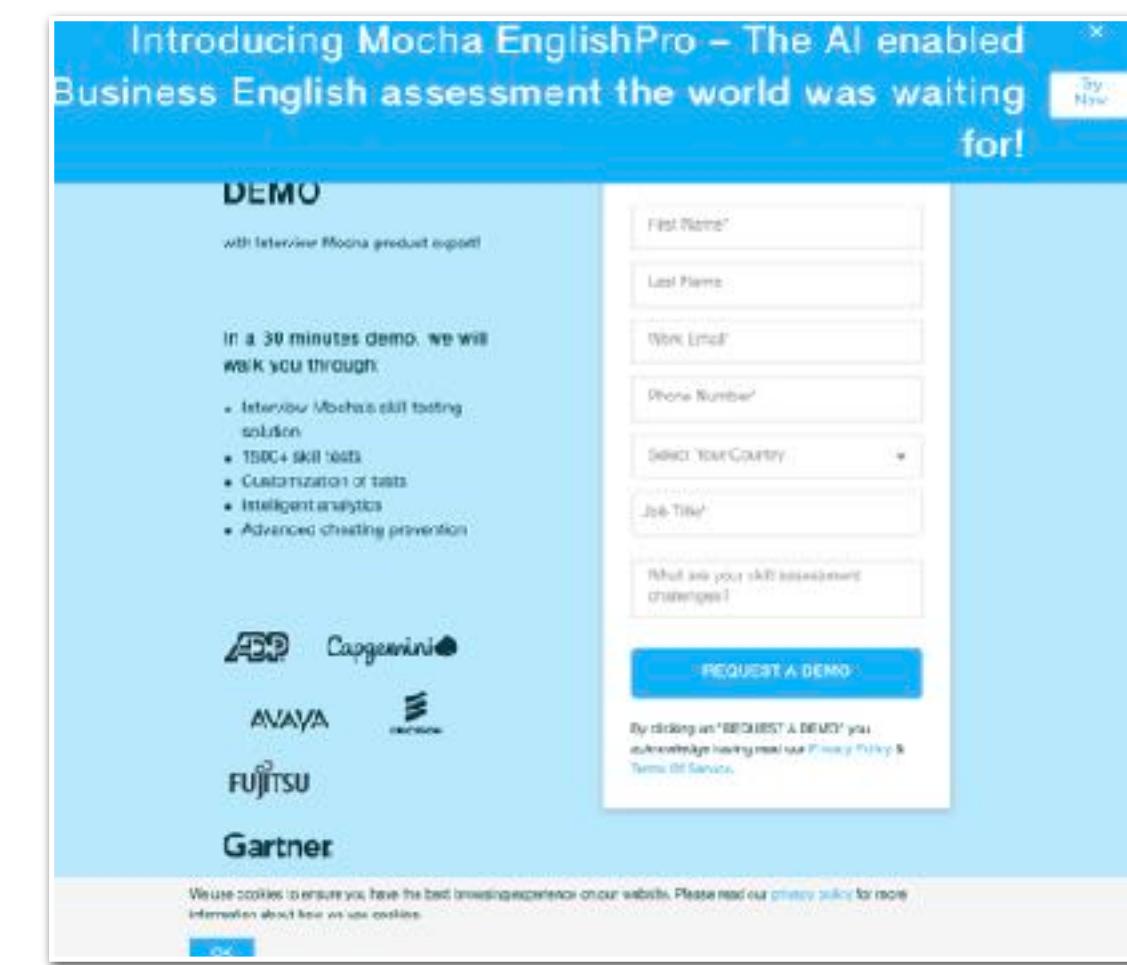
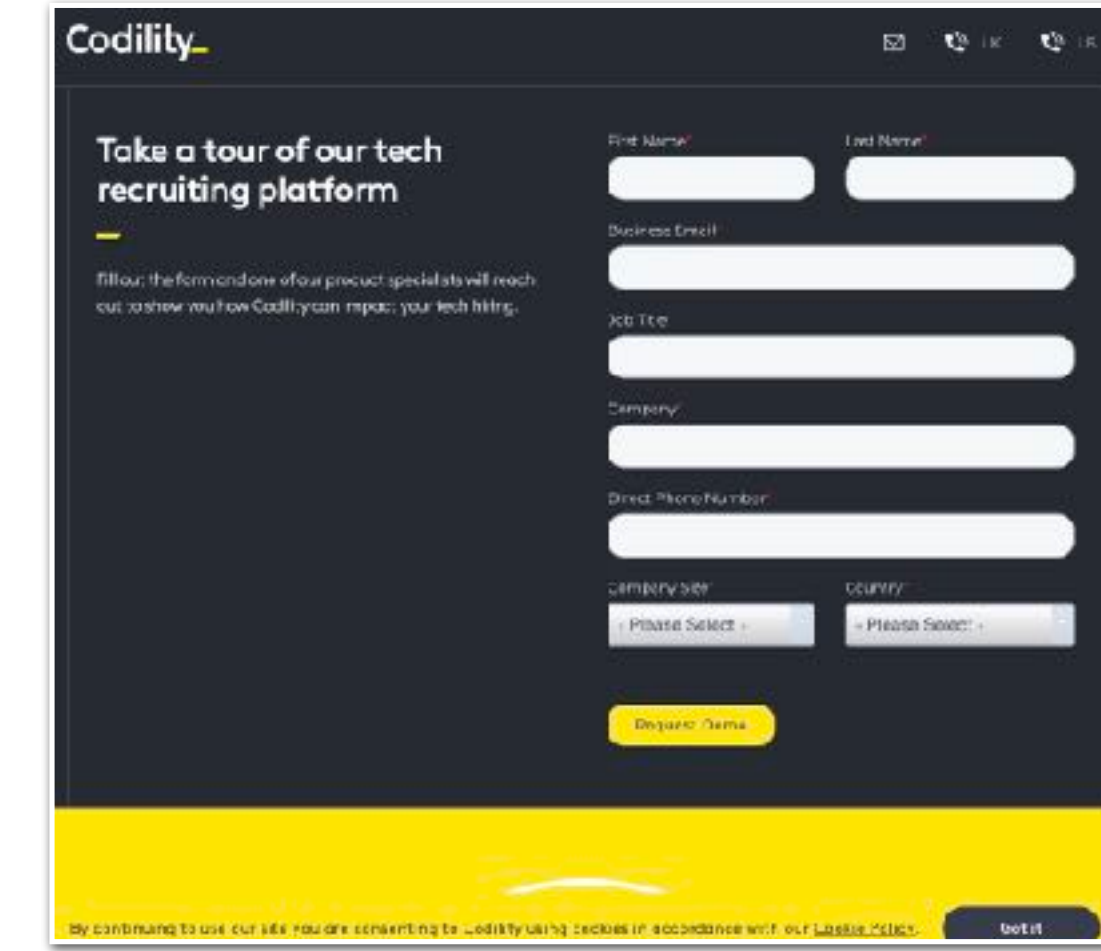
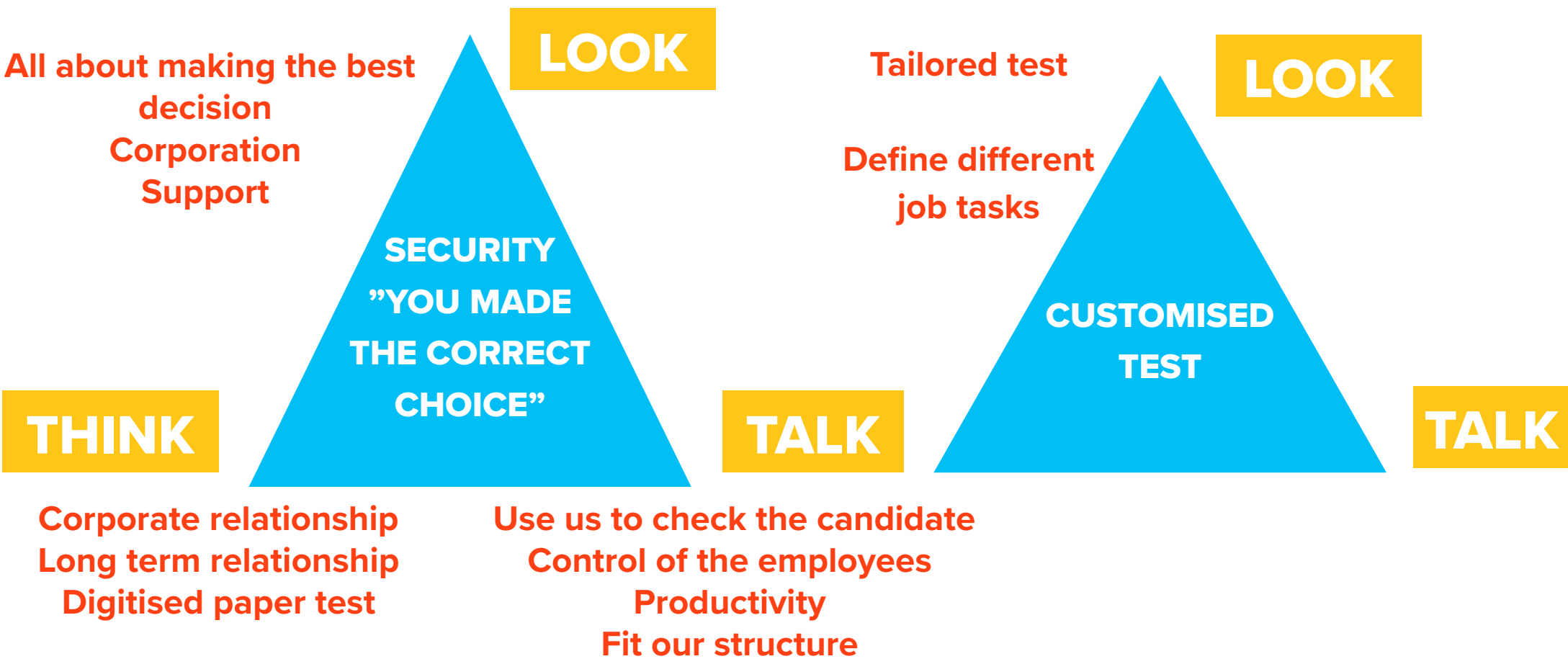
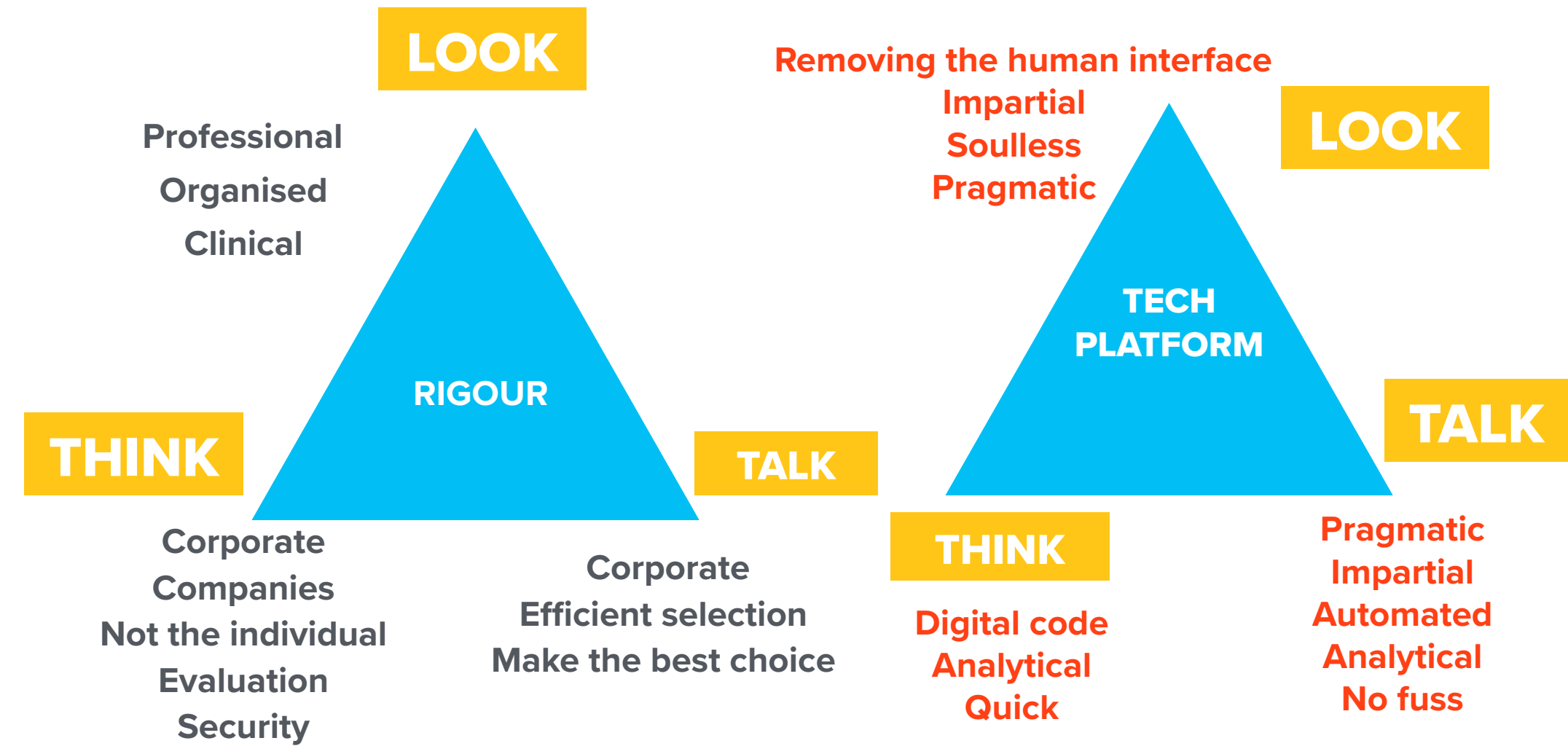
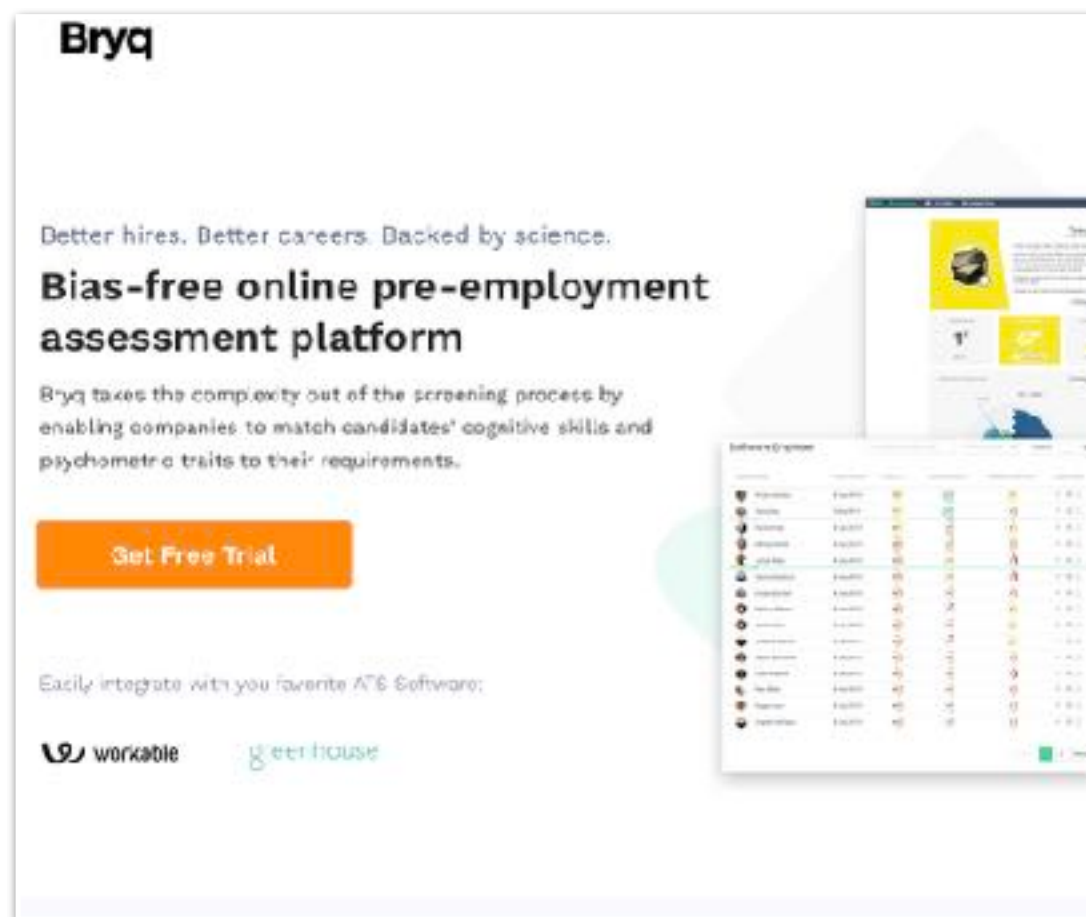
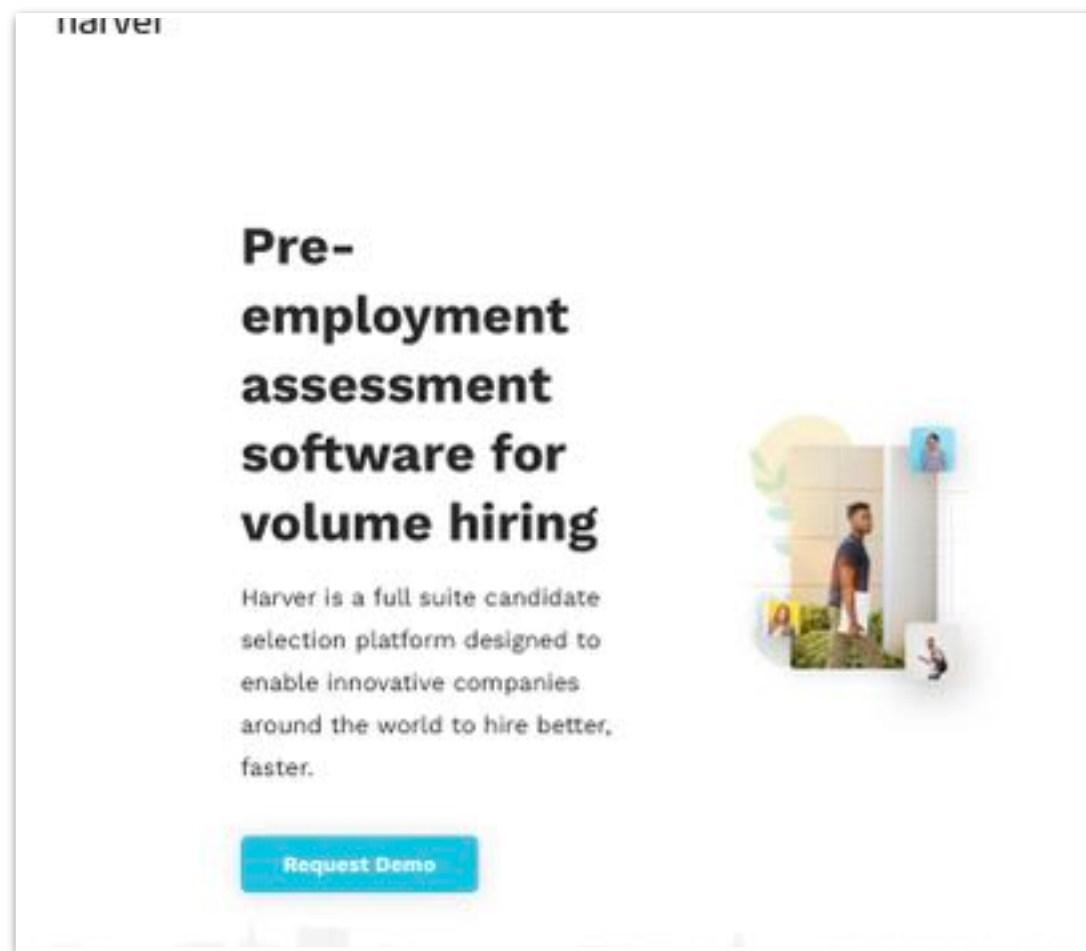
# exercise to define brand values

once you have established  
your competition in a list  
spend time establishing  
their market position  
using  
this method.



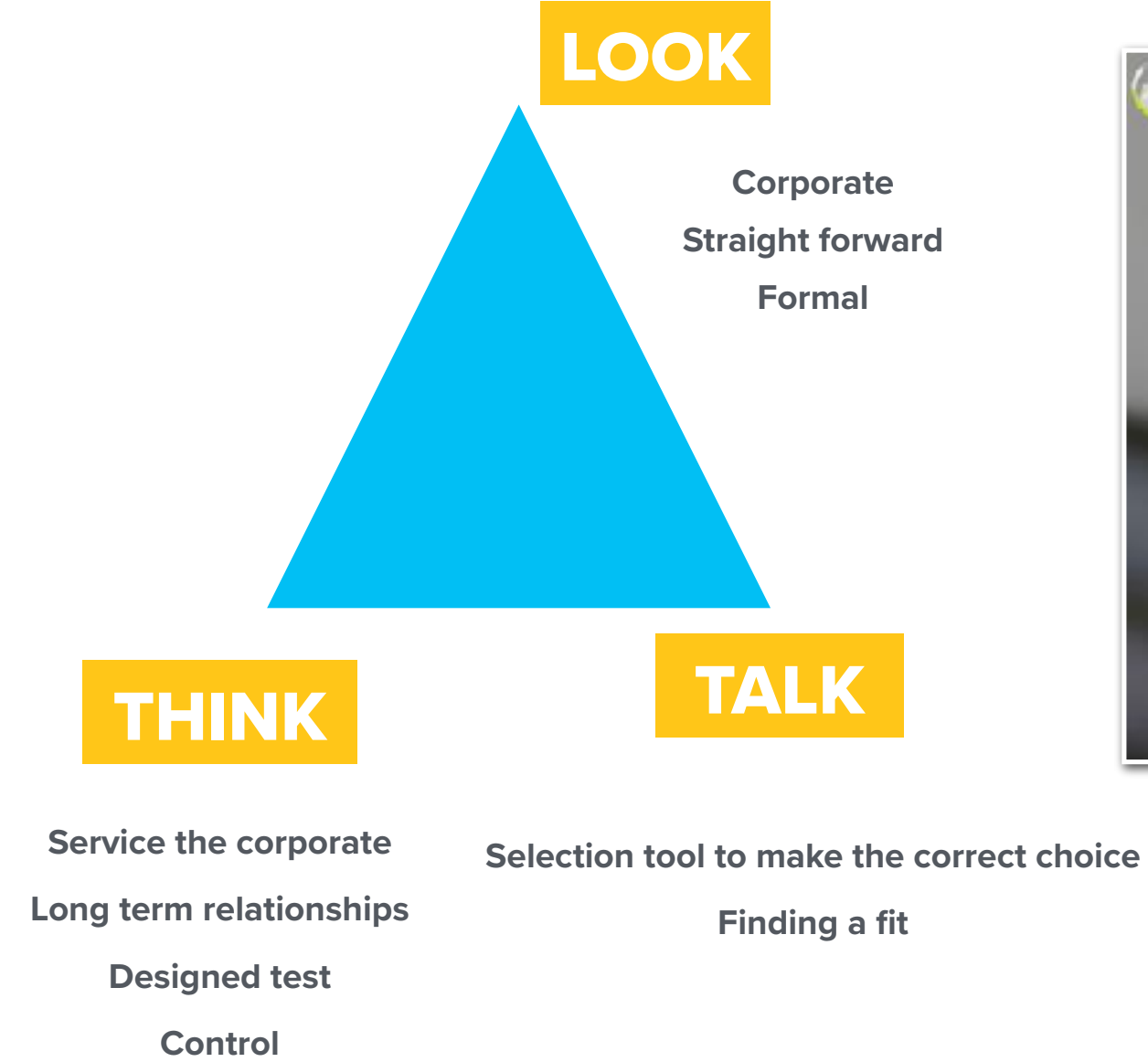
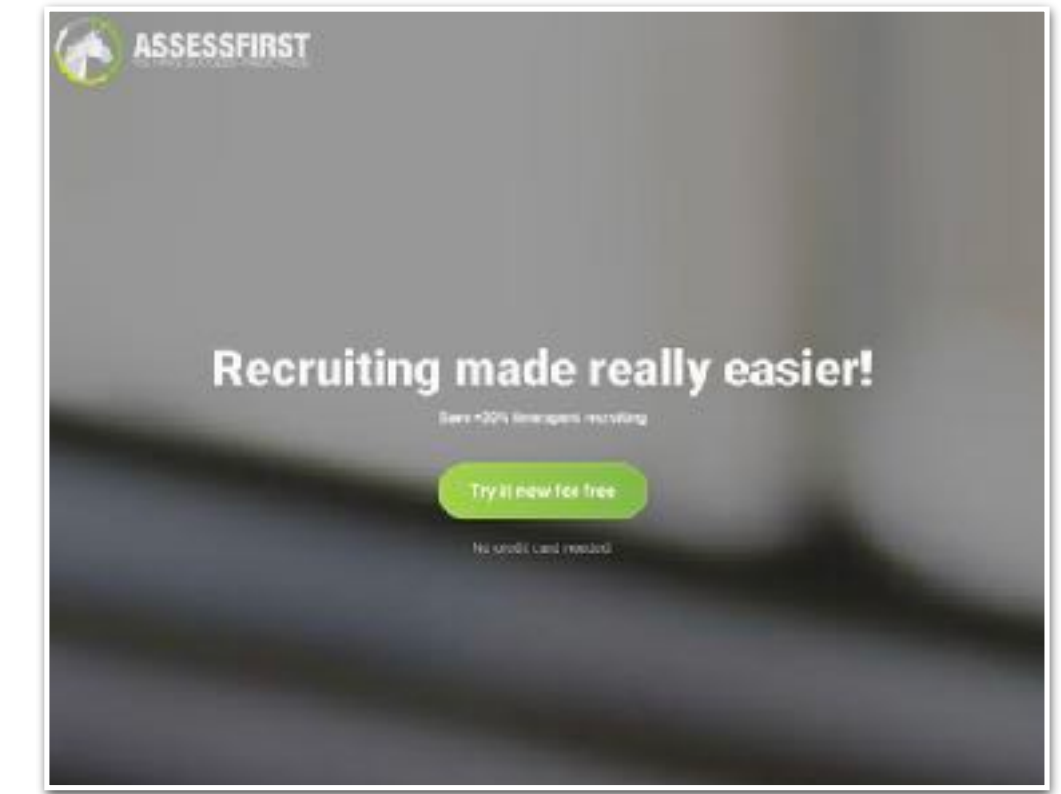
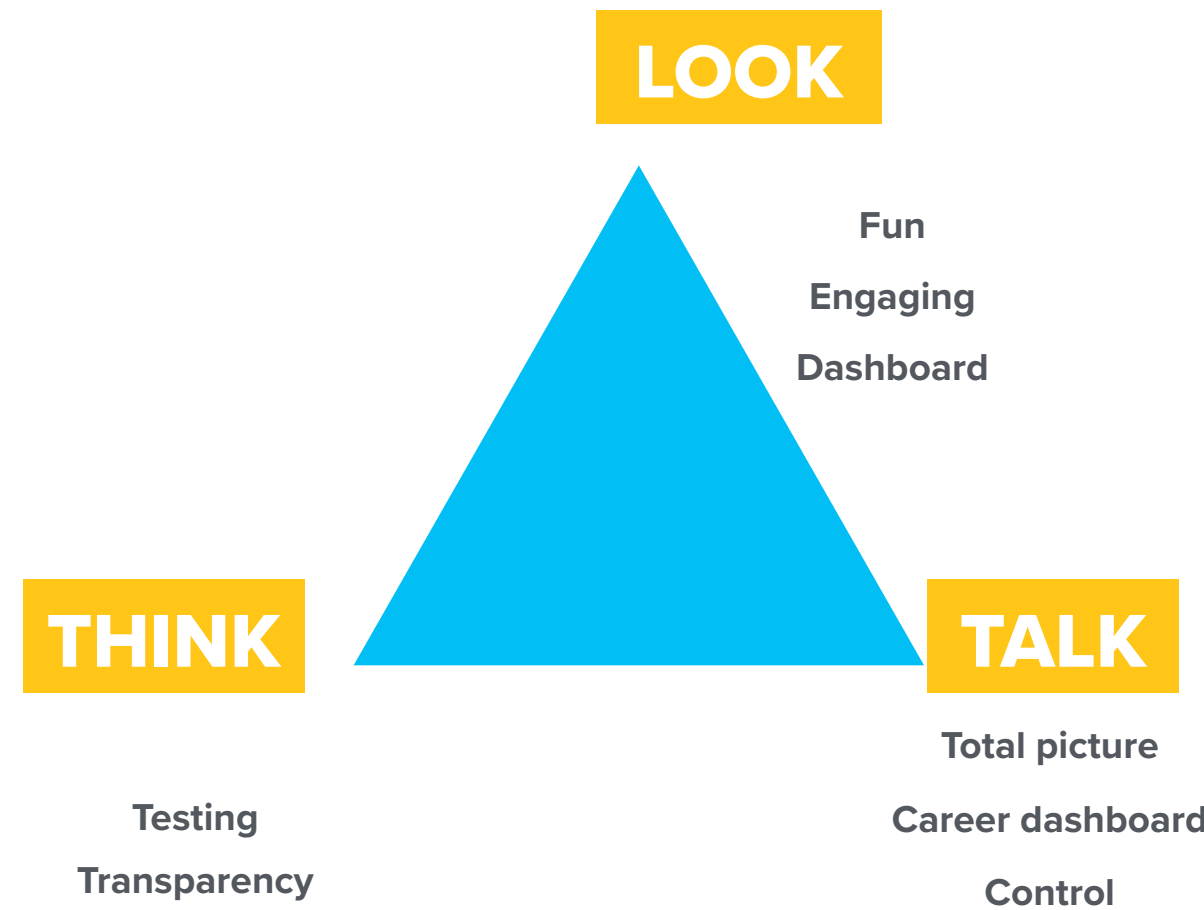
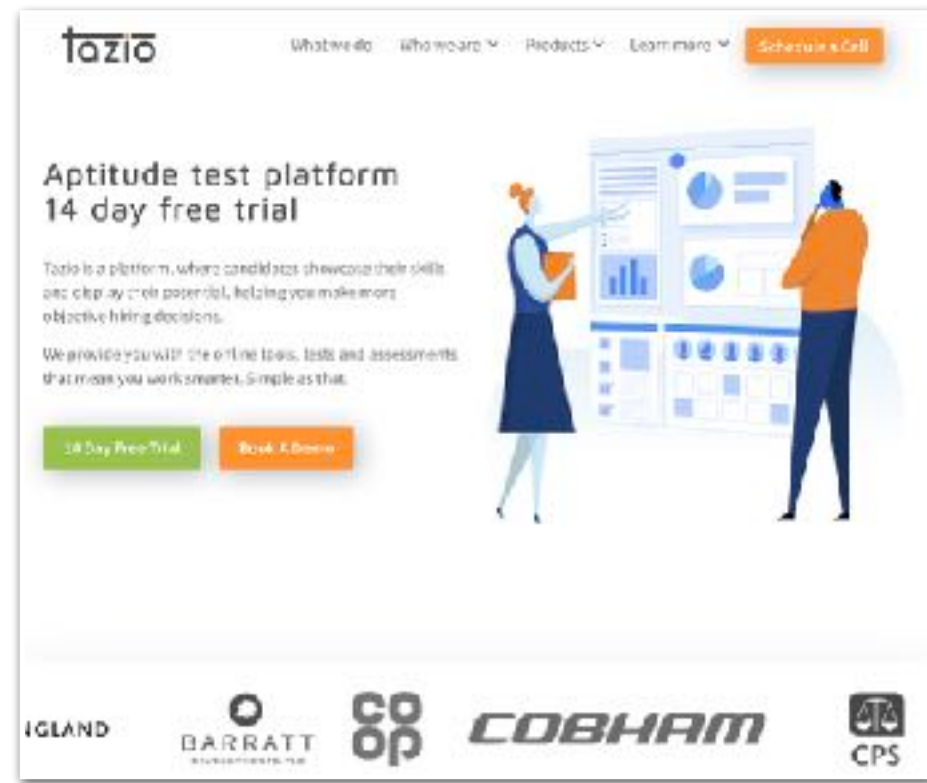


# BRAND MESSAGES FROM COMPETITORS





# COMPETITIVE POSITIONING



**CONCLUSION**

**MOST COMPETITORS ARE FOCUSED ON THE CORPORATE MARKET**

**MOST NOW ARE ON-LINE WITH A PAPER/ PERSONAL INPUT HISTORY**

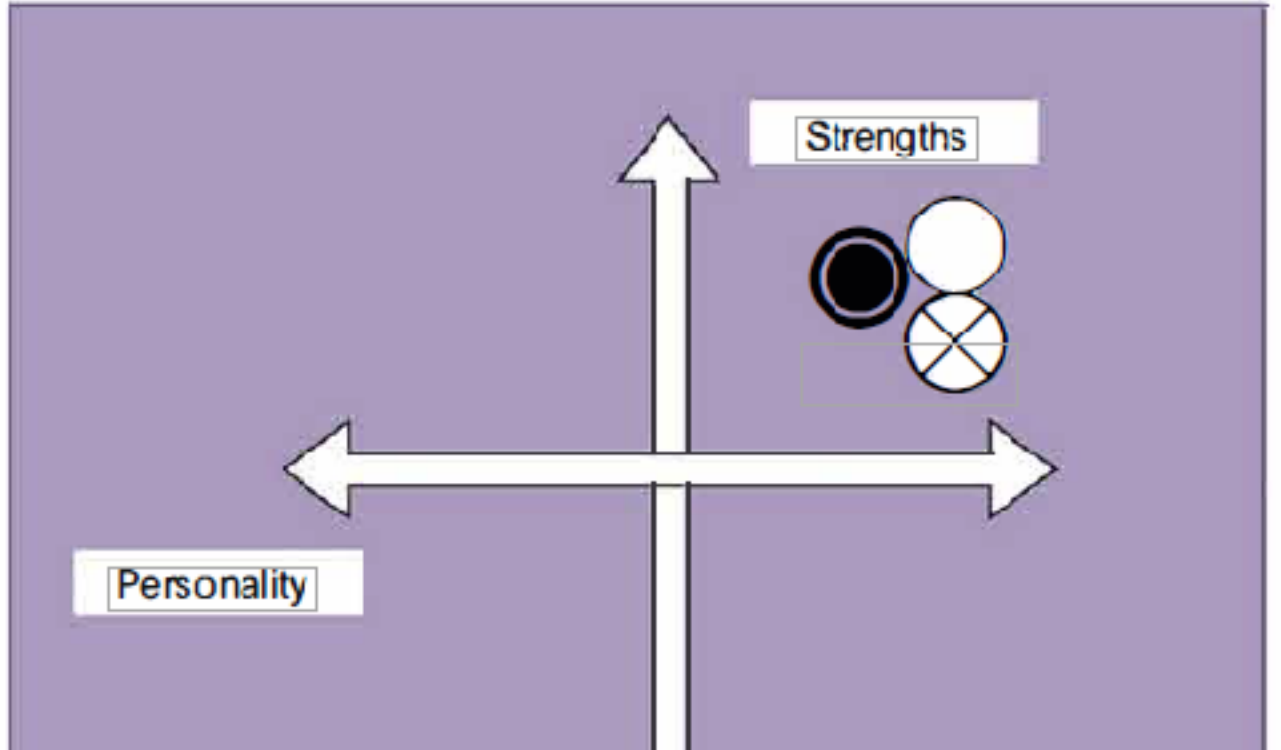
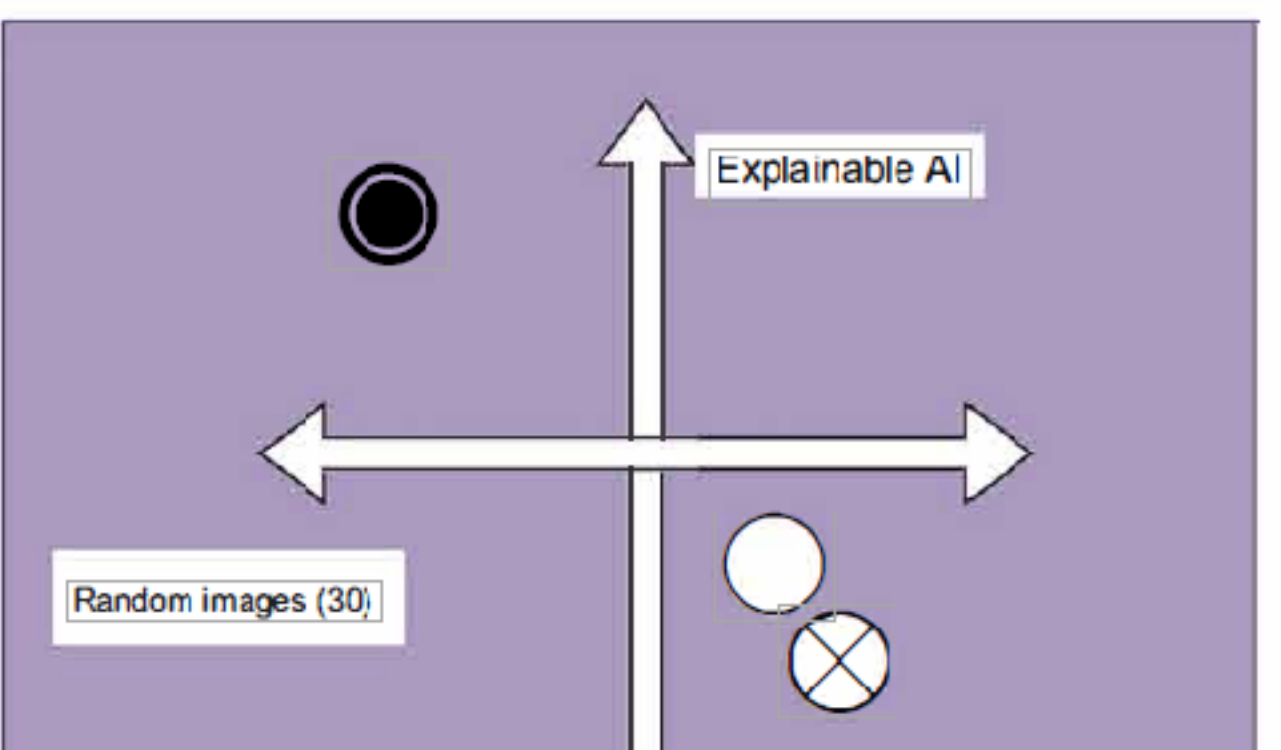
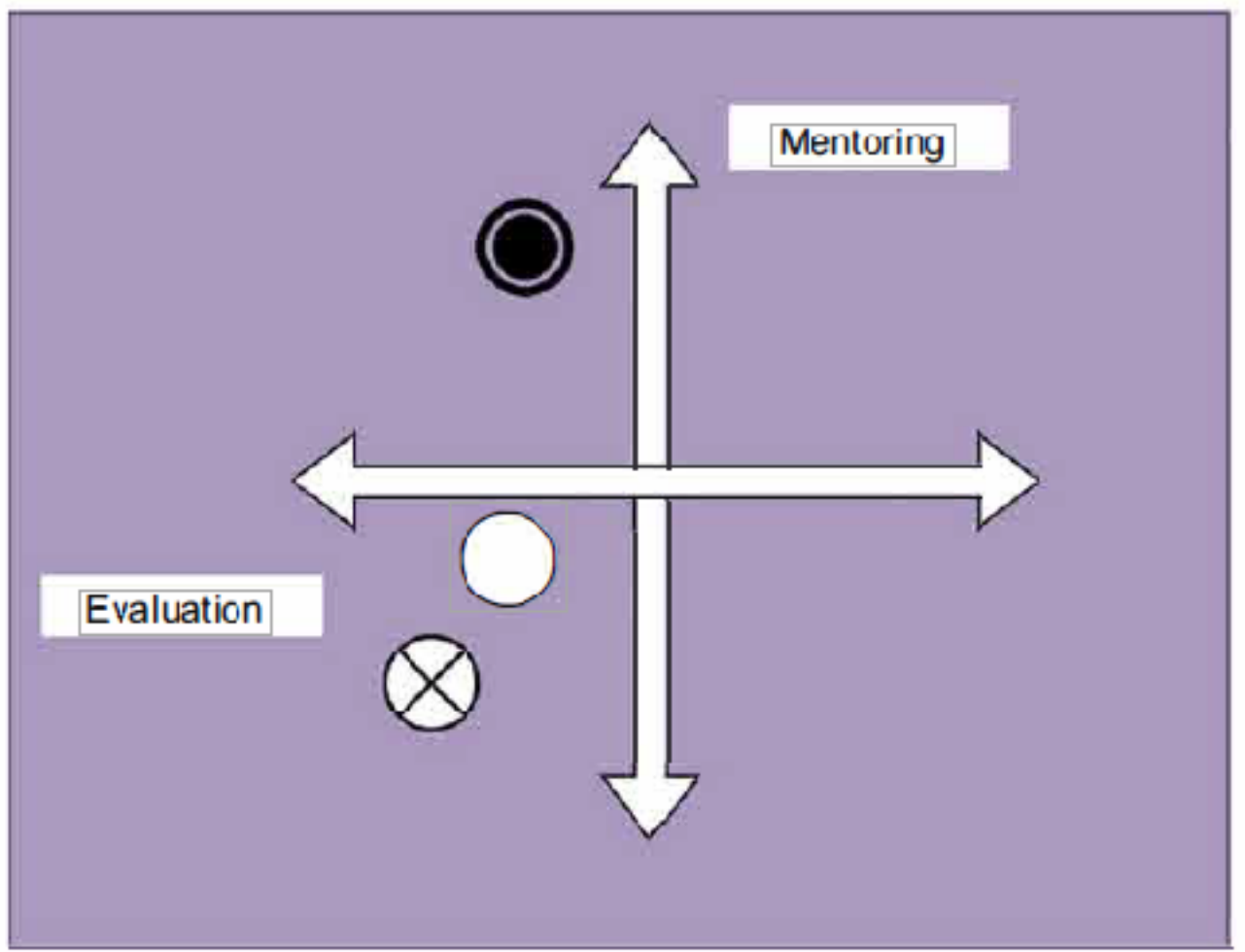
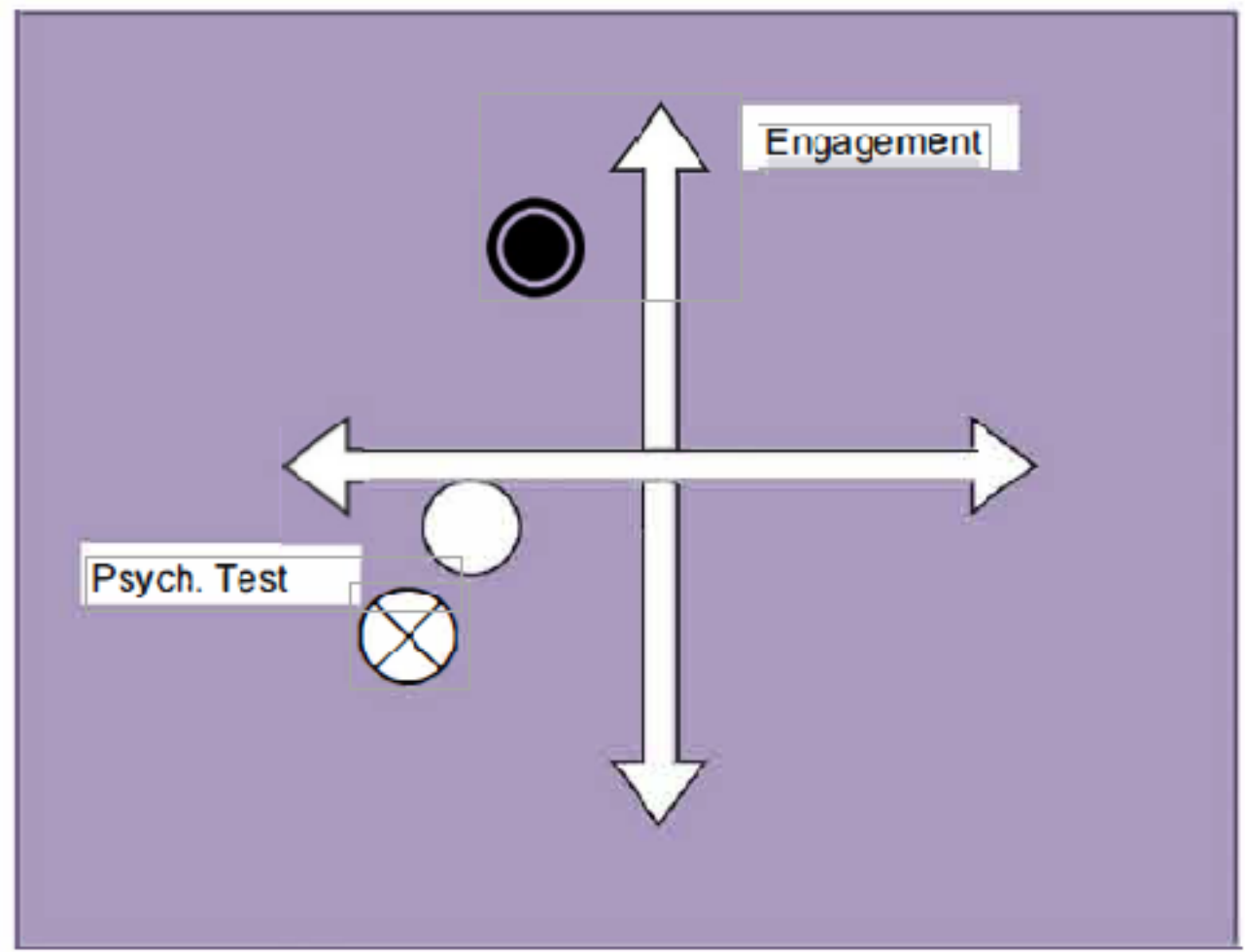
**IT'S ALL ABOUT EMPLOYER CONTROL**

**MOST PERSONALITY ORIENTATED**



## Position against strongest competition

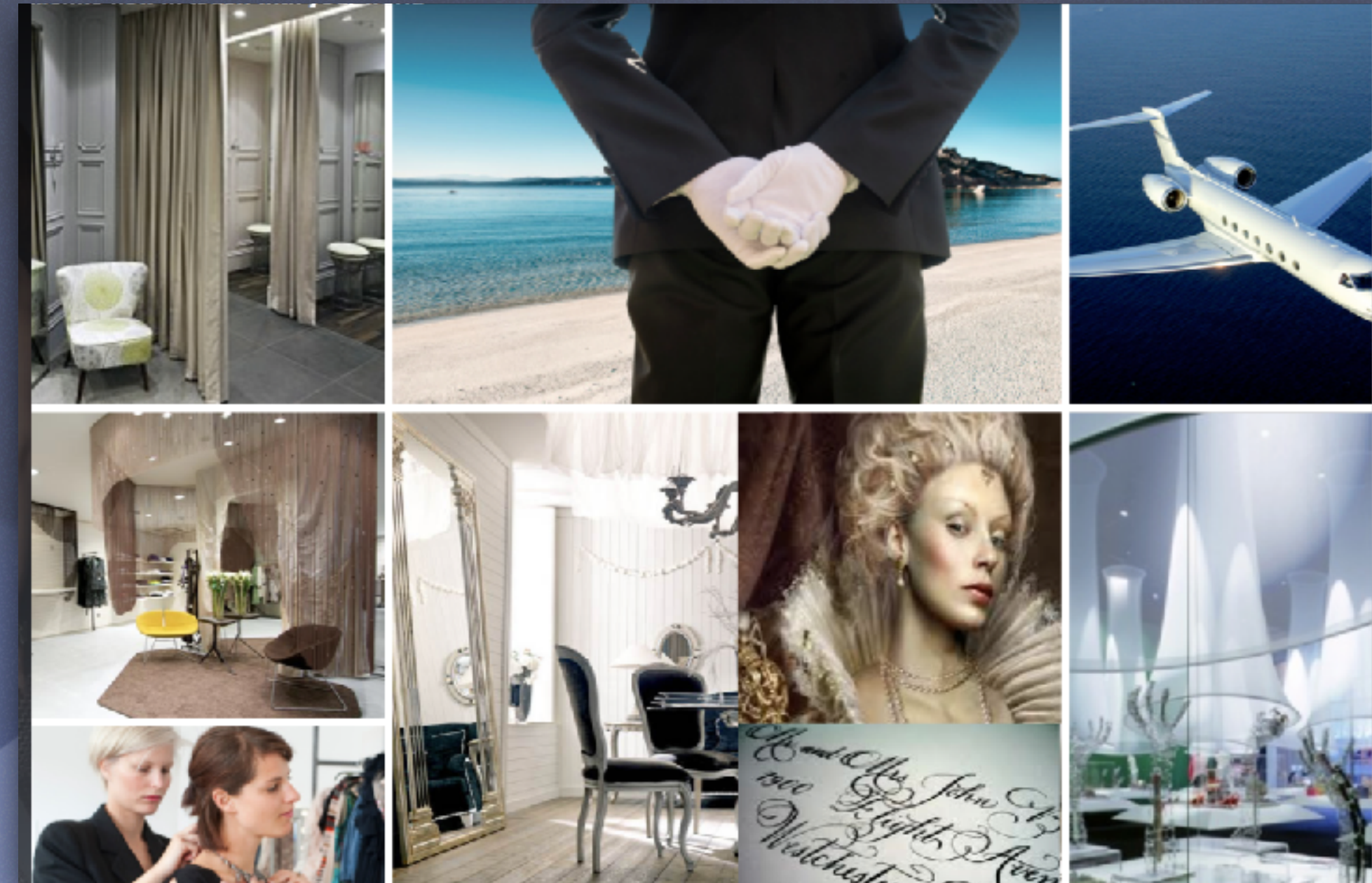
Key	
●	Meta-tude
○	You Science
⊗	123 test





# create a master vision

- \* it is critical to create a vision that you can explain to customer, investors, and your teams.





# The competition

We identified the major competition to Mohito in your current market with the team. We then asked the team to imagine how the brand **LOOKS TALKS** and **THINKS** and finally what is their **essence**

**DENI CLER**  
MILANO

**ZARA MANGO**

**SIMPLE**  
CREATIVE PRODUCTS

**H&M**

Massimo Dutti

establish direct and indirect competitors

must stand out in our world of noise





Mohito now in touch with your world





**M O H I T O**

# now in touch with your world

## Goals :

We want to make each of our customers feel like a superstar.

We want our customers to feel comfortable while shopping in our store...sumptuous surroundings with fantastic changing rooms.

We want to make all our customers feel important.

- Exclusive customer invite to events
- Exclusive nights to pre-try collections
- Invited to two key events a year which could be a sale or new range.
- All around the elegant changing area.
- Invite to key events where the whole store is closed except for customers with an invite only.
- Receive special offers before the shop is open to the public.
- Keep all customers aware of fashion trends...create a magazine called "In touch"

Make sure that while the fashion collections are current they fit in with brand values of :

- Independence
- Femininity
- Elegance

Keep everyone in touch with the fashion world on a down to earth level.

## Purpose :

Create an offering that will make all customers feel important and talk to everyone on their level.

Create dialogue, give tips and advise on all aspects of fashion from makeup to styling

Create the best customer interface area - changing rooms, seating areas, makeover areas etc.



Four corners of the world  
 That inspire for the food angles

**Vision**

Goals

Show what great ingredients are in the 'Days'  
 (spices originally brought from the Wharfed)

- Create a global story

**Goals**

- Create a story that comes from the history of creating food from across the world - that came to the shores in South London (Greenwich & Deptford)
- Create a story that is clear, honest & real (like a day in the life)
- Write the history of the southern quays of London
- Tell stories from both past and present
- Create a story that is unique, in the present but originates from the past

**SOUTH OF THE RIVER**

100% **BRITISH**  
 SPICES

PROTRACTOR  
 SEED CORNERS  
 LOCATION'S  
 THE WORLD  
 SPICES  
 HONEST  
 VEGGIES

**DRINK**

CREATING STORIES COMES FROM THE PERSONALITIES WHO WORKED THE DOCKS

Dockers' dialect  
 Language of the working class on the docks + wharfs.

HONEST.  
 ATTITUDE.  
 HARD WORKING.  
 RESPECT.

**Two-finger Frank:**  
 Frank's reputation went beyond Butler's Wharf - his ability to carry ginger sides in his two fingers was even known on the docks of Port King Harbour. A quiet man who lived off his own Clamare. Even the ladies. ~~They~~ never offered to shake his hand if they wanted to walk the next week.

**South Side Charlie:** Born and bred in South Thames, has never been north of the river. All his family friends work the docks and feels his sailing the world come to him. He loves to be small of the spices. People know when he's in a room because his clothes reek of saffron. That's why they drink the other side of the bar.

40 years, he always wanted to be at sea, but he can't get to being a sailor sailing the seven seas, visiting exotic places. But, says his son the world every day comes to him with spice ships from around the world.

**Eight sack Jack:**  
 Known as Jim to his family, Jack was an 18-stone giant of a man born in Brompton who got his nickname from carrying eight 100lb sacks of Indian black pepper from 1921-1929 until his knees collapsed leaving a 9-sack barrow.

**British born and bred. Raised South of River.**

**Born in Britain Raised around the world**

**Harry the Hook**  
 (aka quarter)

**The Nidmeag Brothers**

Great British beef with a German accent.

Great British Chicken with an Indian accent.

Great British Chicken with a Swiss accent.

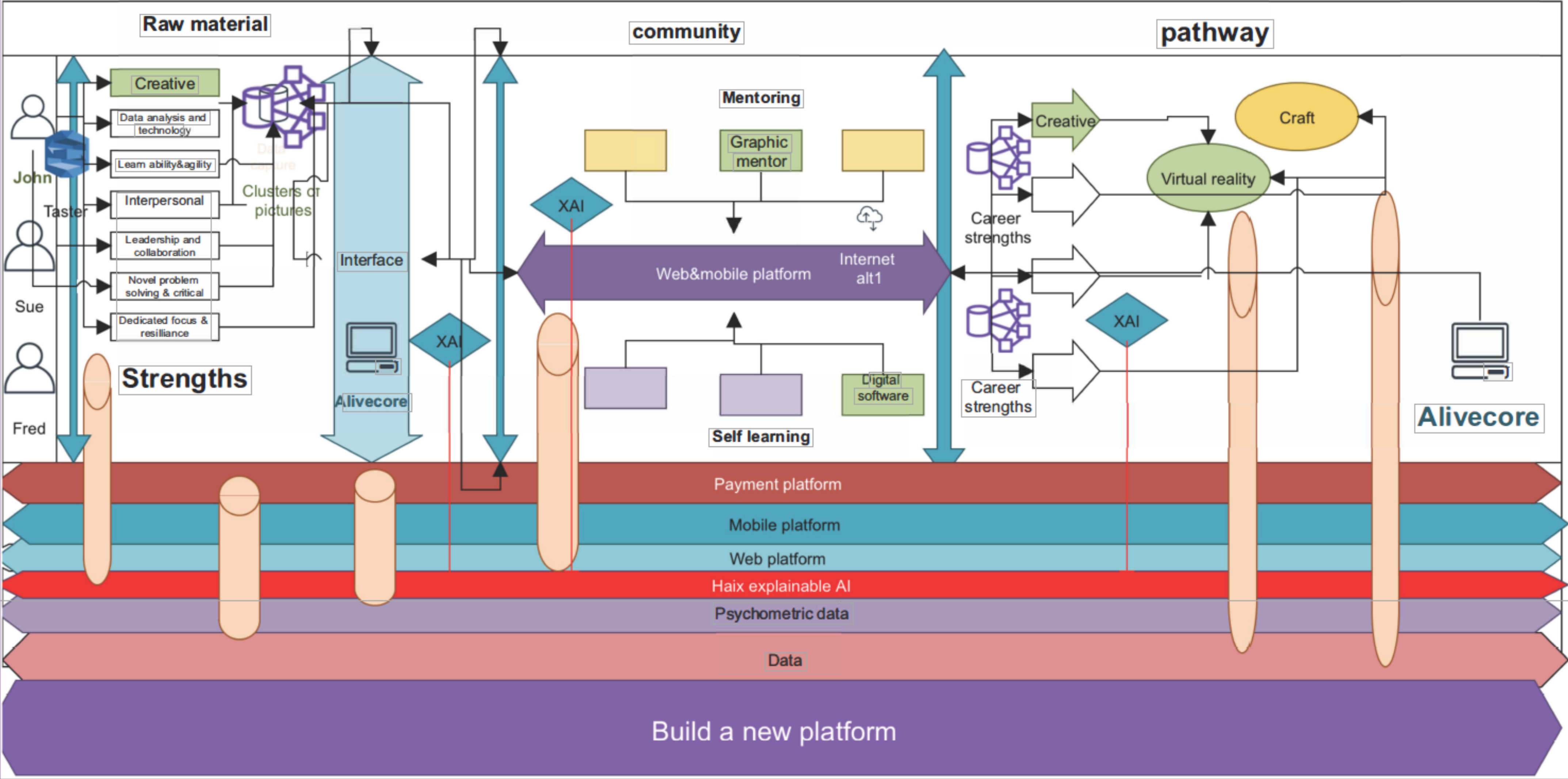
**Foreign Name Associations**

Banbury Billy  
 Polking Charlie  
 Lovelace Joe  
 Congee Joe  
 Smelly Nelly from Delhi.

**EMPORIUM**



# Three steps to find your pathway





# A more sustainable future.

We help you reduce emissions and improve fuel economy.



# OBJECTIVES







## WHO WE ARE

- **Environmental, Social, Governance is important for all businesses today.**
- **We are bring to the table our first product to the UK market, which has been in the market since 2014. It is fully certified in both America and Europe.**
- **The focus of this presentation is to demonstrate the impact x-carbon can have on your business at this time of extraordinary increases in fuel prices.**
- **By 2030 all businesses in the fleet market will need to demonstrate their efforts in meeting ESG targets. It is our objective to help you prepare for this.**



**Our unique product saves you money and helps our planet.**

X-Carbon removes the air from your fuel so it combusts more completely, cutting emissions, improving fuel economy, helping to restore your engine to 'as new' – so your engine is cleaner and greener.

**Working for a greener tomorrow.**





# LAUNCH PRODUCT

## X-CARBON: FOR MORE COMPLETE FUEL COMBUSTION

- X-Carbon is the missing link that has eluded us since Ford invented the combustion engine.
- By removing air from the fuel, X-Carbon enables more complete combustion, improving fuel efficiency, removing carbon deposits, enabling the engine to run more smoothly and cutting emissions.
- X-Carbon helps to restore engine performance to its near new former levels.

**X-Carbon** RunGreen

Removes air from your fuel making your engine more efficient

**LOWERS EMISSION**

**UP TO 30% MPG**

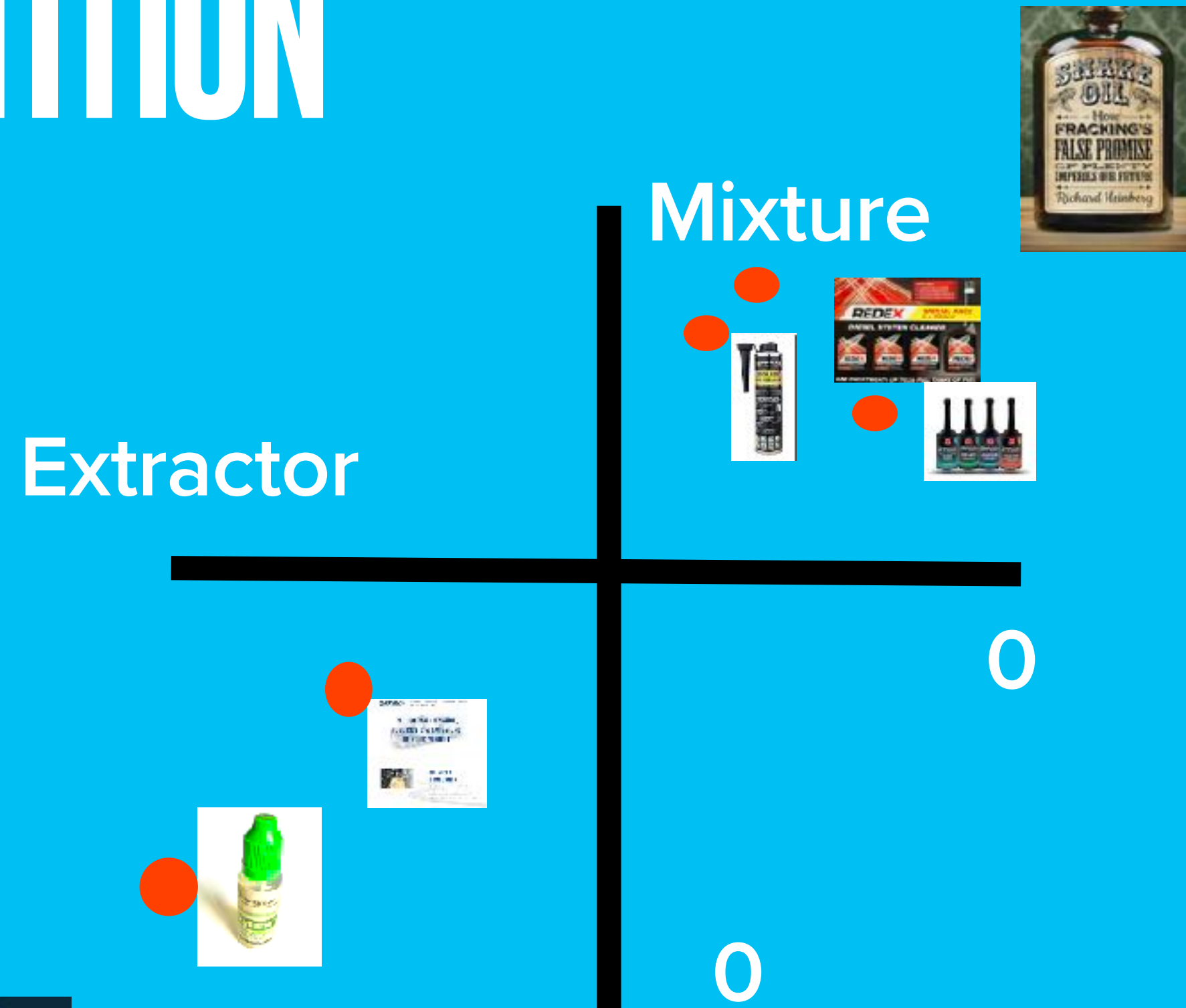
**BUY NOW**

[www.X-Carbon.co.uk](http://www.X-Carbon.co.uk)

@rungreenuk



# COMPETITION



The snake oil additive mixes share the same space. Focused on speed, petrol-head market.

ESG products of Dipetane and Oxytane are into more efficient combustion. Focus on sustainability and efficiency.

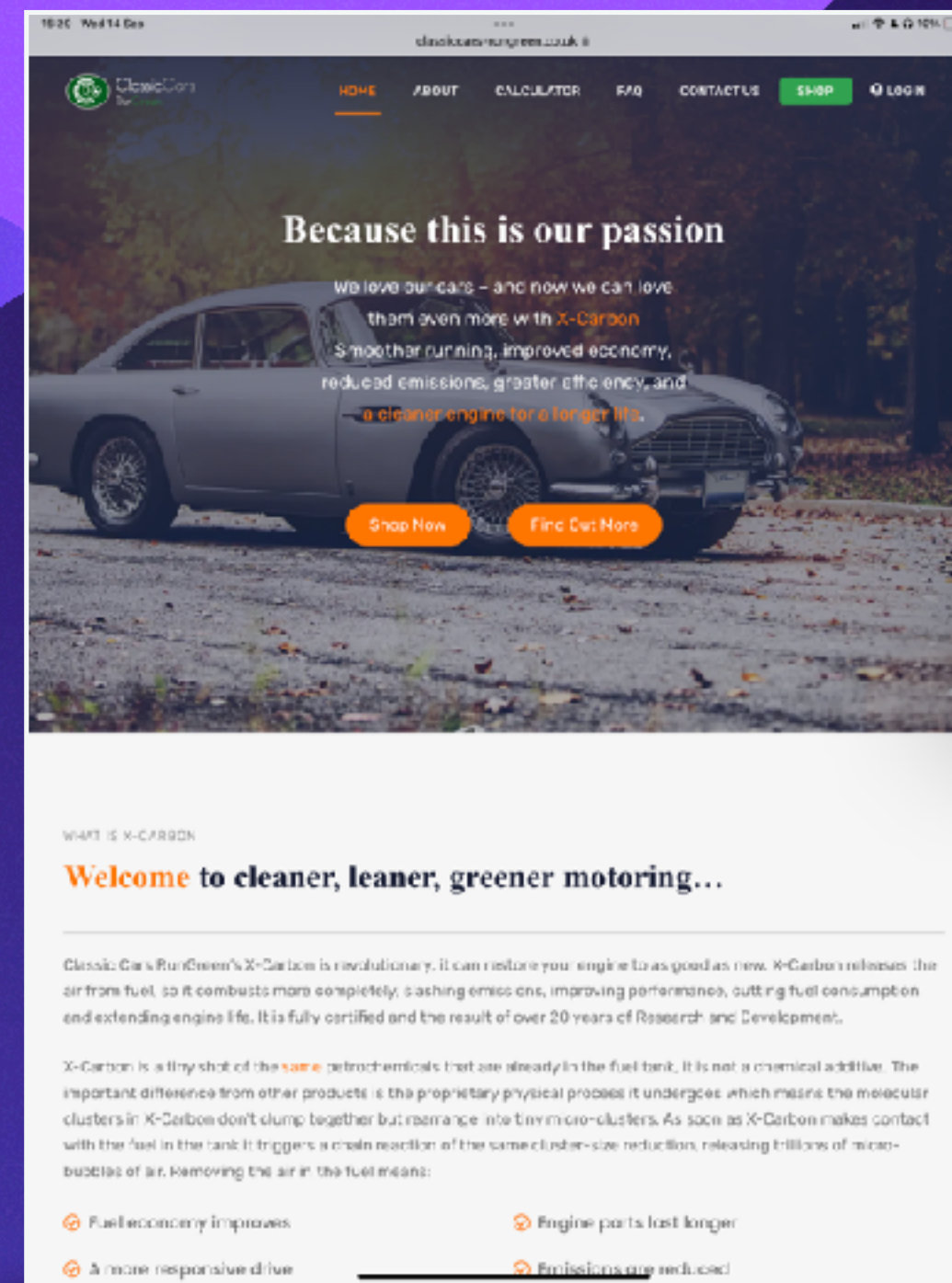




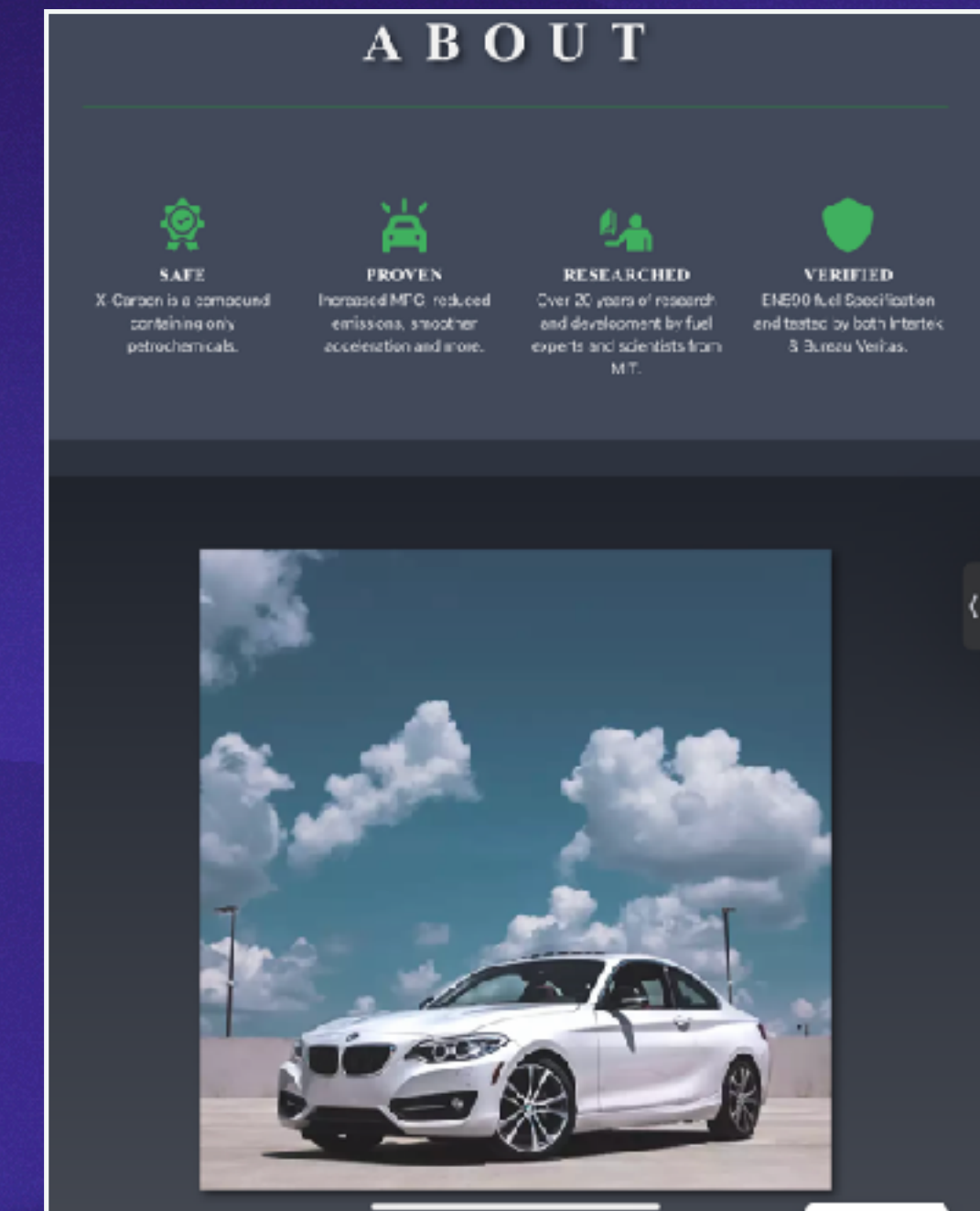
# reach strategy.



Affiliates verticle.



Classic 4 verticle.



X-Carbon introducer.



# brand Impact

**X-Carbon** RunGreen

Removes air from your fuel making your engine more efficient

**LOWERS EMISSION**

**UP TO 30% MPG**

BUY NOW

www.X-Carbon.co.uk  
@rungreenuk

2-butanol  
2-Propyl  
propyl

**De-carbonising your business.**

Carbon offsetting allows:

- Your business to grow
- retain & attract customers.
- Avoid government penalties.
- Improves reputation.

www.X-Carbon.co.uk

Ease of use

Green issues

WE OFFER SMALL BOTTLES, BUT WITH

**A BIG DIFFERENCE**

Become carbon neutral before it's too late.

RunGreen

**3 FACTS ABOUT SUSTAINABILITY**

SWIPE LEFT

**FACT NO.1**

The main difference between CO<sub>2</sub> and CO<sub>2</sub>e is that CO<sub>2</sub> only accounts for carbon dioxide, while CO<sub>2</sub>e accounts for carbon dioxide and all the other gases as well: nitrous oxide, carbon monoxide, etc

**FACT NO.2**

How much CO<sub>2</sub>e does a car produce?  
The average new car emits 120.1g/km of CO<sub>2</sub>e.

**FACT NO.3**

X-CARBON CAN TO HELP THE WORLD TO BECOME CARBON NEUTRAL

CO<sub>2</sub>

X-Carbon

Savings

Ratio



# Brand Impact


RunGreen  
**X-Carbon**

## LONG-TERM COST SAVINGS

SAVE ON FUEL AND CAR MAINTENANCE  
WHILST SIMULTANEOUSLY REDUCING EMISSIONS

What were my emissions before and after?  
What were my MPG before and after?  
How noisy was my engine before and after?  
How did the drive feel before and after?

**OUR CARBON FOOTPRINT 648g PER LITRE**



THE FUTURE IS IN YOUR HANDS

Info@X-Carbon.co.uk 0330 088 7170

Promotion



Packaging





**Onwards and upwards.**



# The power of Design Consumer centric methods .


Home / Shop

Showing all 4 results

Sort by price: low to high

Product	Price	Action
X-Carbon 20ml	E24.00 / Month For 12 Months	Add to basket
X-Carbon (20ml)	£24.00	Add to basket
50ml Bottle	£55.99	Add to basket
X-Carbon 250ml	£250.00	Add to basket

### HOW IT WORKS



Using **physics**, not chemistry, X-Carbon is unlike additives designed to chemically alter the fuel. X-Carbon is developed using the same petrochemicals as are already in fuel.

The difference is that, by using a proprietary physical process, the molecular clusters in X-Carbon no longer clump together and rearrange into tiny micro-clusters. As X-Carbon makes contact with the fuel in the tank, a chain reaction happens of the same physical, cluster-size reduction throughout the fuel. This releases trillions of micro-bubbles of air.

This creates a more viscous fuel that starts acting as a cleaning agent in the engine. Carbon deposits are removed, restoring the engine to remarkably close to new condition. Performance levels are returned to 'as new', with restored fuel economy, lower emissions, smoother running, no dead spots, substantial performance increases, a much quieter ride and longer engine life.



# How it works

## Key considerations:

1. The future
2. Define the past
3. Customers: how do they think?
4. Competitors: direct and indirect
5. Product logic
6. Collective master vision



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## Power of creativity

Extraordinary out of the ordinary



Stuff International Design Limited

# Snooze you Loose

Kodak was the king of jungle until one of its employees invented the digital camera

15 years ago Kodak dominated the photographic world, but when their Board was presented with the invention of the digital camera, they rejected it. Apple's Steve Jobs by contrast saw its potential and put it into the new iPhone. The rest is history.

If only Kodak had explored the potential of the new camera and not remained confident in the continued success of the old model their story would have been different.

Stuff International helps start-ups and established companies see over the default bar.



Advertising campaign





# Stuff International Design Limited

**define customer audience**  
commercial success will follow

Stuff International Design Limited logo

**exercise to define brand values**  
once you have established your competition in a list spend time establishing their market position using this method.

DENI CLER MILANO

40+ Smart/Casual Professional

**Look** Elegance & Style

**Talk** Unique Superior Quality

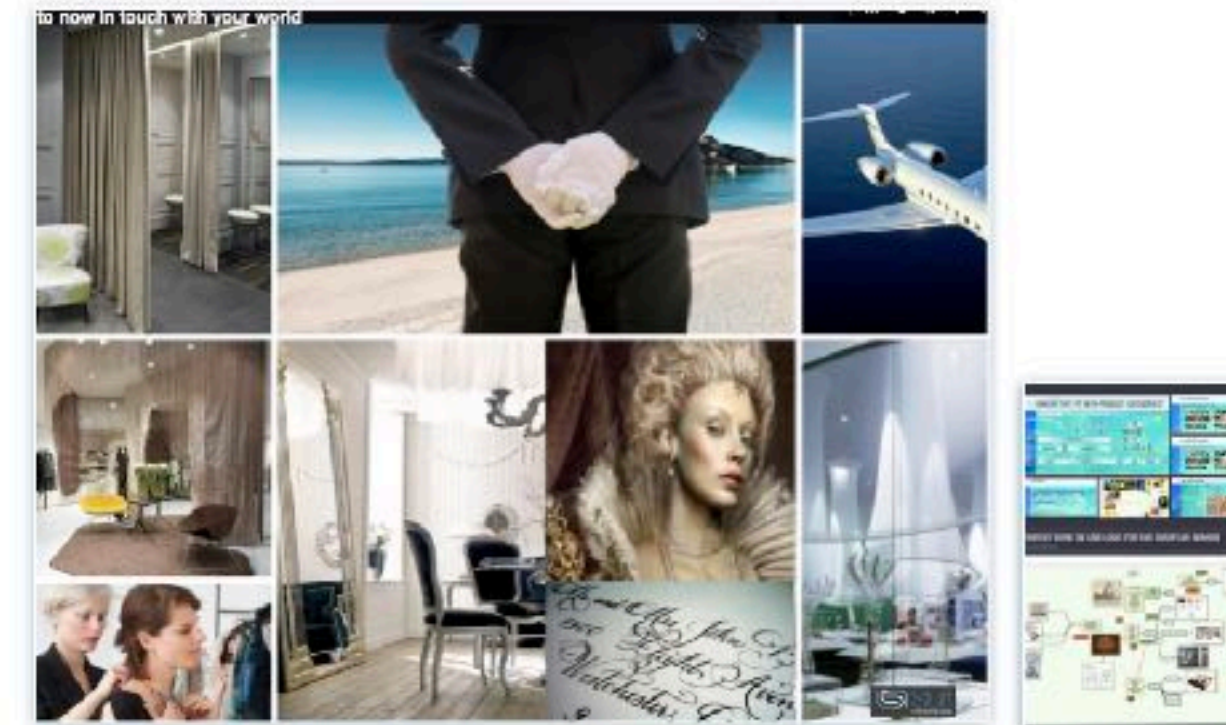
**Think** Elegant Boutique Class

Essence

Stuff International Design Limited logo

## Set a framework for product line development

It is essential to build products and services to work in line with your brand narrative.



**MOHITO** now in touch with your world

**Goals :**

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**Purpose :**

Create an offering that will make all customers feel important and talk to everyone on their level.

Create dialogue, give tips and advise on all aspects of fashion from makeup to styling

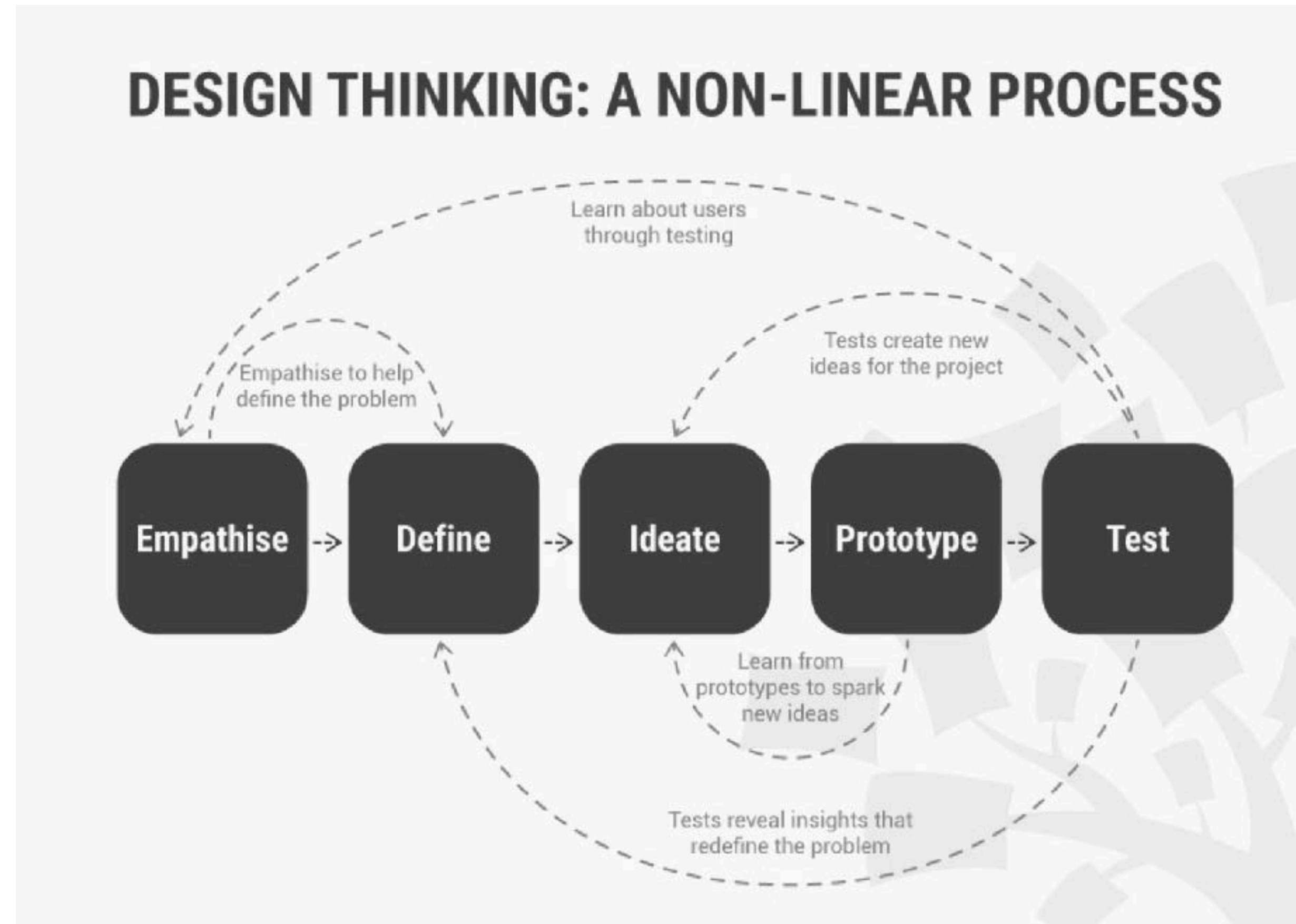
Create the best customer interface area - changing rooms, seating areas, makeover area etc.

Stuff International Design Limited logo



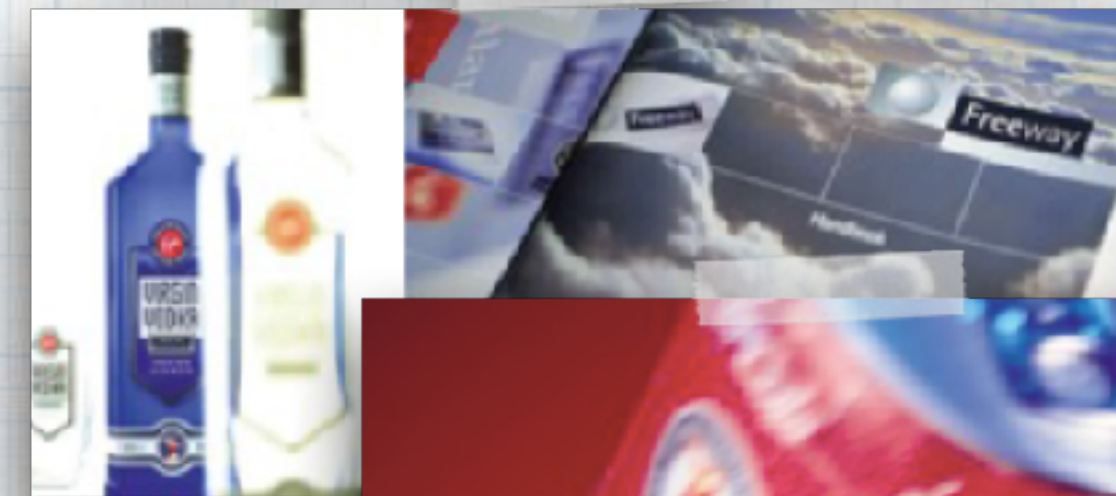


# The design process





# Recognized brands





# Future influences

- AI
- Machine learning
- Blockchain inventory
- 3D printing
- Data management will be a big business
- Cloud will affect the way we work in the future
- VR will flourish with G5
- Social enterprise will balance the new age FAANG.



# Empathy v DIGITAL methodology

Consumer centric methods for consumer profiles.





Two very clear threads

**NARCISSISM : EGO DRIVEN/CENTRE OF THE UNIVERSE**

global trends influencing sales





9

EGO



8

CONVENIENCE

# UBER

Gives you a piece of glamour for the price of a taxi fare. The app helps you see where your ride is at all times. The fastest growing company in the UK





9

EGO

**FITBIT**

This product appeal to the self-image linked with clear statistics for sharing with friends. Growing health area, everyone talks about steps these days

8

CONVENIENCE





**EGO**

**CONVENIENCE**

**GO PRO**

Extrem spots appeal to Narcissistic individual and then with go pro you can see on line what was achieved .







**Customer mindsets more complicated  
than ever before.**

Quick explore of generational differences





# Customer are more complex today

Some issues to consider





# End user

## Baby Boomers (1946-1964)

- **Work Ethic**: Value hard work and loyalty to employers.
- **Team-Oriented**: Prefer collaborative work environments.
- **Face-to-Face Communication**: Favor in-person interactions over digital communication.
- **Social Change**: Experienced significant cultural shifts, including civil rights movements.

## Generation X(1965-1980)

**Independence**: Value self-reliance and personal responsibility.

- **Skeptical**: Tend to be more cynical and skeptical of institutions and authority.
- **Tech Adaptability**: Experienced the transition from analog to digital technology.
- **Work-Life Balance**: Seek balance between career and personal life.

## Millennials (Generation Y) (1981-1996)

- **Tech-Savvy**: Comfortable with technology and social media.
- **Experience-Oriented**: Value experiences over material possessions.
- **Socially Conscious**: Advocate for social issues and sustainability.
- **Collaborative**: Prefer teamwork and inclusive work cultures.

## Generation Z (1997-2012)

- **Digital Natives**: Grew up with technology and are highly proficient with digital tools.
- **Diversity**: Value diversity and inclusivity in all aspects of life.
- **Mental Health Awareness**: Prioritize mental health and well-being.
- **Entrepreneurial Spirit**: Interested in entrepreneurship and alternative career paths.

## Generation Alpha (2013-2025)

**Highly Connected**: Expected to be the most technologically immersed generation.

- **Education-Focused**: Likely to experience personalized and technology-enhanced education.
- **Global Perspective**: Will be raised in a more interconnected and globalized world.
- **Socially Aware**: Expected to carry on the values of diversity and social responsibility



Baby BOOMER    GX    GY    GZ    GA





# Build clear profile around your target customers.

## AREAS OF FOCUS

Target customers	Name	Age	Situation	Platform Used	Apps	Value proposition for Meta-tude
	Raj	35	Solo entrepreneur who has a large network of freelancers. He is looking for way to build skills and loyalty with his team.	Mobile/web platforms, knowledge of many software packages	Slack, WhatsApp, Messenger, Reddit, Quora, WeChat, Xero, etc	For developing software skills. Could also use for team to build collective productivity plus a giveback
	Tessa	45	Owens a PR company employing 10 people. Wants to find out their strengths to build a balanced team, also need to understand Zoomers' and Millennials' skills.	Web, WhatsApp, Facebook, instagram, Emails, Twitter	Google	Has her own SME business will use Meta-tude to help understand her team's strengths, Generational understanding.
	Colin	29	Ambitious wants to improve skills in leadership and software packages is a freelancer but work in the solo-entrepreneur space.	Web, mobile, internet, LinkedIn	Discord, WhatsApp, Slack, Viber, Facebook	Solo operator working with many partners on the net.



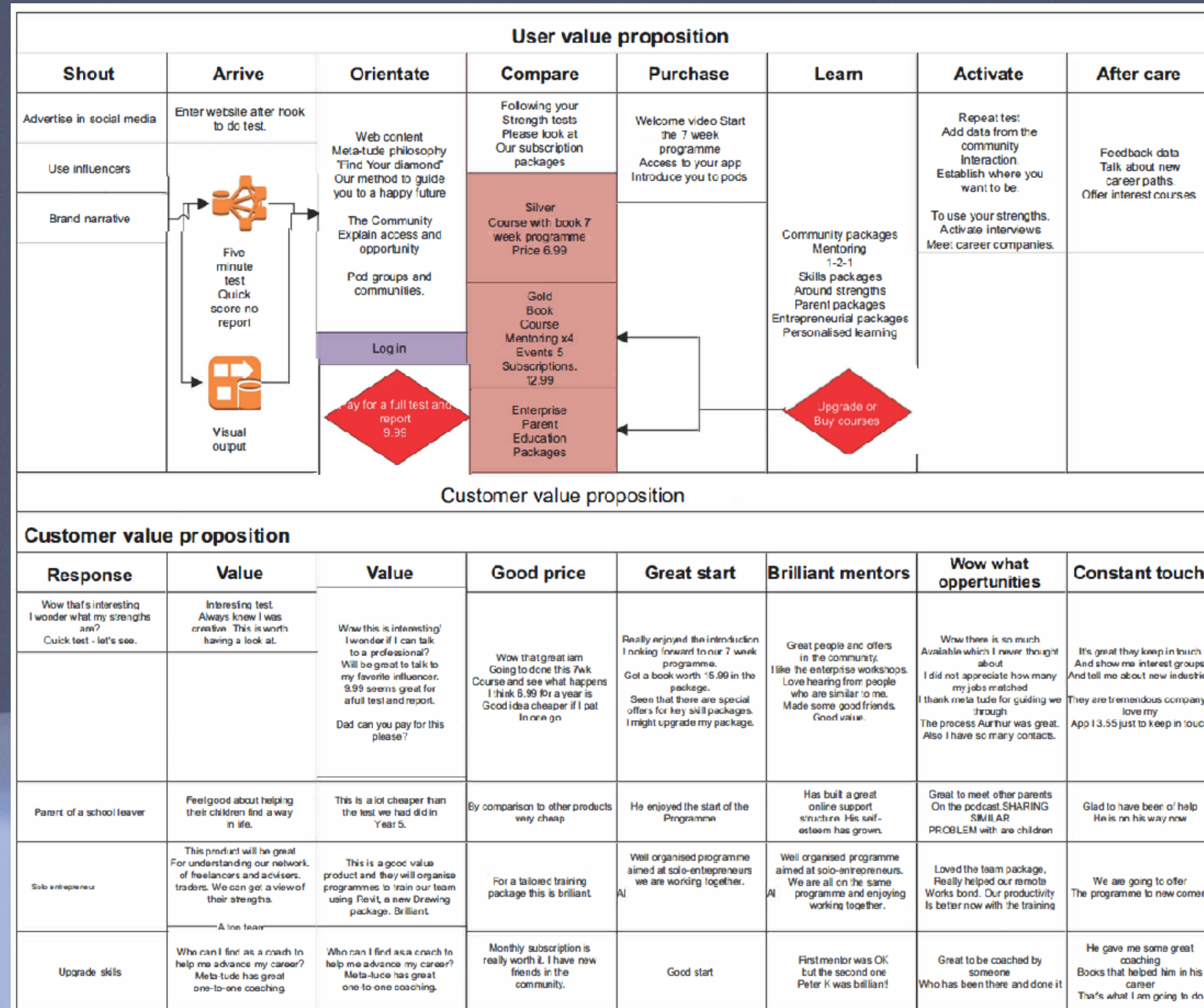


# TARGET CUSTOMER





# Customer journey and value proposition





# New platforms emerging

Be aware of change



**Augmentation**



**Trans Human**

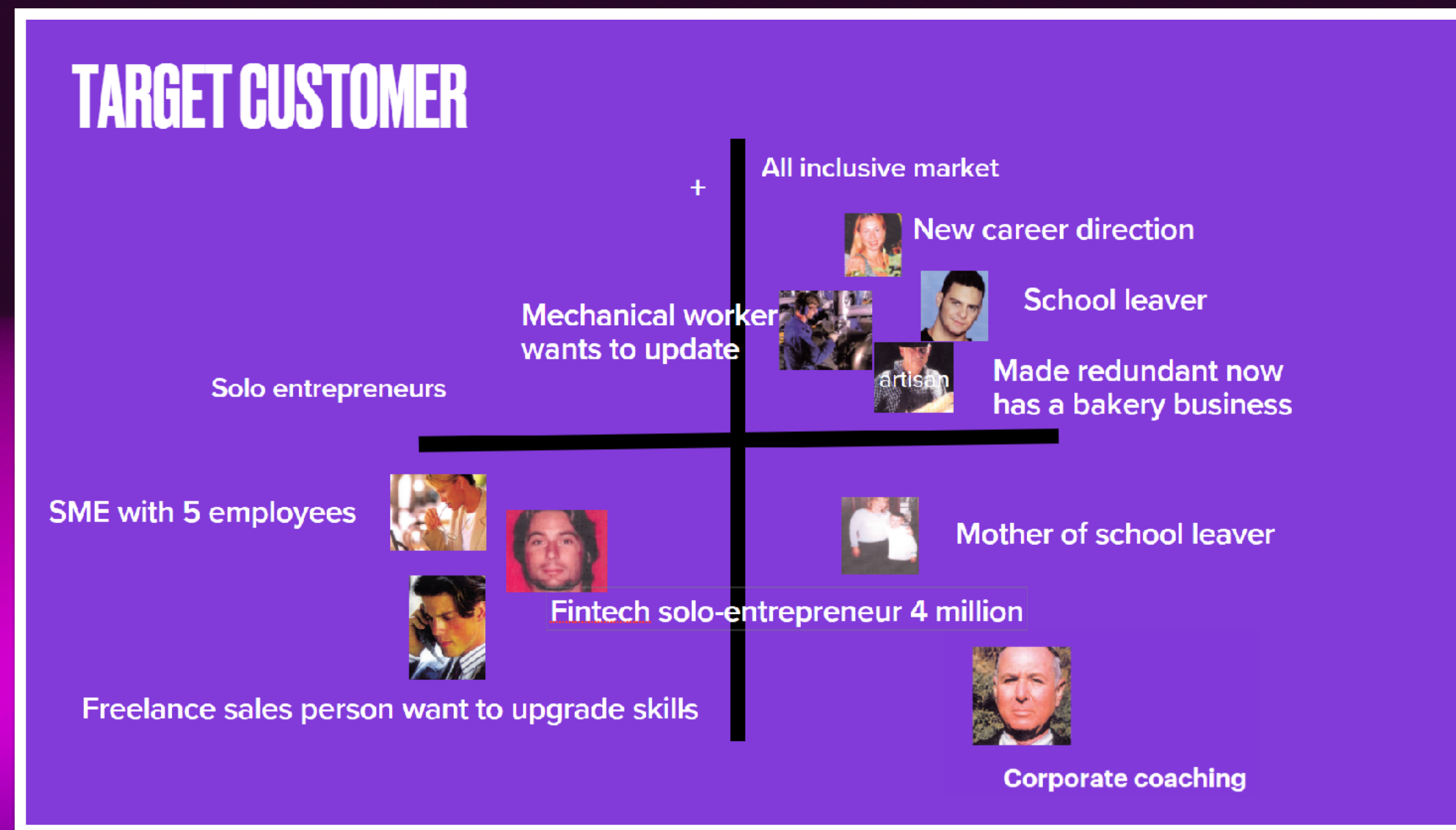


**In between space**



# How were the target audience

## Define core target are they your customer





Example of concept ideas who  
are the target audience.





project: Alpina, Lebanon



project: City Fast Food, Russia



Commercial retail design





# Stuff International Design Limited











Skin analysis allows treatments to be designed exactly for your skin - as if your skin needs more treatment in one area, the treatment can be customised.

Area	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
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20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

BLESSED GLOWING REDISCOVER REVEAL YOUR BEAUTY









# Step Two





**Your HELP means a lot to us.**

**Share your FEEDBACK about this session.  
This will help us to improve our sessions**



- Scan the QR code
- Or access to survey via the link <https://bit.ly/feedbackworkshop21102024>