



Value Proposition & Barriers to Entry

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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)	E24.00	Add to basket
50ml Bottle	E55.99	Add to basket
X-Carbon 250ml	E250.00	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



Power of creativity

Extraordinary out of the ordinary

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

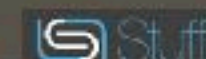
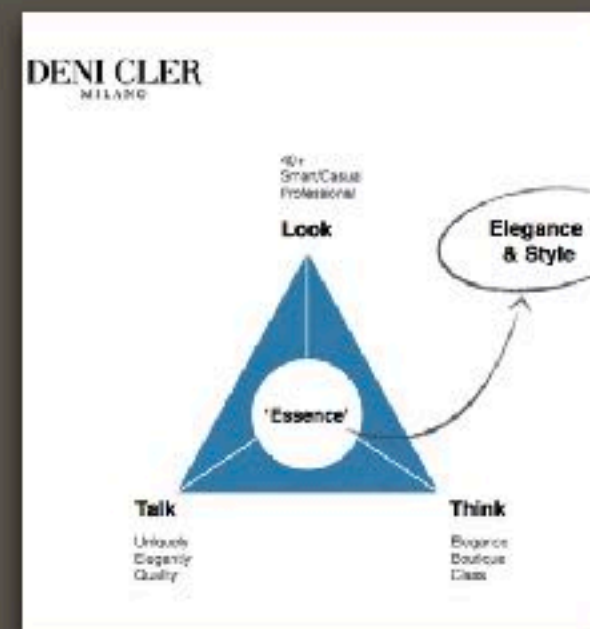
define customer audience

commercial success will follow



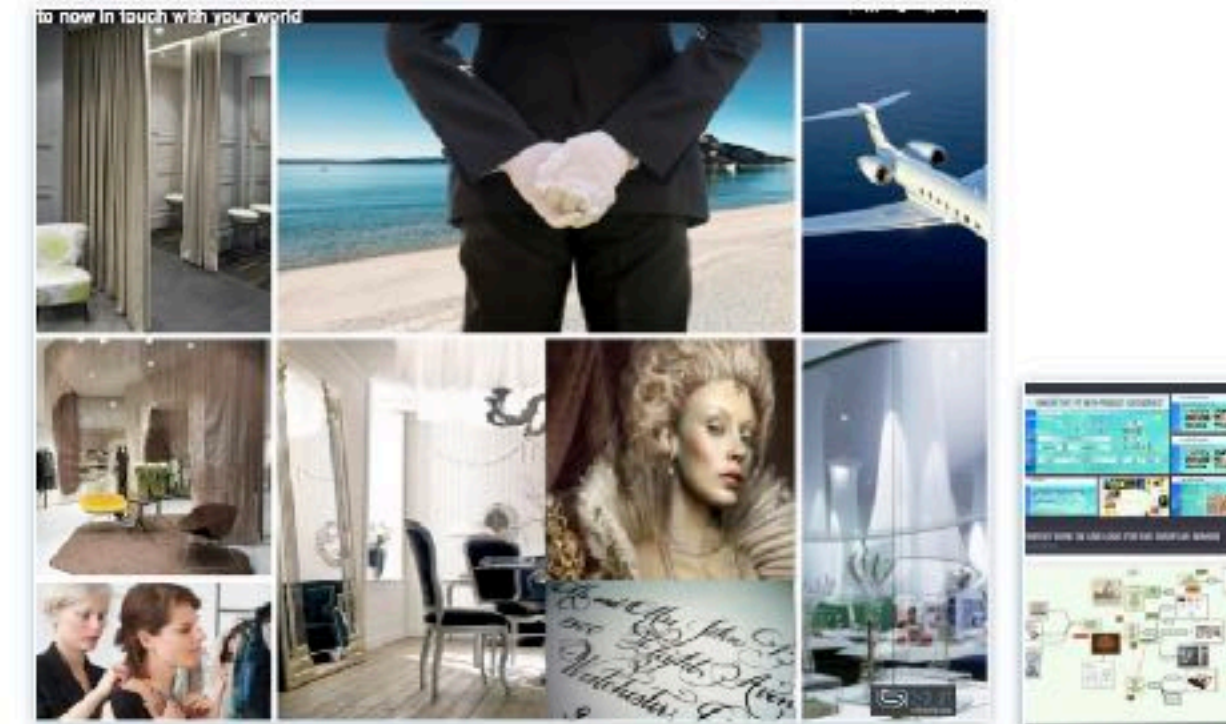
exercise to define brand values

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



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 :

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 rights 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 :

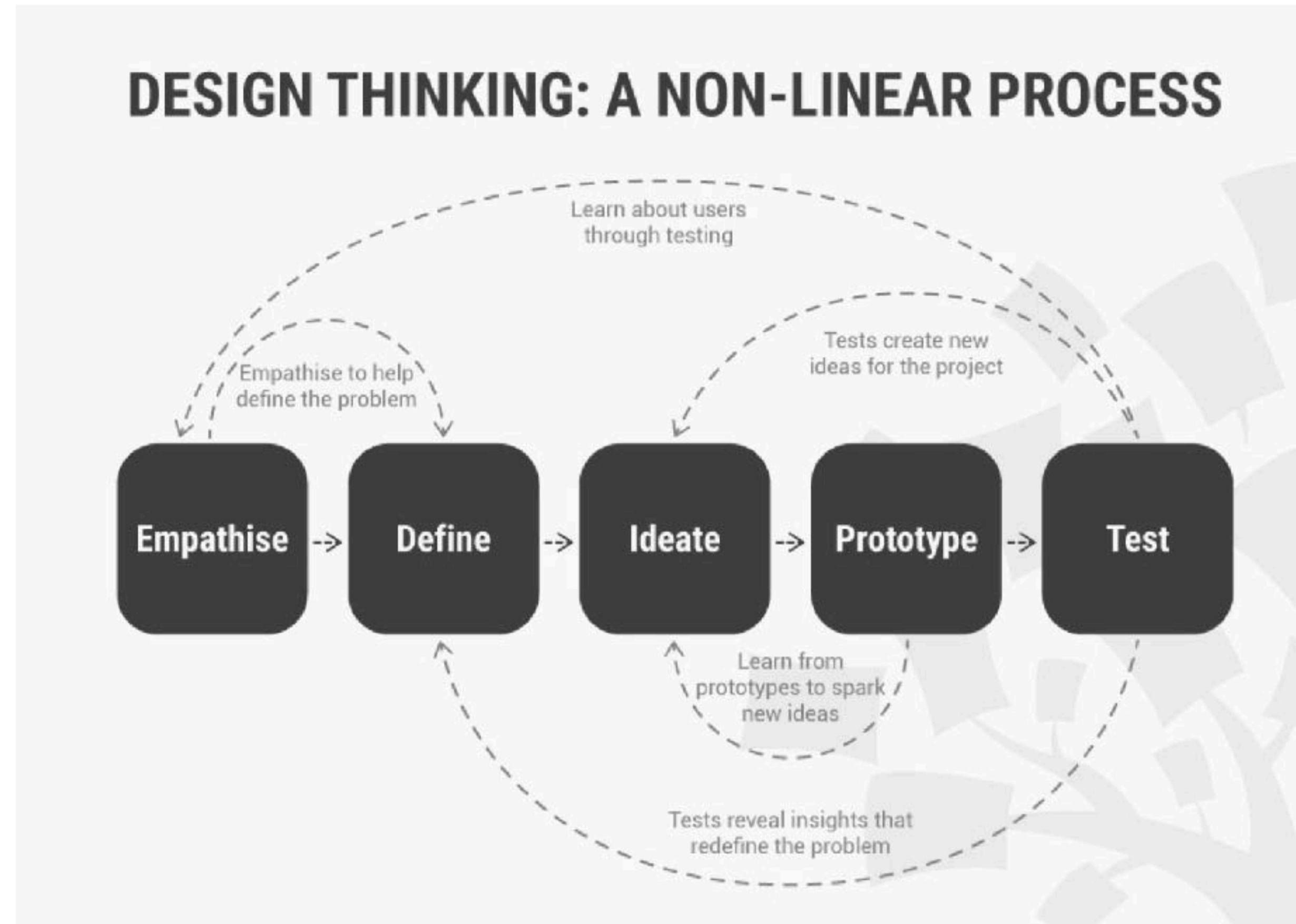
Create an offering that will make all customers feel important and talk to everyone on their level.

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 area etc.



The design process



Best time ever to start a business.

We will work together.

1. Product Innovation & Speed to Market

- Enables faster prototyping and testing of new products and services.
- Allows small teams to compete with large corporations through automation and low-code tools.
- Generative AI creates content, design, and code at a fraction of the traditional cost.

2. Data-Driven Decision-Making

- Startups can analyse customer behaviour and market trends instantly, improving product-market fit.
- Predictive analytics helps forecast demand, churn, or funding needs.
- Real-time insights replace traditional research cycles.

3. Operational Efficiency

- AI automates repetitive administrative, HR, and financial tasks.
- Chatbots and AI-powered customer support scale service without increasing headcount.
- Reduces overheads and allows leaner, more agile teams.

4. Funding & Investment Strategy

- AI tools assist in crafting investor materials, financial models, and pitch decks.
- VC firms are increasingly using AI to identify and evaluate promising startups — making AI fluency a competitive advantage.

5. Marketing & Growth

- Precision targeting using AI-driven audience segmentation and predictive conversion models.
- Automated content creation, A/B testing, and SEO optimisation streamline growth campaigns.
- Personalisation drives engagement and customer loyalty.

6. Product Personalisation

- AI tailors experiences for individual users — critical for SaaS, e-commerce, and healthtech.
- Creates adaptive interfaces and recommendation engines that improve retention.

7. Risk & Compliance

- AI helps detect fraud, assess cybersecurity threats, and ensure data compliance (e.g. GDPR).
- Startups can demonstrate higher credibility and governance from the outset.

8. Talent & Workforce

- Frees founders and teams from repetitive work, allowing focus on strategy and creativity.
- Access to AI co-pilots means smaller teams can achieve enterprise-level output.

9. Collaboration & Ecosystem Growth

- AI platforms foster partnerships and plug-in integration with other startups.
- Shared datasets and open AI models accelerate innovation across sectors.

10. Competitive Differentiation

- Startups that build AI into their core DNA attract investors, customers, and media attention.
- Early adoption positions them as thought leaders in their industry.



What is the Core brand focus

THE BIG IDEA Connection to users

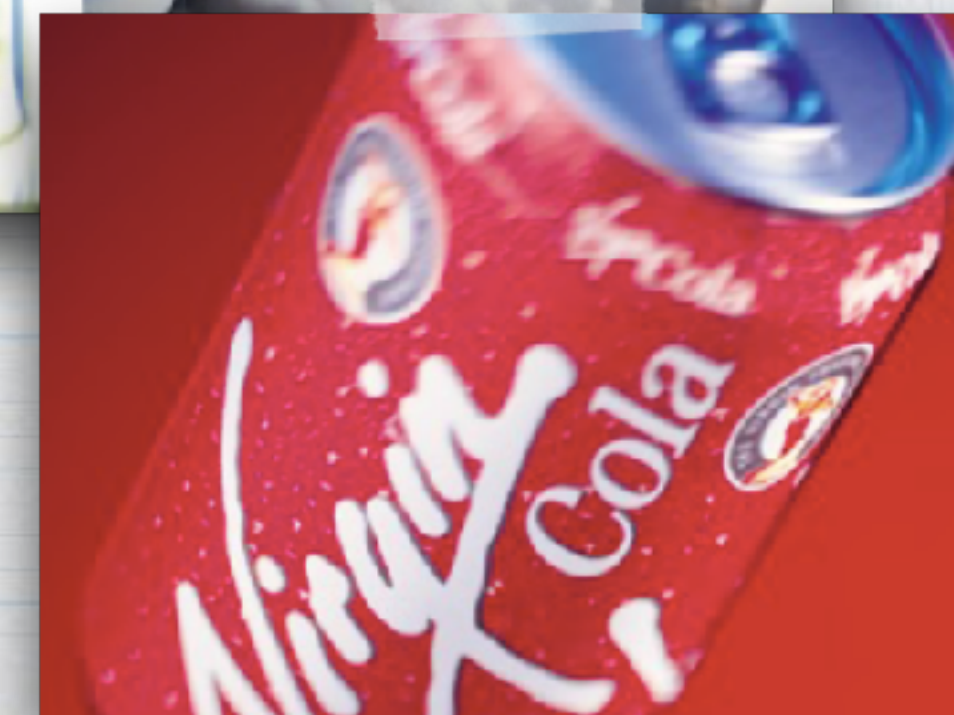
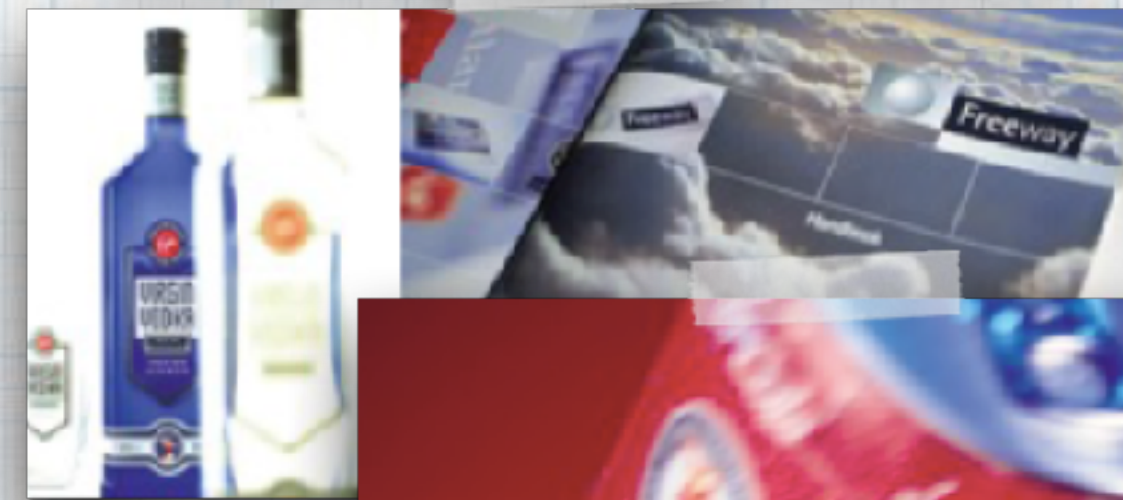
SPACEX



ROLEX



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



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



Early Adopter

16% of the total productive workforce.

Definition

Early Adopters are the first influential wave of consumers who adopt a new idea, product, or technology after innovators prove it works, but before the mainstream majority follows. They represent around 16% of the working population and act as the bridge between innovators and the early majority.

2. Core Characteristics

- Open-minded but pragmatic: curious about innovation but value practical benefits.
- Opinion leaders: others look to them for guidance and validation.
- Educated and connected: socially networked and information-driven.
- Motivated by advantage: seek status, efficiency, or self-expression benefits.
- Values-driven: support innovation with ethical or social impact.
- Higher risk tolerance: willing to try new, evolving products.
- Seek recognition: enjoy being first to know or trendsetters



Engagement Strategies for Brands

- Invite participation – offer beta access, co-design opportunities.
- Reward advocacy – ambassador programs, referrals, recognition.
- Show social proof – highlight credible peer testimonials.
- Leverage content – encourage user-generated content and sharing.
- Keep narrative bold – position them as leaders and change-makers.
-



Build clear profile around your target customers.

AREAS OF FOCUS

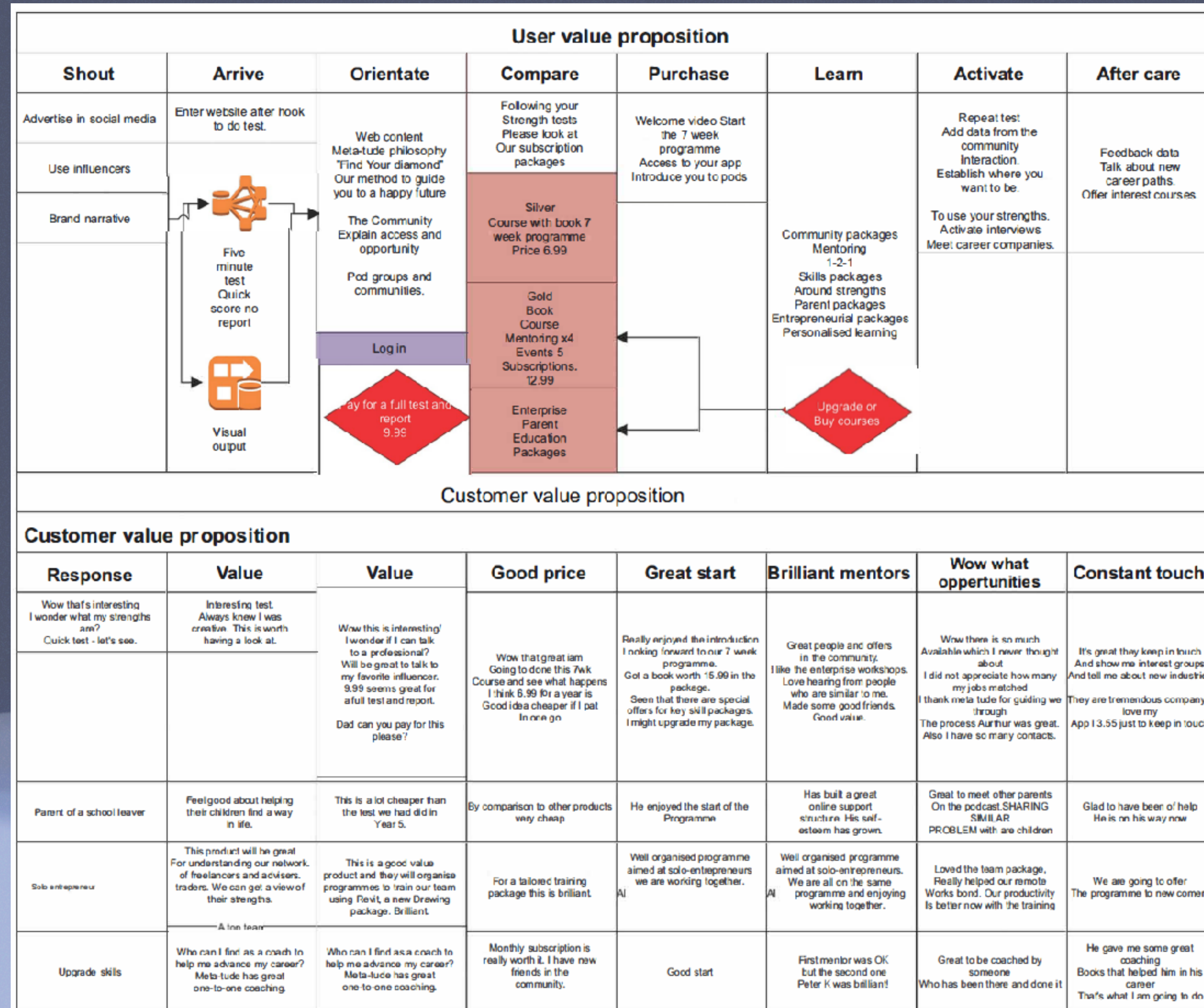
Target customers	Name	Age	Situation	Platform Used	Apps	Value proposition for Meta-tude
	Raj	35	Solo entrepreneur who has a large network of freelancers. He is looking for way to build skills and loyalty with his team.	Mobile/web platforms, knowledge of many software packages	Slack, WhatsApp, Messenger, 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

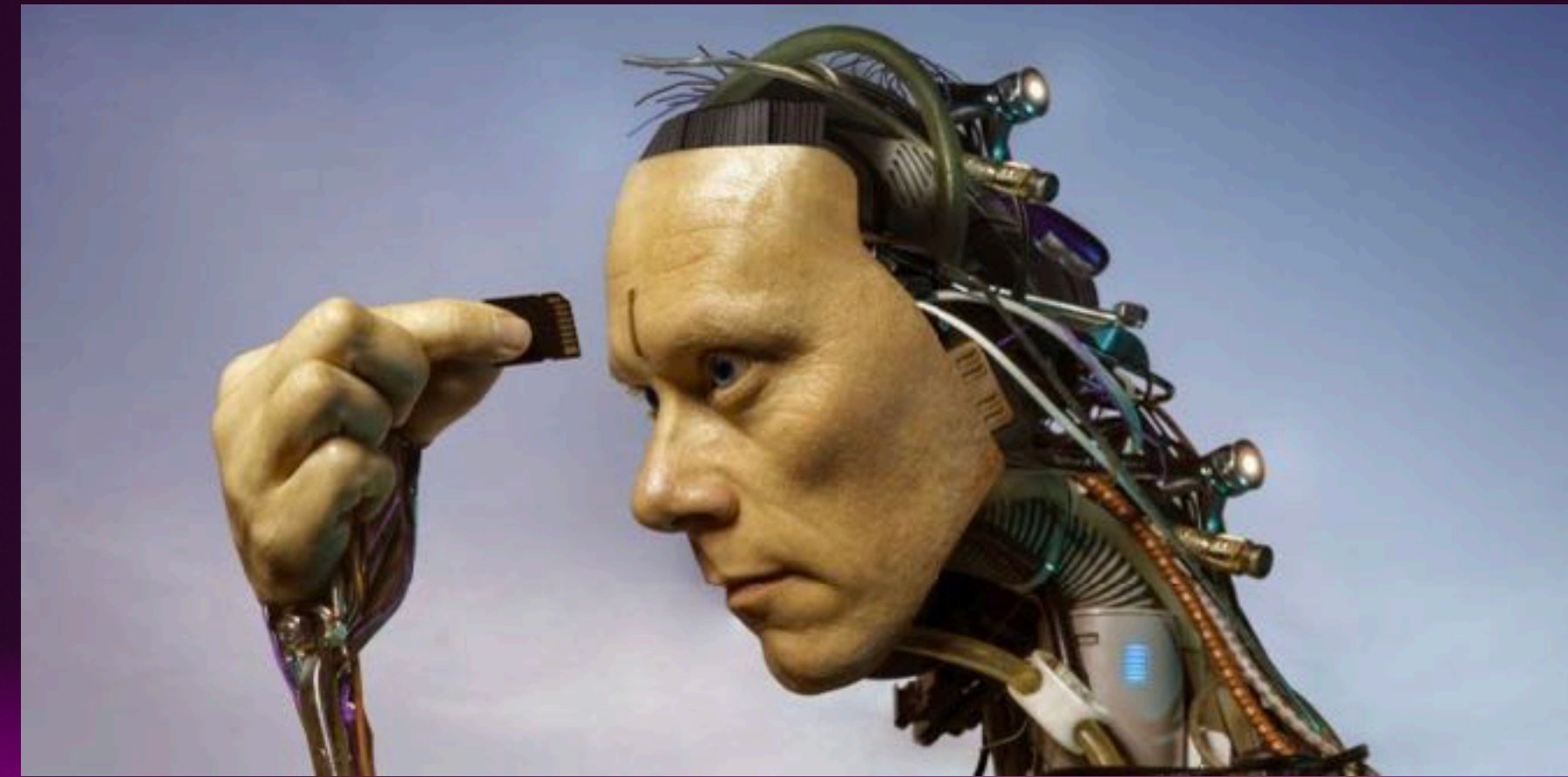


New platforms emerging

Be aware of change



Augmentation



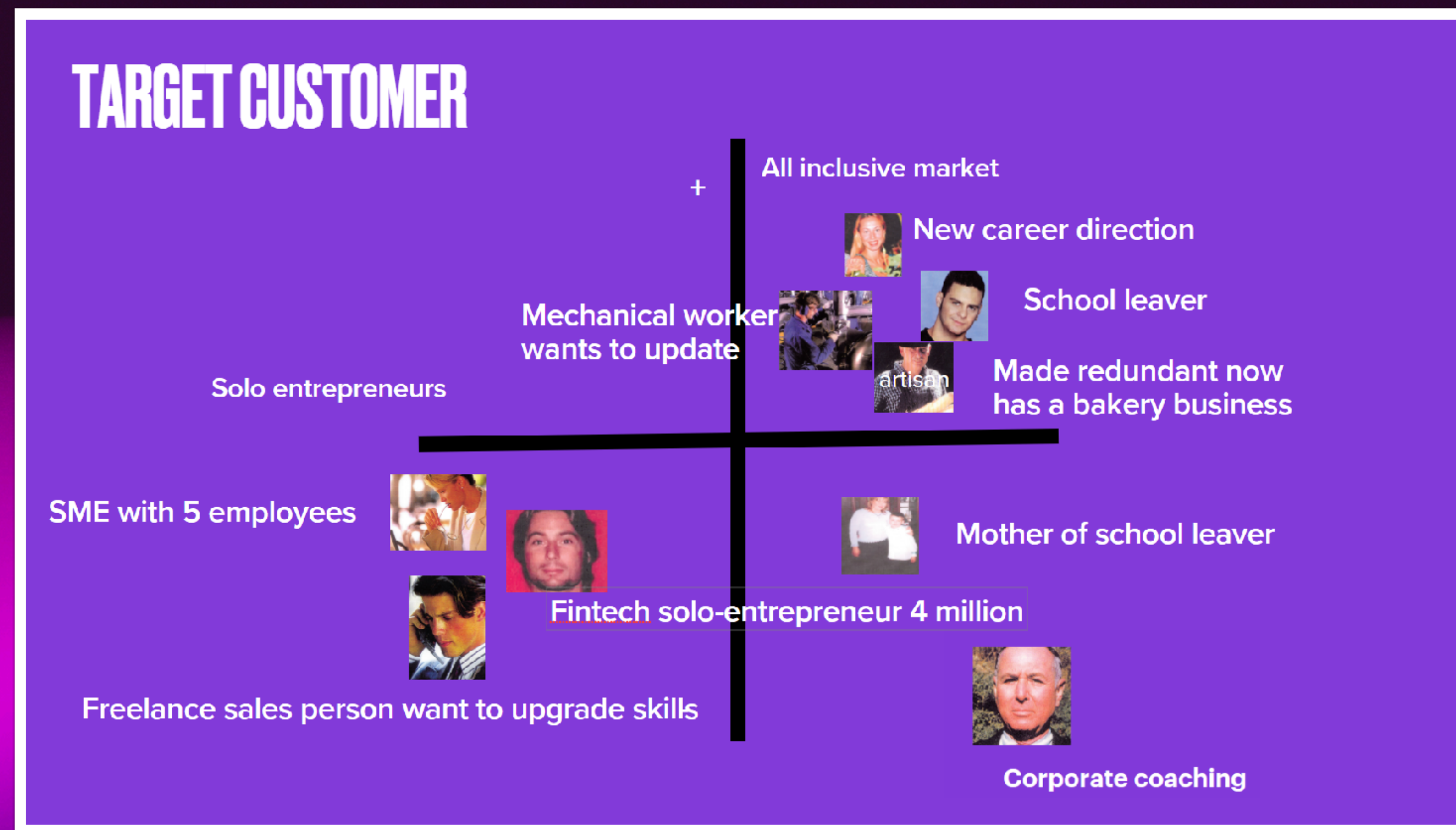
Trans Human



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	Score	Notes
Forehead	1	Normal
Nose	2	Normal
Chin	1	Normal
Cheeks	1	Normal
Under Eyes	1	Normal
Neck	1	Normal
Overall	1	Normal

BLESSED QUEEN OF BEDSCOVER HILLMOUNT VILLAS

Area	Score	Notes
Forehead	1	Normal
Nose	2	Normal
Chin	1	Normal
Cheeks	1	Normal
Under Eyes	1	Normal
Neck	1	Normal
Overall	1	Normal





Step Two

