

Crowdfunding as Marketing Tool on the practical example of Potio



Abstract

Potio is an upcoming Start-up out of Zurich, Switzerland, which intends to disrupt the multi-use bottle and soft drink industry by launching their innovative drinking bottle that allows for a reduction of over 50% in sugar intake, while maintaining the usual flavour of the beverage. The key component is their specialized bottle design featuring a container, that pulses concentrated syrup directly onto the tongue, resulting in the same drinking experience as a standard soft drink.

This thesis allows the industry partner Potio to make an assessment of their plans and decision to finance their venture through a chosen type of Crowdfunding and to launch a Crowdfunding campaign.

Different Crowdfunding types are researched and discussed, but among the most important is rewards-based Crow-

funding, at which a project creator introduces their project in a public campaign, detailing what type of product or service they would like to offer in the future and seek capital for. Those that have interest in the realization of the project, can become project backers by funding it, which is usually done through purchase of the yet-to-be-realized products.

Within the work, an online consumer survey was conducted, asking questions about their consumer behaviour regarding drinking bottles, beverage preferences and their sugar intake in general. Moreover, their current experience in Crowdfunding was inquired, including a self-assessment of media responsiveness.

The answers yielded insights into the marketability of a bottle like Potio's and how to best approach their intended Crowdfunding campaign from a Marketing perspective.

This, alongside competitor analyses, as well as by modelling various company analyses, such as Porters Five Forces, the RTV-N model by Bock and George, the Business Model Canvas by Osterwalder and specialized models such as the campaign success model by Sayedi or Crowdfunding choice model by Shneor, resulted in a number of audience key facts, a total addressable market and finally, a recommendation for Potio to choose a rewards-based Crowdfunding type to finance their initial phase of the project.

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Semester:
HS21