

Market entry



Twofold market analysis and strategic analysis for a new service: Hype premium



Client	Requirements	Approach	Result
<ul style="list-style-type: none"> The client was Hype, one of the Italian most promising startup in the fintech field Hype is appreciated by millennials, widespread over all the country and operate in a sector with high potential growth Hype has currently 56 employees and more than 600,000 clients 	<ul style="list-style-type: none"> Understanding the key decision factors of clients when they choose the provider in the fintech field, due to formulate the offer of a new service: Hype premium, a real debit card connected to a bank account Development of a strategy to entry in the debit card market 	<ul style="list-style-type: none"> The project was divided into four stages: preliminary analysis, market analysis, demand analysis and strategic analysis Realization of more than one thousand survey and study of the results with Qualtrics, a sophisticated algorithm to reduce the waste of time Use, for the first time, of the Lean Approach due to saving time and costs 	<ul style="list-style-type: none"> A strong connection was established with the client Use of a debit card, instead of the client's idea of another prepaid card, that has allowed a leap in the quality of the company The client, following our guideline, realized a successful market entry with great result and capability to penetrate the market

