



OUR FUTURE IS IN OUR HANDS.

NUADA.PT

Marketing & Sales Plan

1. PLANNING:

- 1.1 Nuada: who we are
- 1.2 Goals
- 1.3 Personas
- 1.4 Competition

2. ACTION: Content and Distribution

3. MONITORING: detailed actions and analysis





Nuada develops intelligent soft exoskeletons.

Nuada is a company that is developing a new generation of smart and intelligent exoskeletons. The first product is a glove that allows users to hold up to 40 Kg's with their hands completely relaxed.

Safe & Light

Simple

Small & Discrete

Affordable

Compatible With Daily Use

Differential:

Nuada operates with a different method than BioServo (competitor), since we don't have motors pulling the users fingers the user can fully relax the hand. Our system supports **more weight** (about 10 times more), is more **than 10 times lighter** (our system weighs 250 grams), **6 times less expensive**, and has approximately **8 times smaller volume**.



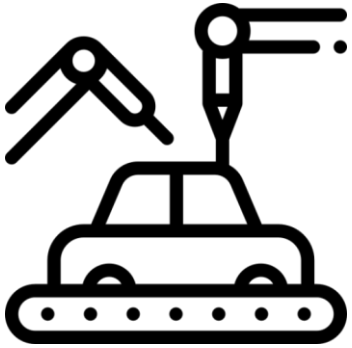
Nuada is a system that provides active support for the user's hand in a seamless manner.



The user can hold up to 40 Kg's (approximately 88 pounds) while relaxing their hand, decreasing muscle effort, and preventing injury.

The glove is primarily made of soft materials designed with user comfort in mind that can be used during normal activities.

Millions of people suffer from lack of strength or pain in the hands. This problem have a high negative impact in their daily lives. So, our system can be applied to reduce to improve hand function in severely limited healthcare patients.



Industry



4.2M

potential users (EU and US)



\$4.2B

calculated market size



Healthcare

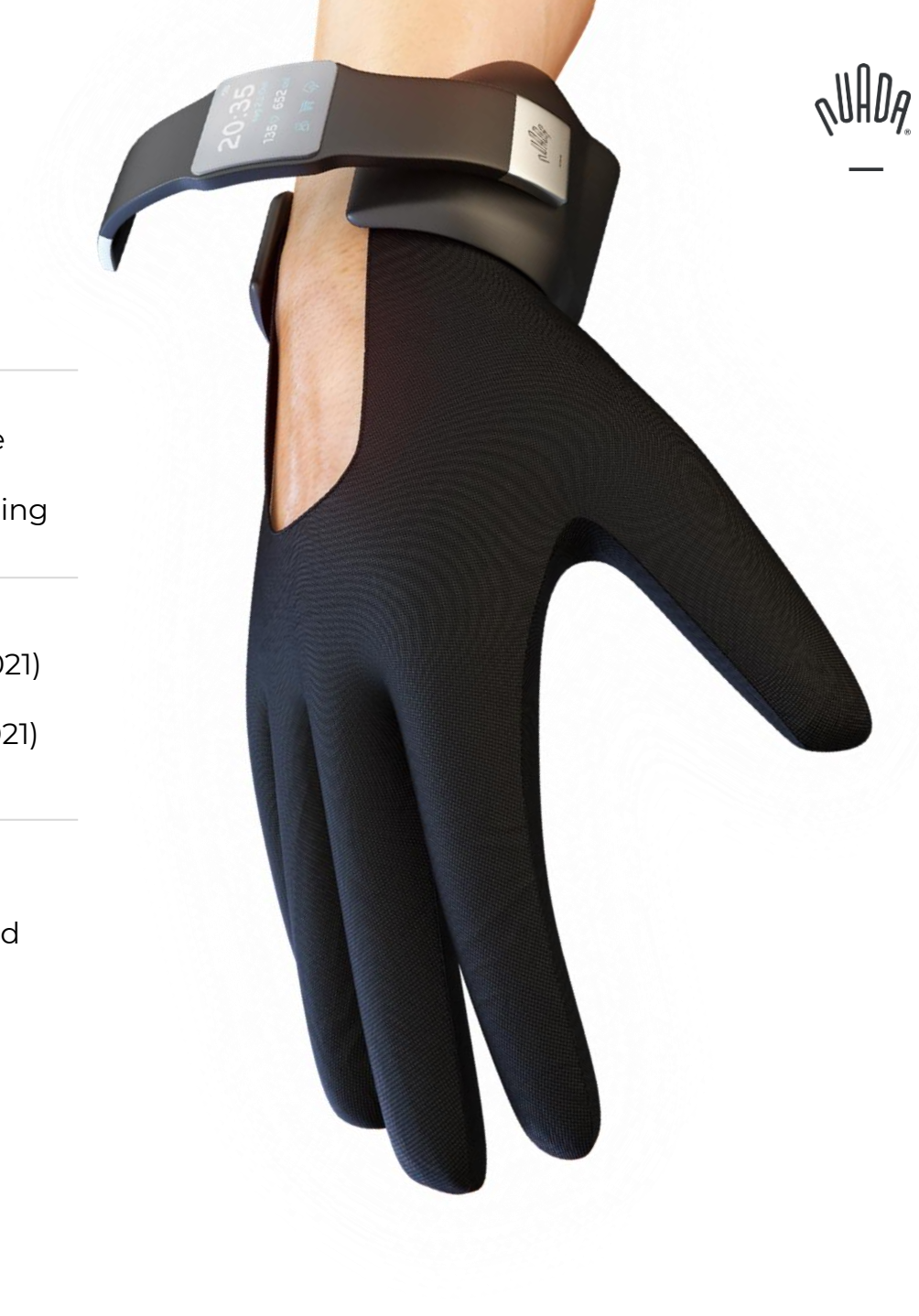
178 M

potential users (EU and US)

\$267B

calculated market size

GOALS	DETAILS
Increase website traffic	Increase potential customers; Increase number of visitors to our website becomes the number of opportunities for business, impression, generating qualified leads, sharing our brand and building relationships
Drive sales (kick off presales campaign)	<ul style="list-style-type: none">• HEALTHCARE: 500 gloves sold until the end of Q2 (2021)• INDUSTRY: 3 pilots gloves sold until the end of Q3 (2021)
Grow Brand Awareness	Seeks to familiarize the public with our new product and differentiate it from the competition Native advertising, social media and influencer partnerships (healthcare rehabilitation specialists).



PERSONAS	DETAILS
“JOHN”	<ul style="list-style-type: none">• 45 years old• Lives in USA• He works at a Logistic Company• He has been facing some pain in their hand during their work activity• He has been searching for solutions for his pain
“JANE”	<ul style="list-style-type: none">• 70 years old• Retired• 2 sons and 3 grandchildren• Lives alone (widow)• Not familiarized with digital tools• She is facing some difficult in daily tasks, because she suffers from arthritis;
“MARK”	<ul style="list-style-type: none">• 33 years old;• Lives with 2 sons, wife and his father (73 yeas old)• He has been concerned because their father had a stroke last year. He has been recovering, however he stills facing some lack of strength on his hand• He looks for some solution that could help their father still have their independent life;



Many attempts were made at solving this problem.

However, all solutions relied on motors pulling at the fingers directly.

These are the most developed solutions:

They are:

Intrusive

Energy inefficient

Need large batteries

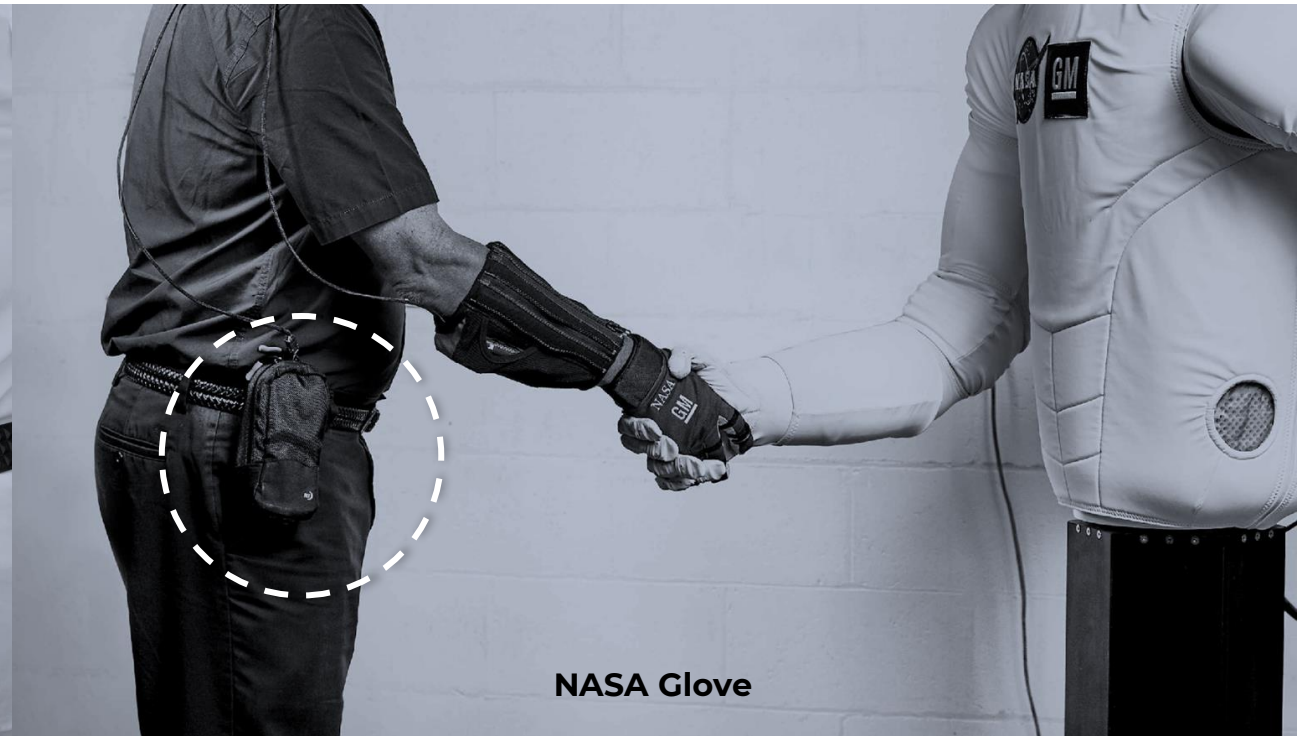
Heavy

Expensive

Only suitable for very specific uses



SEM Glove



NASA Glove

MARKET | SEGMENTATION

ACTION

HEALTHCARE

- Elderly people;
- People lacking strength in the hand;
- Physiotherapy patients;
- Persona: Jane; Mark;

Online Portal for Pré-Orders;
Marketing Campaign kickoff presales:
Nuada internal database | Social Media

INDUSTRY

- Nuada's internal database;
- Industry vertical database;
- Persona: John (could be decision maker)

Online Portal for Information;
Fortnightly Newsletter;



**March
2021**

- Online Portal (for presales)
- Videos (Healthcare market + Industry market + how it works)
- Product pictures (to use on social media, website and newsletter)

**April
2021**

- PreSales campaign: 1st target = Nuada internal database;
- Social Media: Facebook | Instagram | LinkedIn;
- Newsletter (fortnightly);
- Online advertising | SEO

**May
2021**

- Specialist Awareness: videos & articles with healthcare/rehabilitation specialists (brand trust);
- Post sale Support;
- Identify potencial use cases for brand awareness goal;

**On going
2021**

- Product demonstration/testing sessions. (rehabilitation centres, target market companies) – B2B;
- Consultation with experts- 1 hour with the expert to inform/clarify Nuada's impact in their special use case.

METRICS:

Healthcare: 500 gloves sold

Industry: 3 pilots gloves sold

Increase website traffic 35%

Have 1 public use case (influencer)





YOUR LIFE.HANDS ON

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