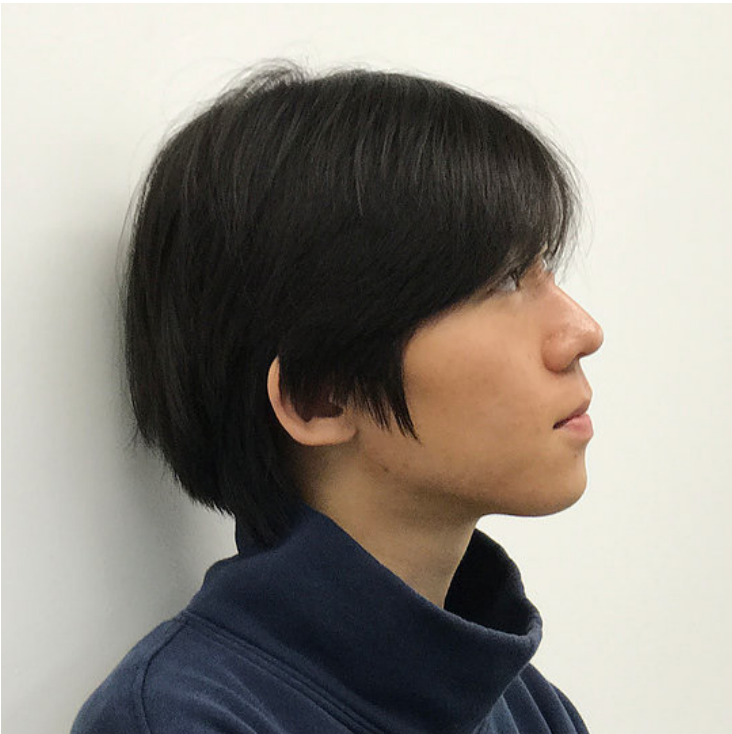


“Serve and inspire through daily life”

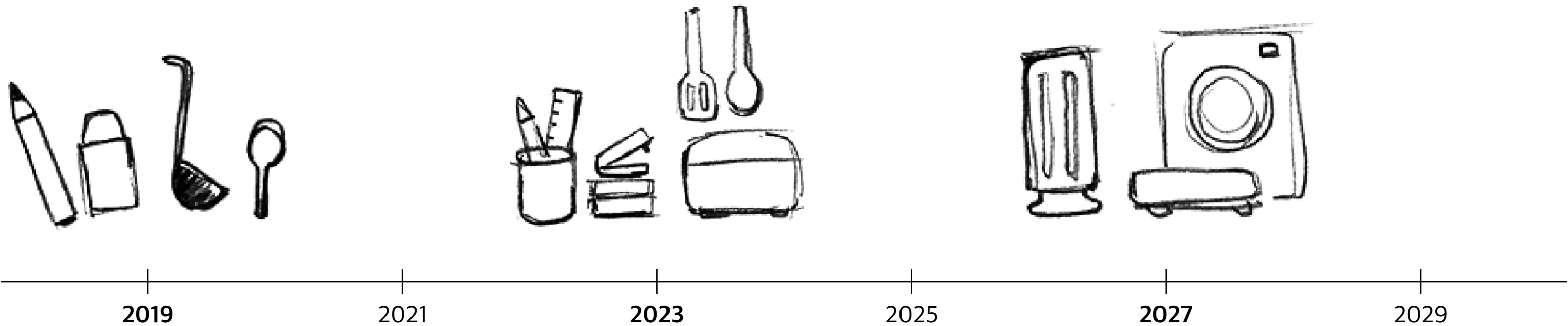
About Gongu



Founder
Sungbum Park

Year Found
September 16, 2018 in Pasadena CA in US

What Does It Do
short term (2019): stationeries
mid term (2023): office supplies and housegoods
long term (2027): office supplies, housegoods, and consumer electronics



Contents

Introduction

- About Gongu
- Key Business Drivers
- Insights

Project Brief

- Value Proposition
- Positioning Statement
- Brand Attributes
- Brand Strategy Roadmap

User Scenarios

- User #1 (Early Adaptor)
- User #2 (Late Majority)

Process Walk-through

- Archetypes
- Competitors
- SWOT Analysis
- Metrics
- Macro Trends

Final Designs

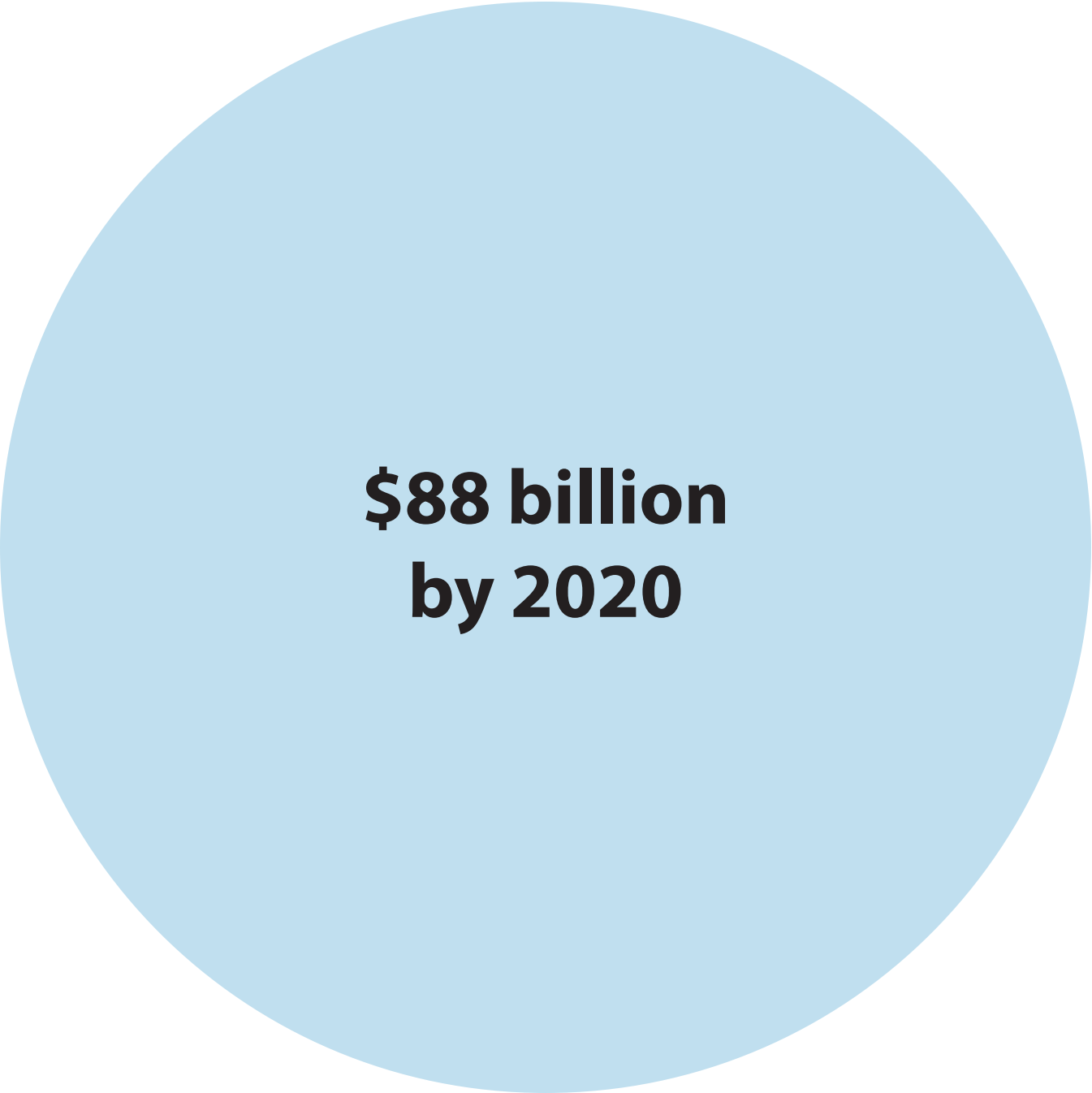
- Logo and Typeface
- Visual Brand Language
- Final Models



Key Business Drivers

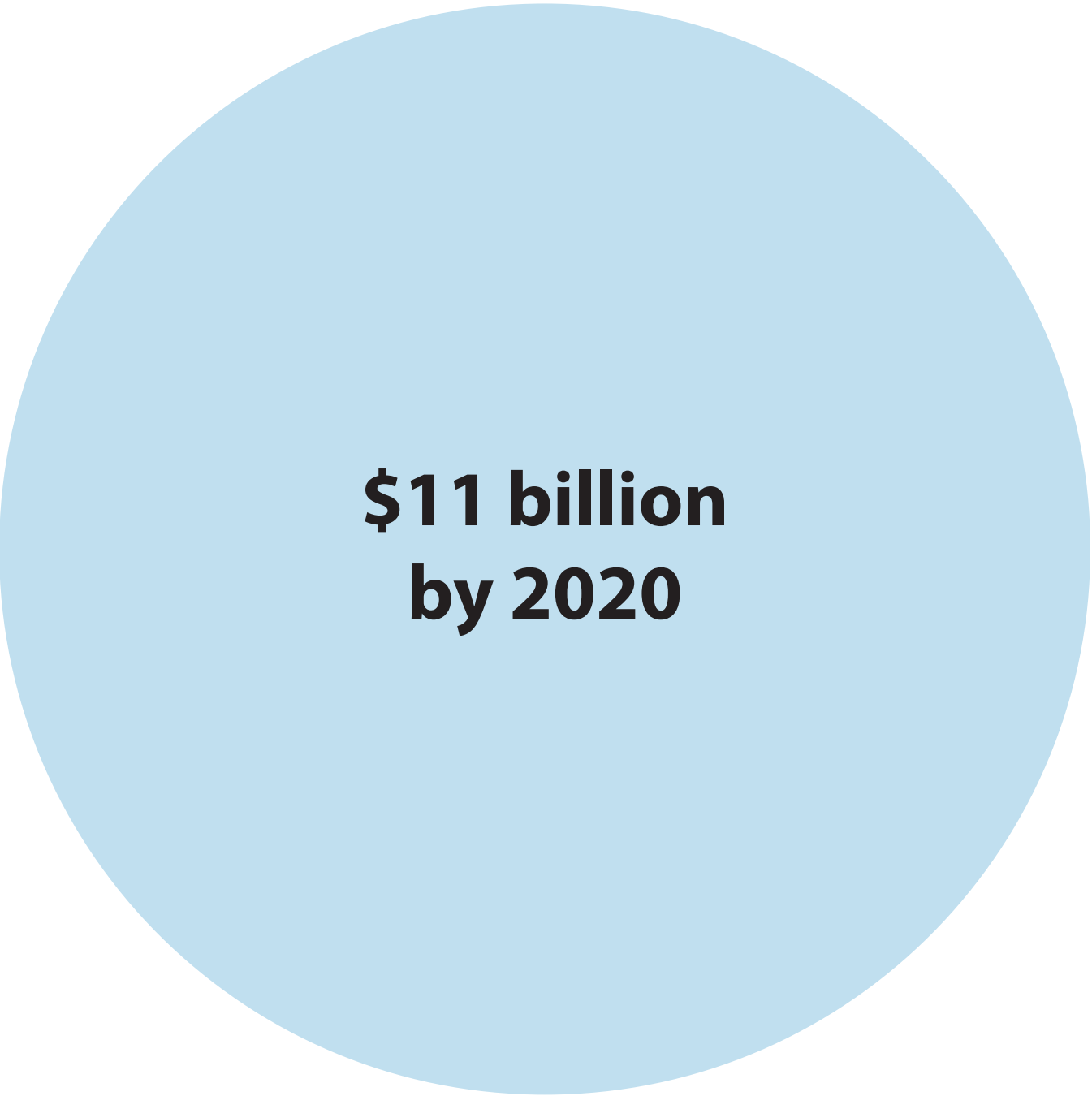
Market Sector Size

Office stationery and supplies B2B market size



Source: United States; Business Wire; TechNavio

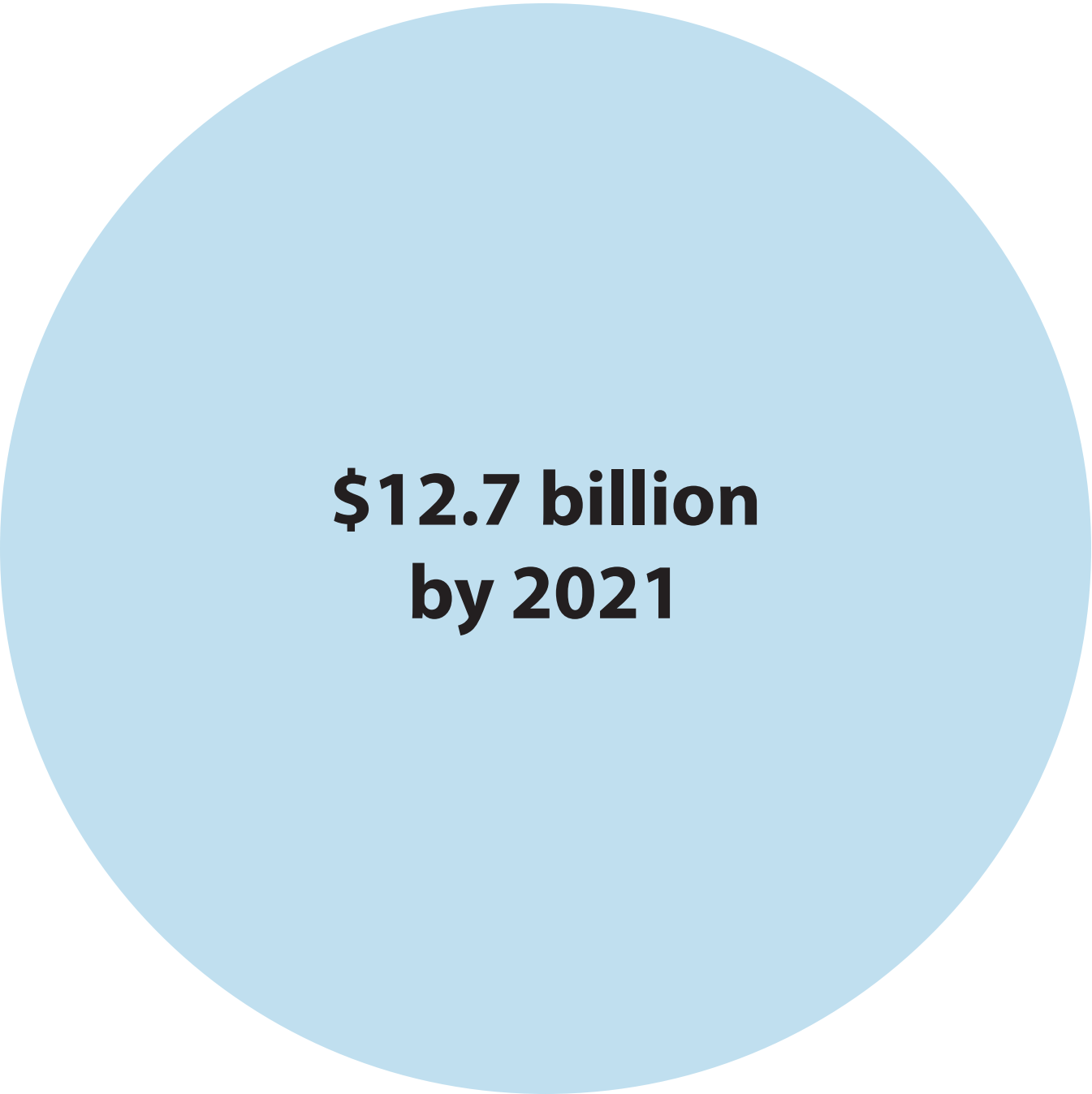
Office Stationery and Supplies Store Sales



Source: US Census Bureau

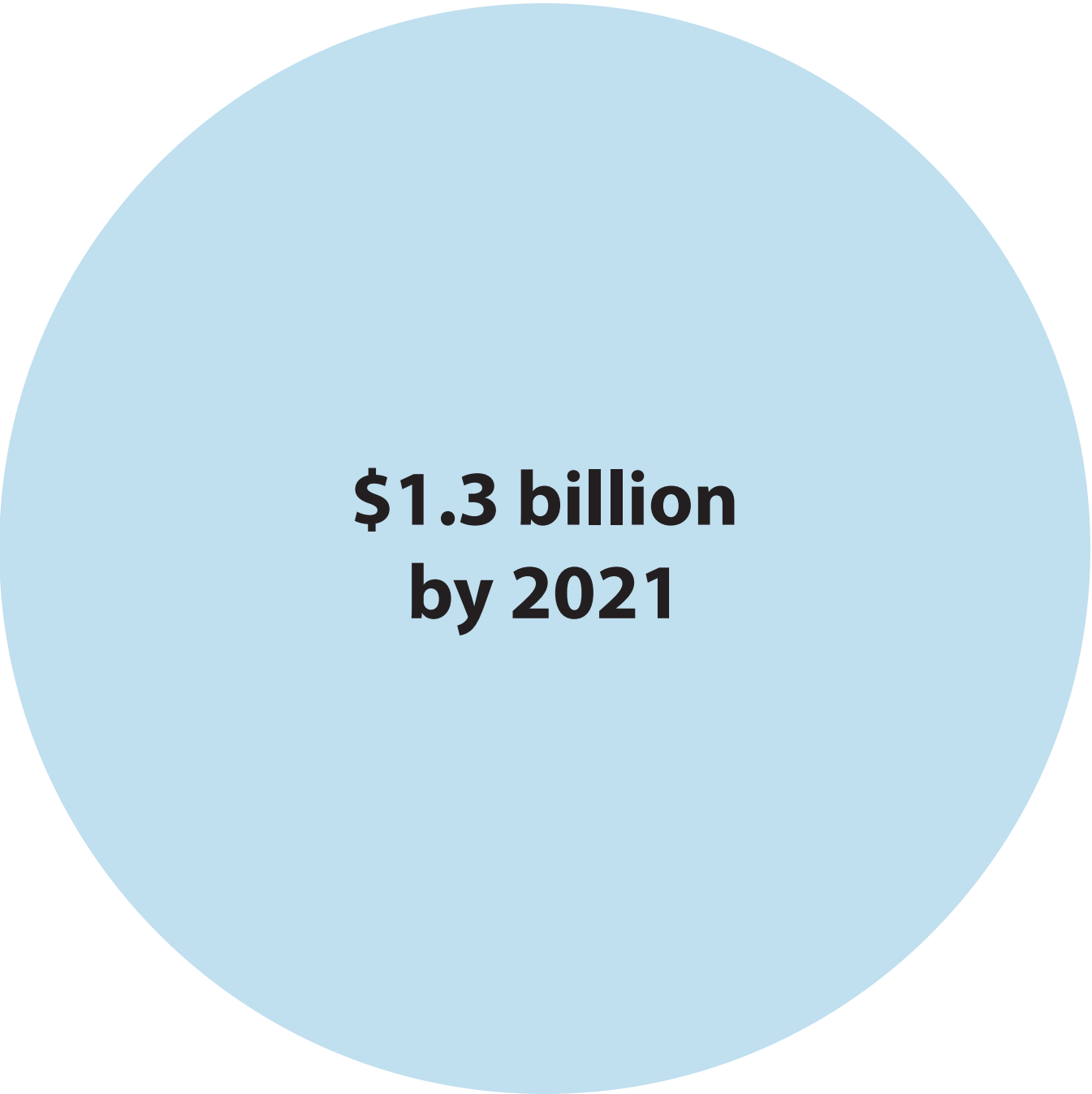
Market Sector Size

US Demand for Tableware & Kitchenware



Source: United States; Tableware & Kitchenware: United States

Kitchen Gadgets and tools Retail Sales



Source: HomeWorld Business

Target Market Size

% of Generation Y

**23.5%
by 2020**

Source: United States; US Census Bureau

Generation Y (Millennials)

By 2020 overall population in United States is expected to reach in 334.5 million. That means the percentage of Generation Y (Millennials) is expected to be almost 1/4 of overall population.

Age
25 - 40s by 2020

Needs
look for something that stimulate their curiosity
want to represent themselves through their belongings
items that doesn't fall behind the trend and aesthetics
working well but decent price, productive and efficient
consider self-image and manage good network

Pain Points
want to buy more products within a limited budget
concern about career and finance
place for studying/working without interruption
finding balance between study/work and life

Attributes
loving oneself, self-expression, passion driven, internet native, stream-
ing shopper

Insights from Interview



Shannon Faltys (design student)

“I use products based on how clever and playful the design is.”



Echo Cho (design student)

“My stationeries show that I love color and minimal designs with functional reasons.”



Seijin Beck (design student)

“I like to try them out when I can get my hands on.”

Functional but Boring



Prism Pencil Sharpener



Muji Gel Pen

Visual Candy yet Unpractical



Juicy Salif Citrus Juicer



Words Clock

**How could my design brand make their daily tasks easier
and even delight their daily lives through our ‘tools’?**

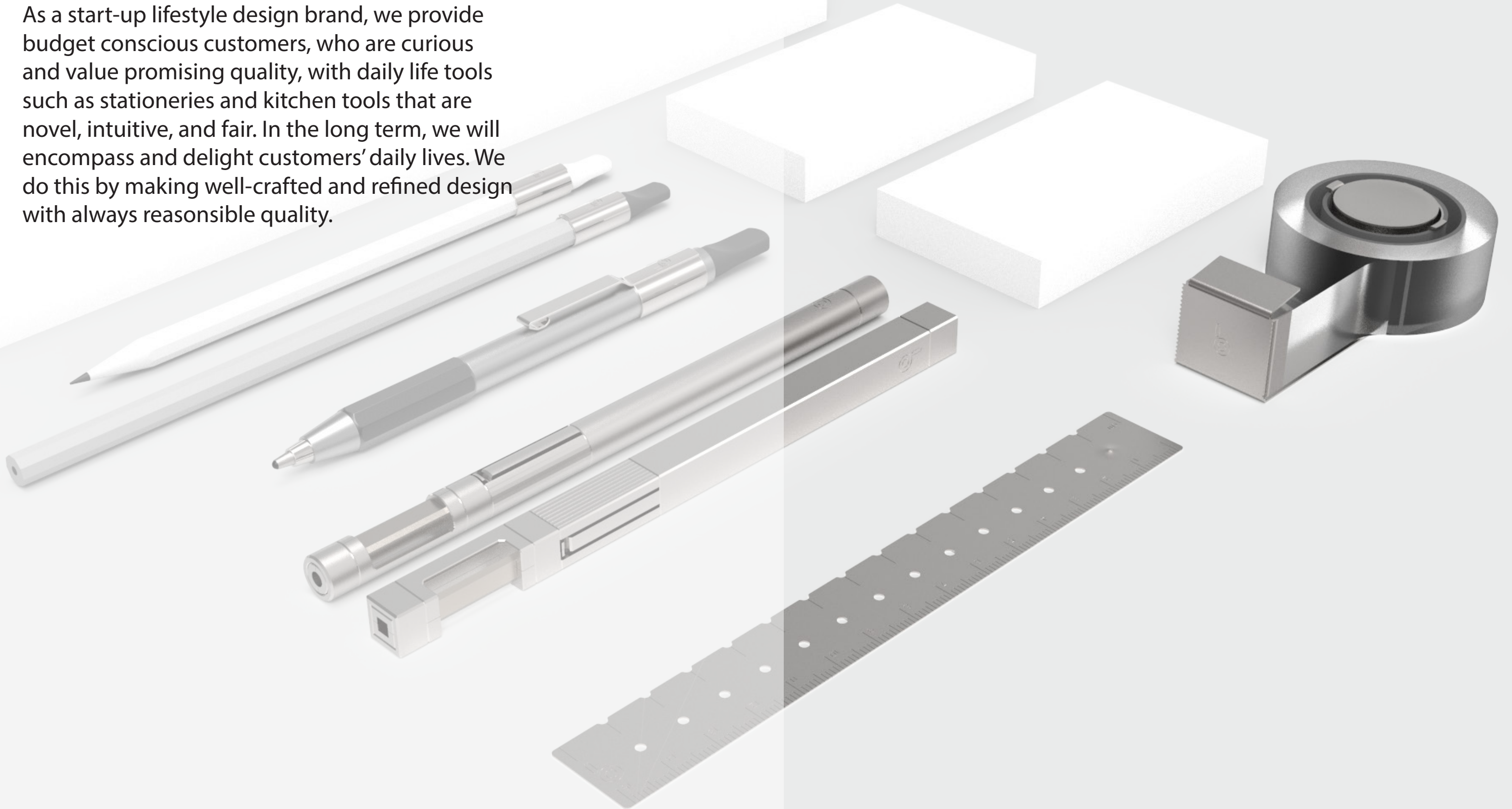


“Serve and inspire through daily life”

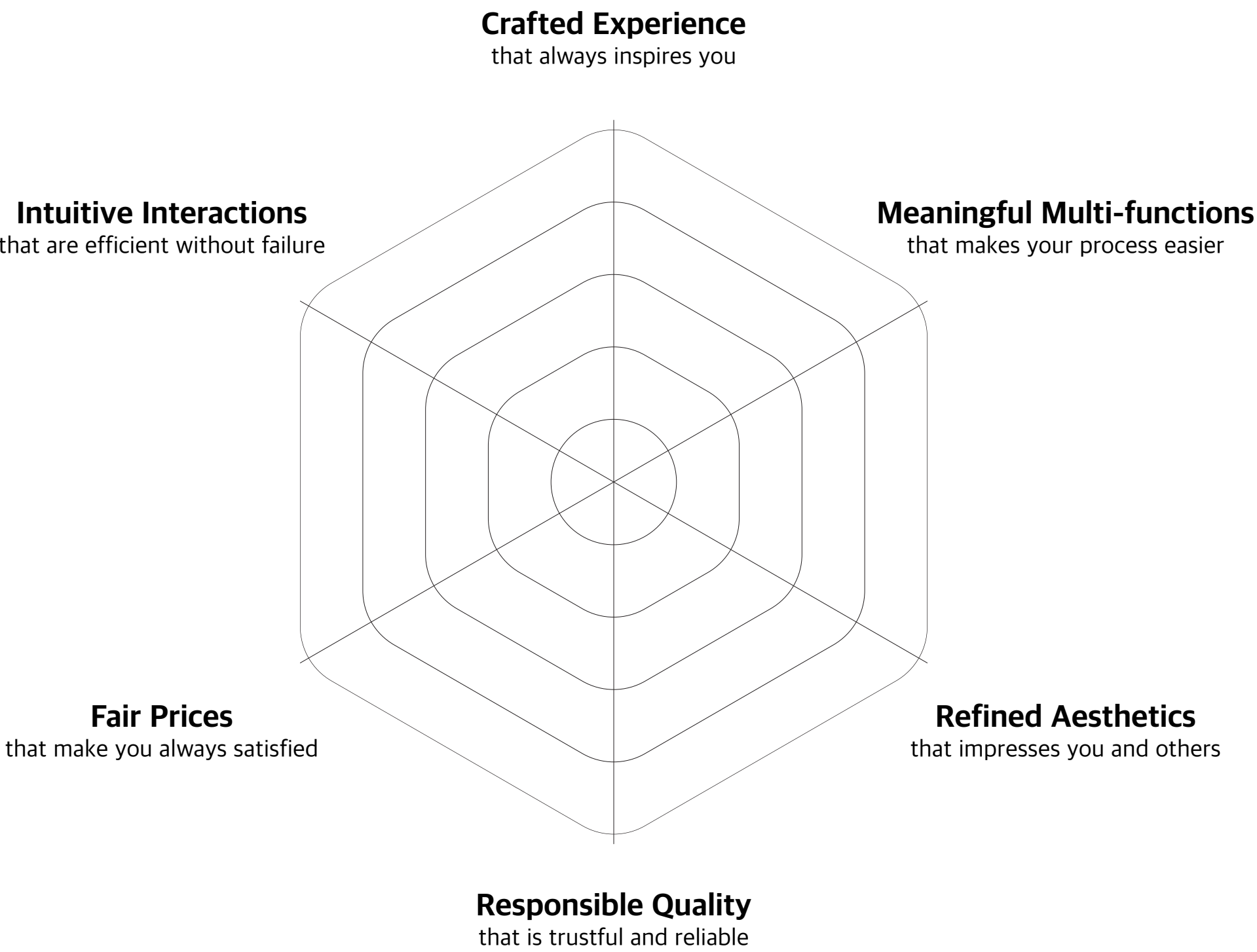
We dedicate ourselves to making our customers’ lives more efficient and practical through carefully engineered and optimized products. Our novel solution on ordinary objects and fair prices fulfill customers’ curiosity and give delightful inspiration through their daily life.

Positioning Statement

As a start-up lifestyle design brand, we provide budget conscious customers, who are curious and value promising quality, with daily life tools such as stationeries and kitchen tools that are novel, intuitive, and fair. In the long term, we will encompass and delight customers' daily lives. We do this by making well-crafted and refined design with always reasonable quality.



Brand Attributes



Brand Strategy Roadmap

	Short Term - Boosting Startup				Mid Term - Notable Transition			Long Term - Emerging Influencer		
	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Product	small stationery			office supplies						
		simple kitchen tool			kitchen supplies			household goods		
				simple consumer electronics					consumer electronics	
								collaboration with tech companies		
Service	3D object preview			3D subpart printing service			+ 3D product service			
				1:1 chat service through online				AI assistance through online		
								special edition such as engraving or color		
Sales Channel	crowd funding service			third-party seller at Amazon			+ major offline retailers such as Staples or Office Depot			
		online store					+ experiential AR/VR online store experience			
				pop-up retail store			+ experiential offline store			
Marketing	crowd funding as a marketing						shared workspace			
		social media		cooperate with social media influencers			cooperate with industry influencers			
				bring old one and get discount for new one				bring old one and get new one free event		
								partnership with well-known tech brand		

Meet Angelina and John.

Angelina Wang

Savvy Trendsetter (Early adopter)



"I want to show others that I'm curious, practical, and delightful person through my belongings."

Design student Angelina, 25 years old in 2021, studies abroad in US from China. She is Generation Y and familiar with digital devices almost by nature.

She lives in a dormitory with 1 roommate. (2 bed and 1.5 bath) She is good with her roommate but **suffering from a small space**.

She loves to interact with other people. Sometimes her belongings such as stationeries or gadgets provoke a conversation with others.

Since she is in creative industry, she wants to be **inspired as much as possible**. She likes something that solves problem in a clever way.

She is willing to **spend money to try it if it sound reasonable**. But usually they are expensive than her thought.

Brands



Images



Attributes

internet native, optimistic dreamer, free soul, expressive thinker, open minded, visual learner, media consumer



Start work!



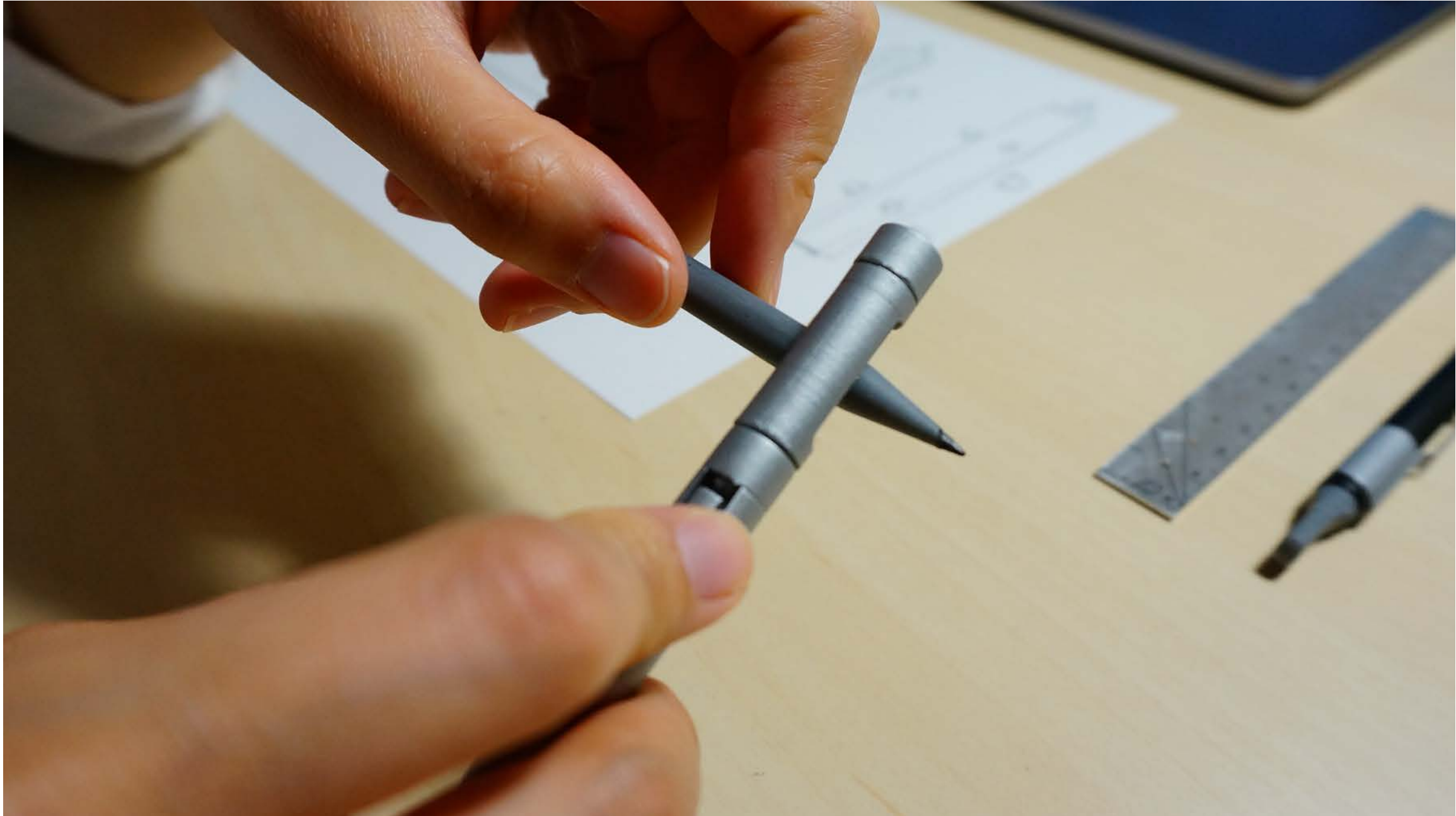
Gongu stationery set.



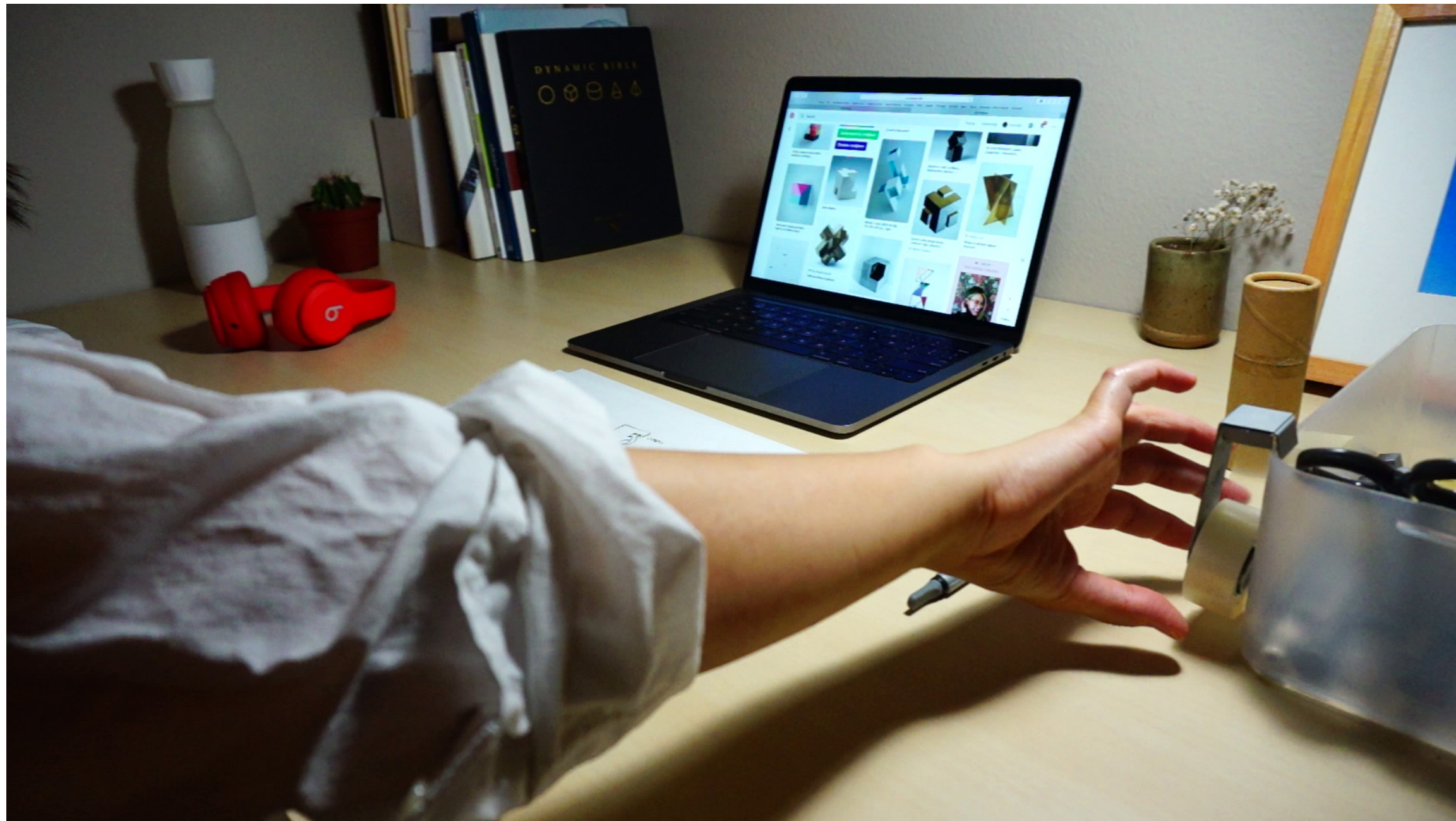
Grabbing a pencil to start sketching.



Using multi ruler for drawing line, circle, and specific angle.



Sharpening pencil with the pencil slicer.



Using tape dispenser (you can hang it!),



She easily attach it on the wall for reference.



And she doesn't forget giving water to her cactus. The watering bottle can also purify water using a filter and UV light.

Daniel Lee

Diligent Everyman (Late Majority)



“I want to save my time from unimportant things to spend more time with family. And the priority of my life is my family.”

John, 40 years old, born in US. He is working for business company in LA and his position is supervisor. He is diligent person who is father of 2 sons and a husband of a wife who is a teacher.

He lives in an apartment in Pasadena (2 bed and 2 bath) and have 2 cars for him and wife.

He has many things to do and tries to be as simple and productive as possible to **focus on family more**.

He usually considers twice when he buy new things and checks **how it is reliable**. He doesn't like a product that fails to **deliver on its promise**.

Brands



Images



Attributes

diligent worker, careful decision, balanced life, family oriented, response taker, tough work



In the morning, Pior greets him and give him brief information of the day.



While he cooks for his family, Pior assists his process such as showing steps, turning on a ventilation, or measuring time.



While his family eats happy breakfast,



Pior notifies that there is a video call from his daughter who is seperated from the family.



They have happy moment through video call using Pior's cam and projector.



Pior is always in their daily life. Sometimes, it is a personal assistant, friend, pet, and so on.

How did I get here?
Process Walk-through

Archetypes



25 - 35

social media influencer
highly curious
eager to share expereince

19 - 26

art major college student
represent identity
cost-efficiency

30 - 40

designer/freelancer
pleasant work envi
look more professional

40 - 50

supervisor at business co
time saving
long lasting reliable

50+

retired job
monotonous routine
frustration on new thing

Pioneering Influencer
Innovators

Savvy Trendsetter
Early Adopter

Visionary Elite
Early Majority

Diligent Everyman
Late Majority

Retired Boomer
Laggards

Competitors

MUJI



no-brand, higher quality and low priced for a reason

Eva Solo



Simplicity, distinct lines and a high degree of functionality

DAISO



help customers "Find Surprises & Fun!" (+ in low price)

IKEA



create a better everyday life for the many people

nendo



giving people a small "!" moment

MINISO



MINISO love life, love MINISO

SWOT Analysis

S

Product

- useful yet still novel approach
- delightful products
- reasonable price point

Store

- well organized and efficient website

Marketing

- cost-efficient marketing, crowd funding
- etc**
- creative solutions to their clients

W

Product

- lack of products and categories
- difficulties in mass production

Store

- lack of offline store (difficult to comm)

Marketing

- lack of channels for communication
- etc**
- low brand awareness

O

Product

- collaborate with bigger companies
- build more product line

Store

- increase physical stores to interact with

Marketing

- utilize SNS such as Instagram
- for awareness, collaborate with users
- etc**
- think about solutions for social issues

T

Product

- already optimized products
- affordable Chinese, qualified European
- red ocean market

Store

- expensive street tax

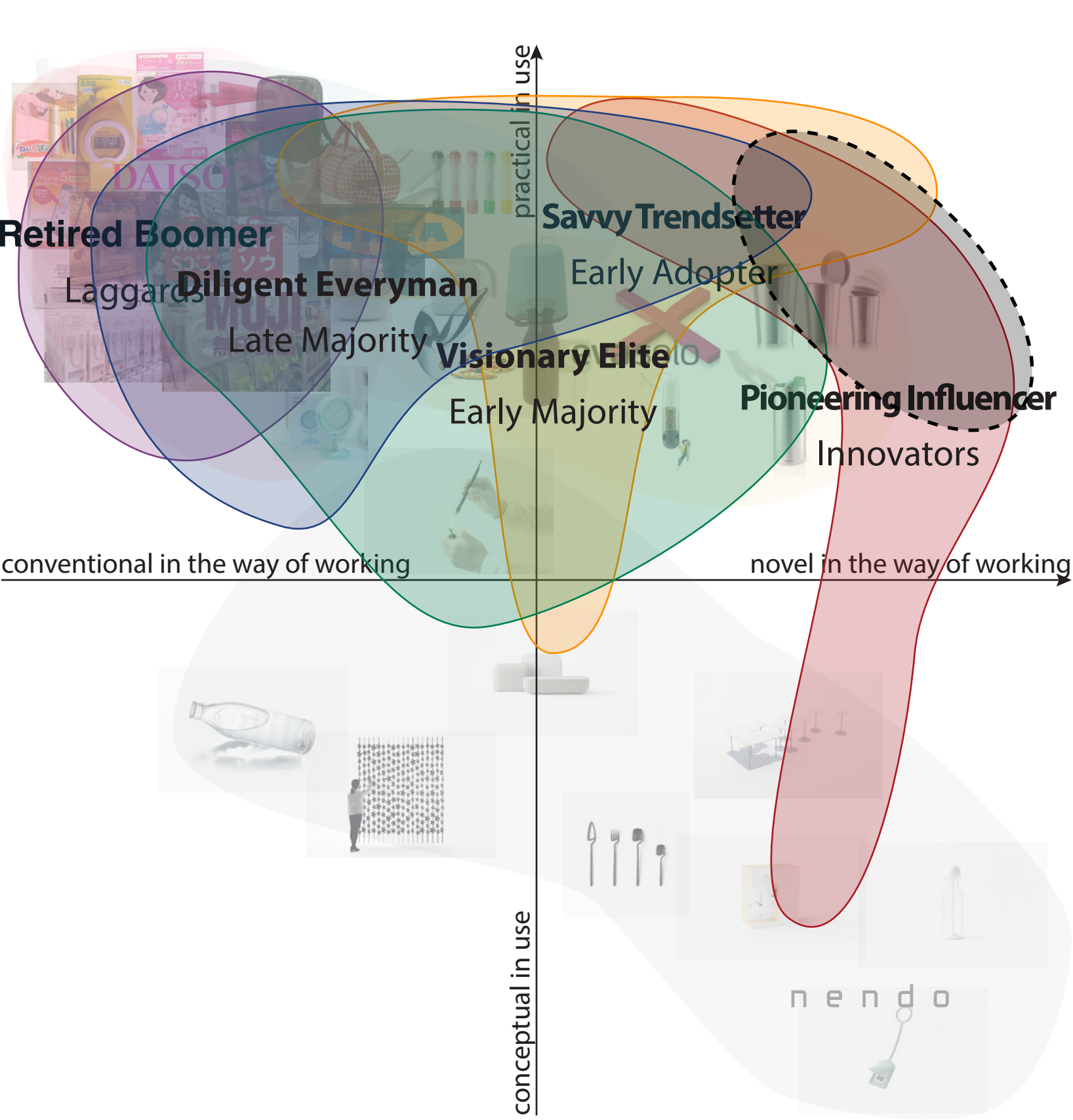
Marketing

- competitive market
- etc**

Gongu (beginning)

Serve and inspire creators through daily life

Metrics (x:novel, y:practical)

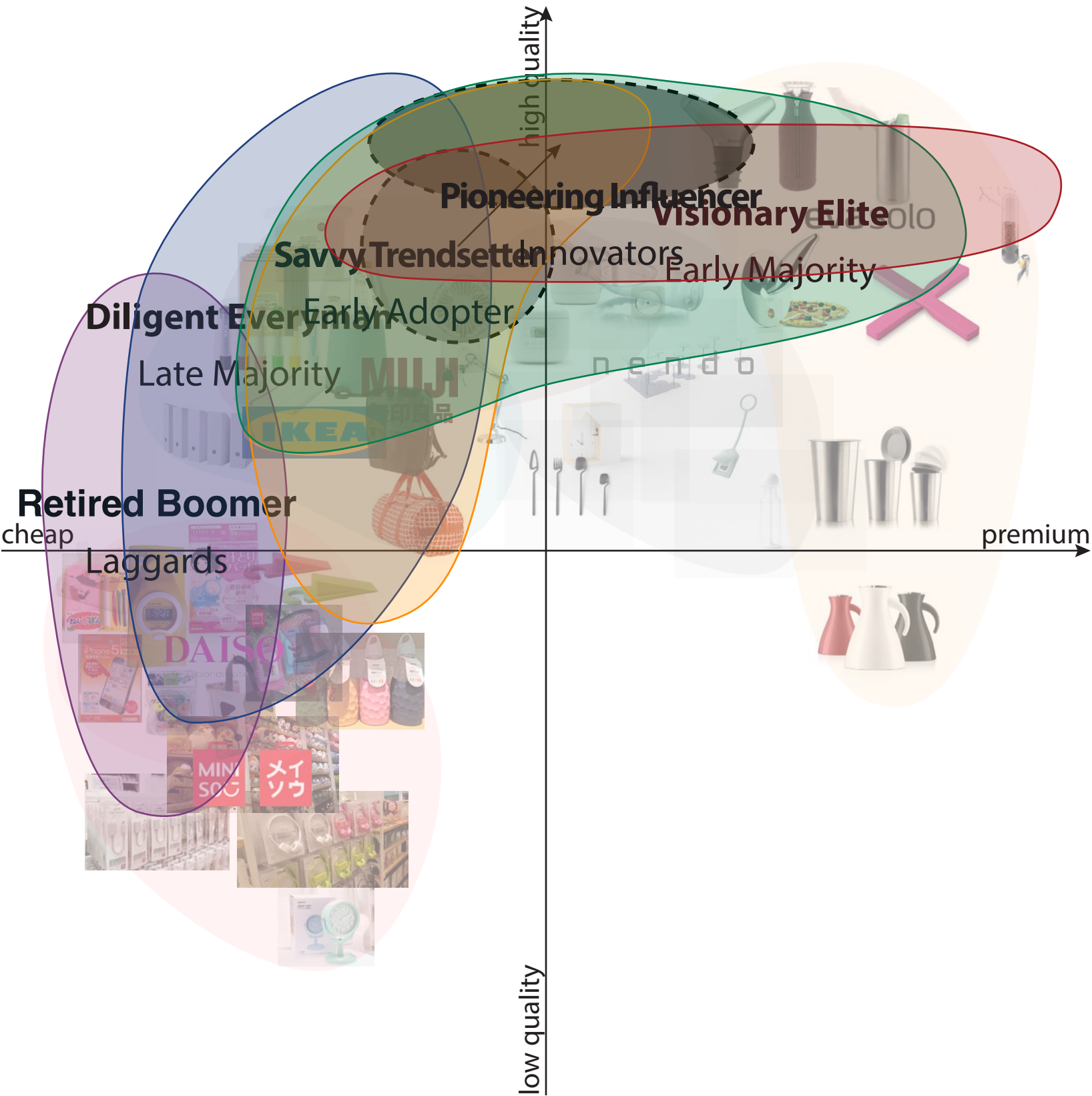


Short term opportunity ●

Focus on innovators and early adopter first with novel and practical solution. As a startup company, conventional product is not appealing and I don't want to provide just artsy product.

- Pioneering Influencer
- Savvy Trendsetter
- Visionary Elite
- Diligent Everyman
- Retired Boomer

Metrics (x:premium, y:quality)



Short term opportunity

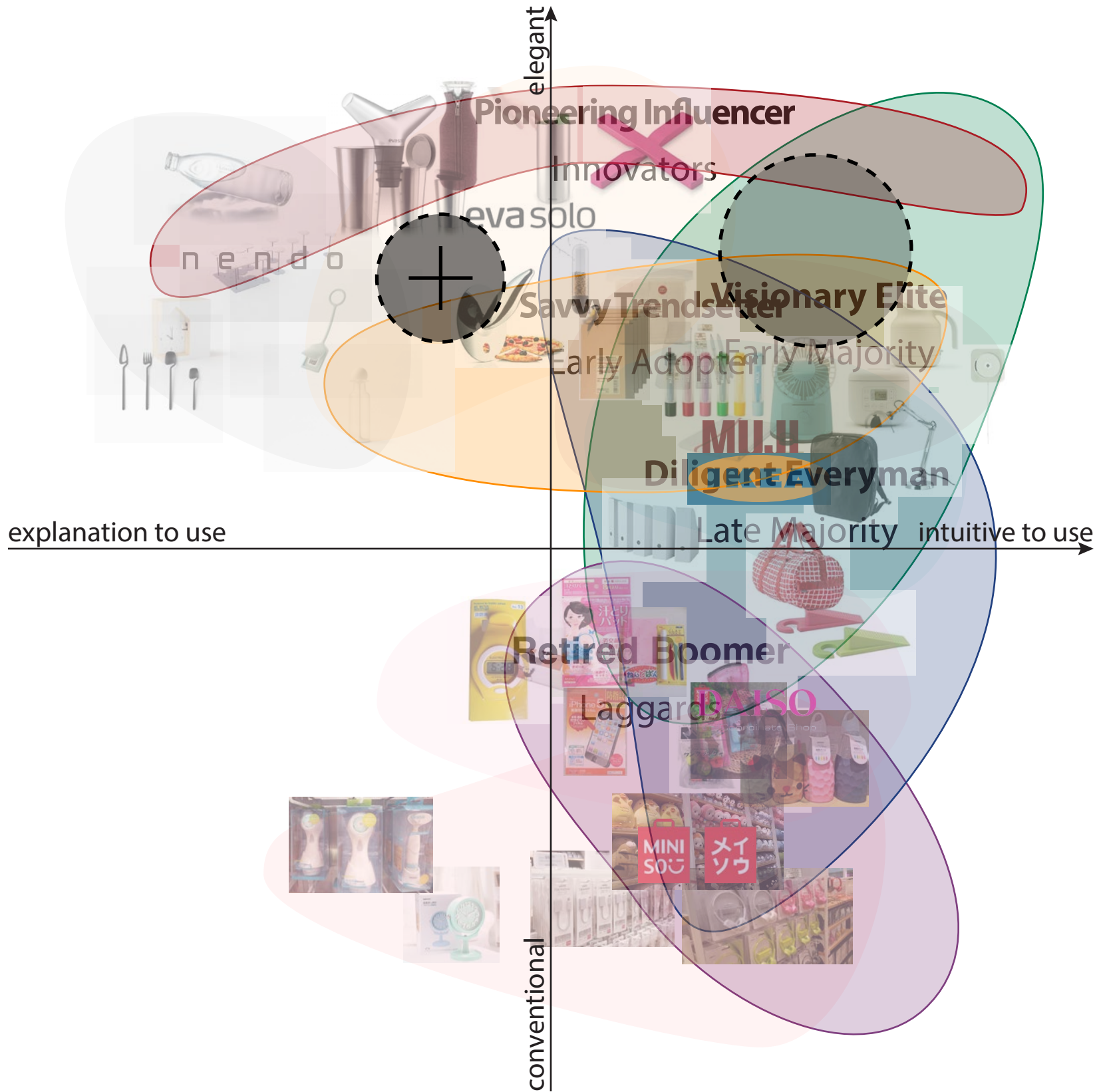
Since early adopter prefer cost-efficient but decent quality products and like gadgets, focus on this position with decent price but good quality.

Long term opportunity

As become a long-run brand, increase the quality and price point to make it appeal to professionals who want to represent their image through belongings.

- Pioneer Influencer
- Savvy Trendsetter
- Visionary Elite
- Diligent Everyman
- Retired Boomer

Metrics (x:ease of use, y:sense of elegance)



Short term opportunity

Focus on innovators to early Majority with intuitive and practical solution, and sense of elegance. Conventional and simple products are already took by affordable brands so it might be difficult to pursue.

Long term opportunity ●

Someday, maybe my brand could challenge elegant and experimental concepts area to show the ability of broad thinking and make some issue

Pioneering Influencer
Savvy Trendsetter
Visionary Elite
Diligent Everyman
Retired Boomer

Key Macro Trends

Digital-Native, Generation Y
Minimal Lifestyle
Digital Detox
'Me', Self Expression

Social

Technology

Economical

Environmental

Political

Houseware

Office Supplies

Key Macro Trends

Social

Advanced 3D Printing
Mixed Reality
IoT and Smart Home
AI and Companion Robot

Technological

Economical

Environmental

Political

Houseware

Office Supplies

Key Macro Trends

Social

Technological

Fintech and Cryptocurrency
Streaming Shopper
Sharing Economy
Gig Economy

Economical



Environmental

Political

Houseware

Office Supplies



Key Macro Trends

Social

Technological

Economical

Environmental

Ethical Consumption and Circular Economy
Clean Tech and Clean Energy
Big Data for Less Waste

Political

Houseware

Office Supplies

Key Macro Trends

Social

Technological

Economical

Environmental

Tension between US and China (and North Korea)
Polarization and Activist Awakening
Right-wing Populism vs. Global Citizenship

Political

Houseware

Office Supplies

Key Macro Trends

Social

Technological

Economical

Environmental

Political

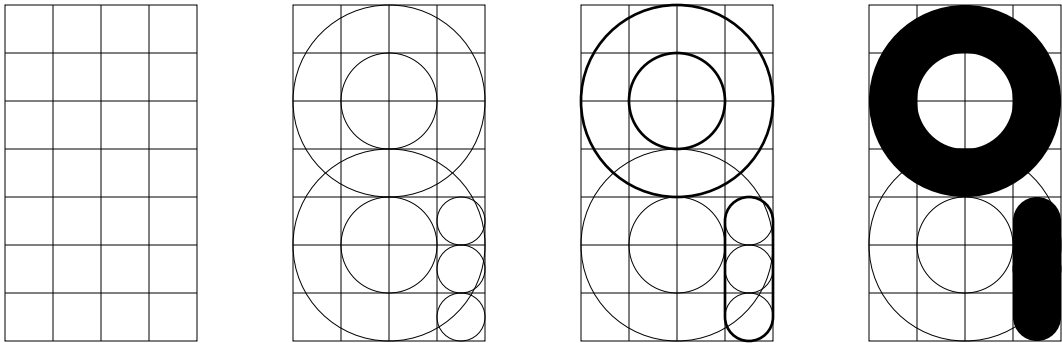
Falling Demand
Lack of Innovation
Digitalized Workspace
Digital Detox

Office Supplies

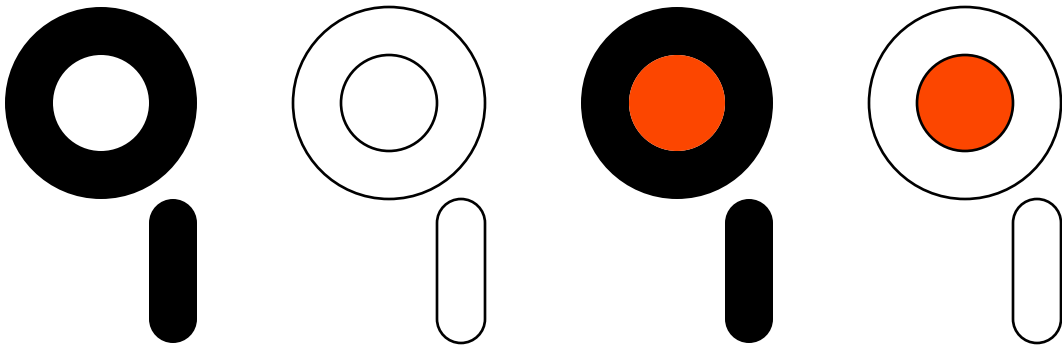
‘Me Time’ and ‘Me Space’
Smart Home & Kitchen
3D Printed Furniture

Houseware

Logo and Typeface



gongu



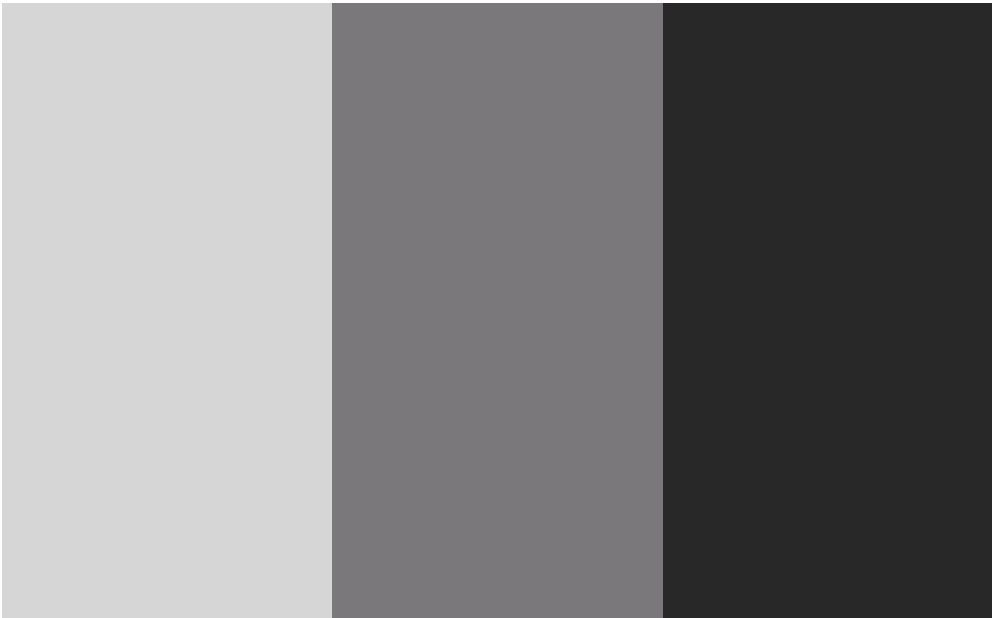
Typography - Sans Serif
Apple SD 산돌고딕 Neo

Headline (ExtraBold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)

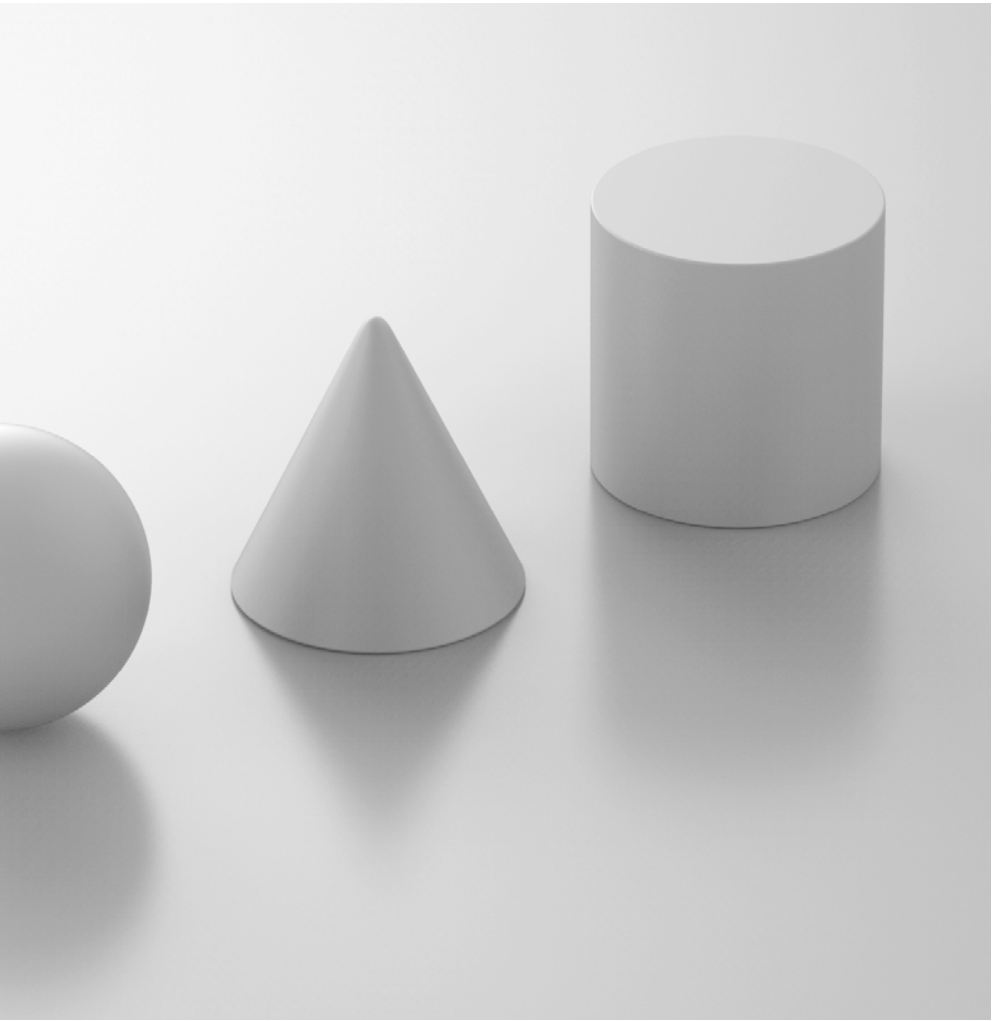
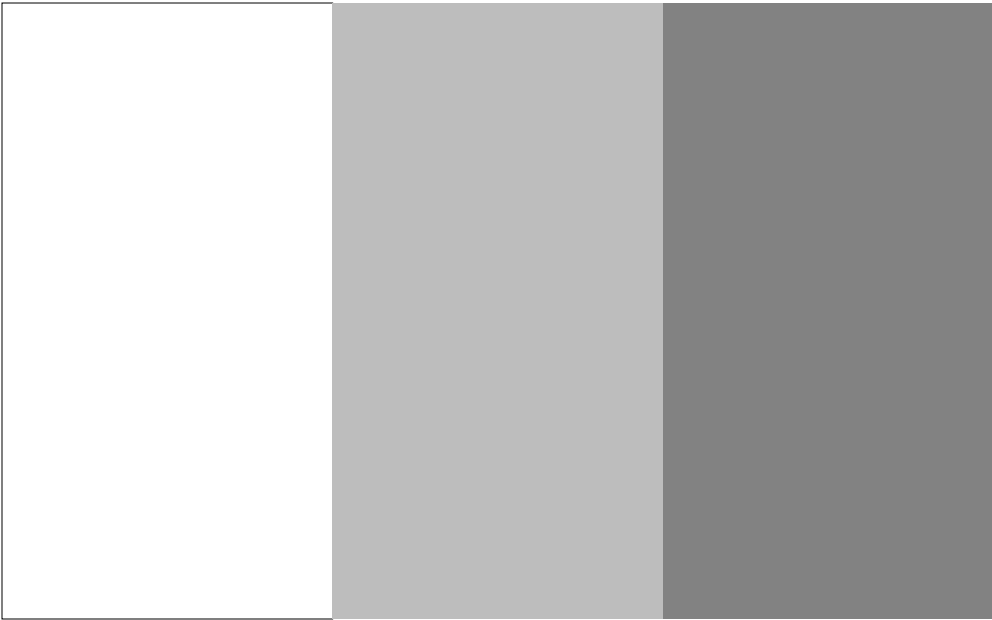
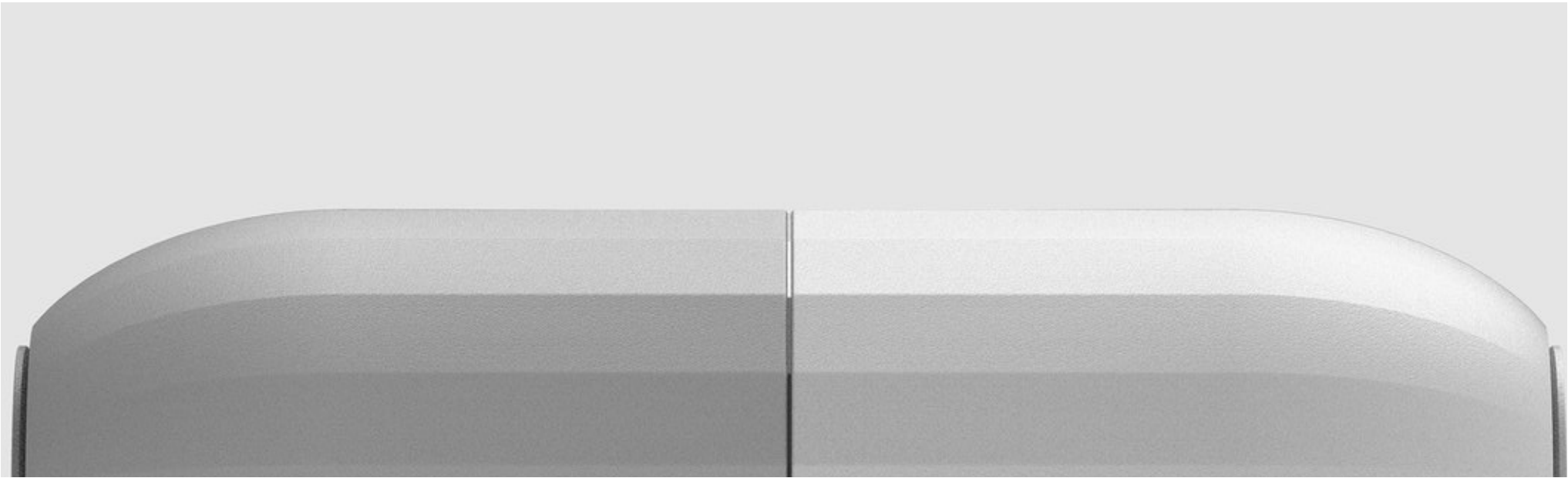
Body (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)



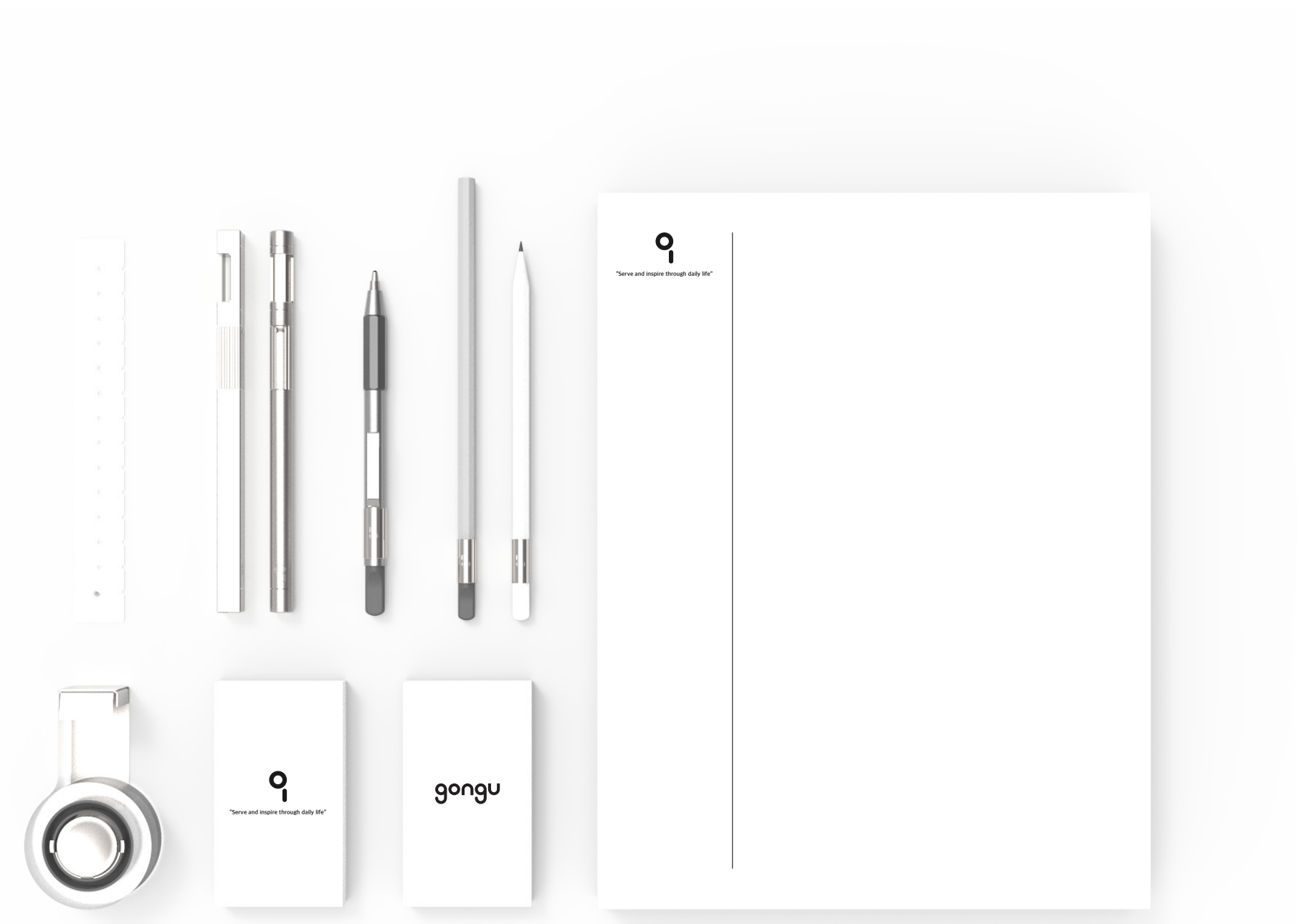
VBL for Stationery



VBL for Household Goods



Gongu Statoneries



Multi-Ruler / Pencil Slicer / Holder Pen / Eco Pencil / Tape Dispenser

Gongu Household Goods



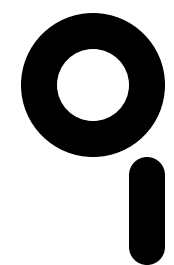
Solar Watering Bottle

Gongu Consumer Electronics



Companion Robot, Pior





“Serve and inspire through daily life”