



master



Master Plan 3

Sustainable Energy For All of Earth

Tesla Electric Rollout Plan

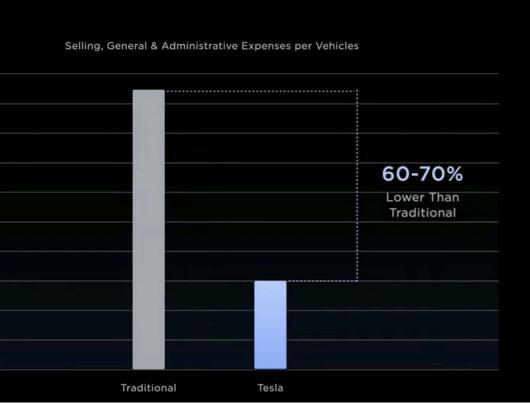


Coming in July to Texas

Unlimited overnight home charging

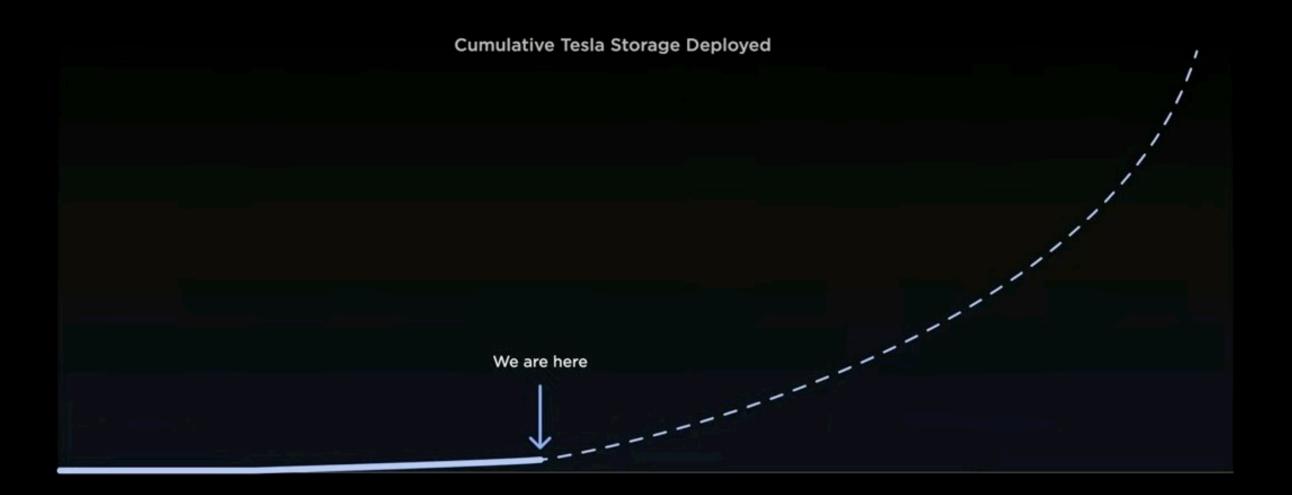
\$30/month

ding SG&A per Car Enabling Improved Affordability





This Is Just the Beginning



Focus on Building Capacity & Ramping Fast

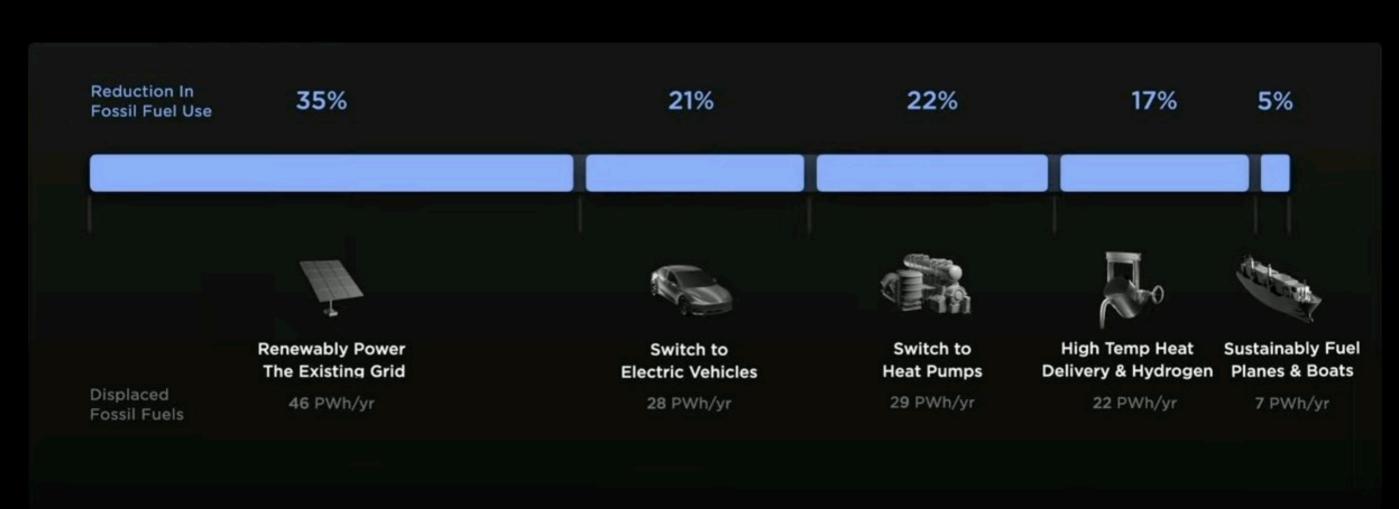
Tesla Is an Electricity Retailer



A Sustainable Energy Economy Is Within Reach & We Should Accelerate It **Primary Energy** Consumption SUSTAINABLE 165 PWh/yr **Current State FOSSIL FUELS** Sustainable SUSTAINABLE SOURCES 82 PWh/yr **Energy Economy End Use Efficiency**

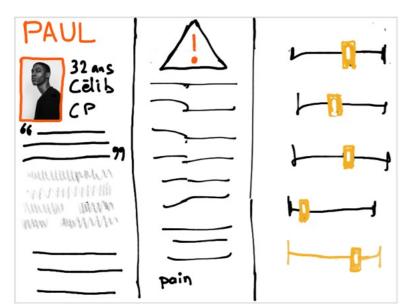


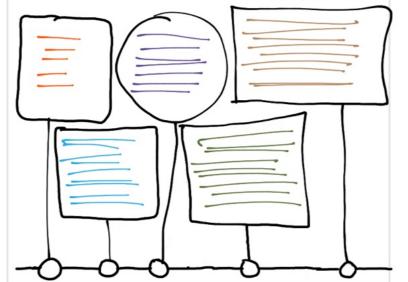
The Plan To Eliminate Fossil Fuels

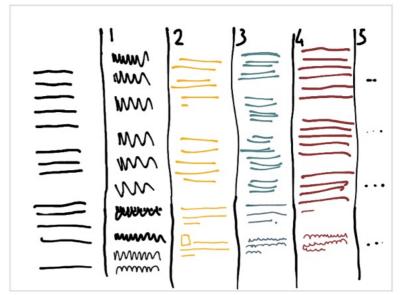


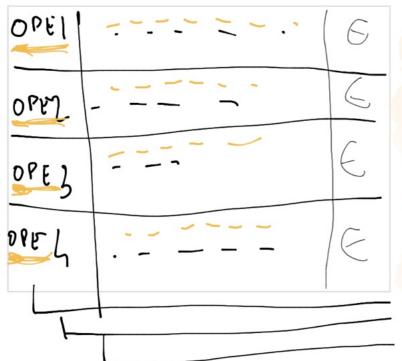
digital



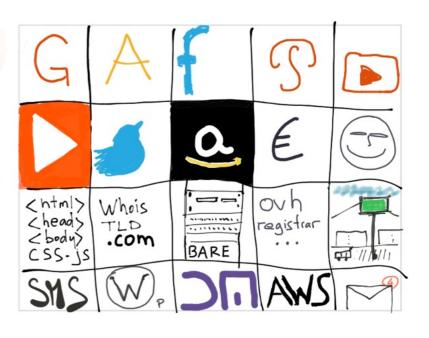












Customer Journey Parcours client



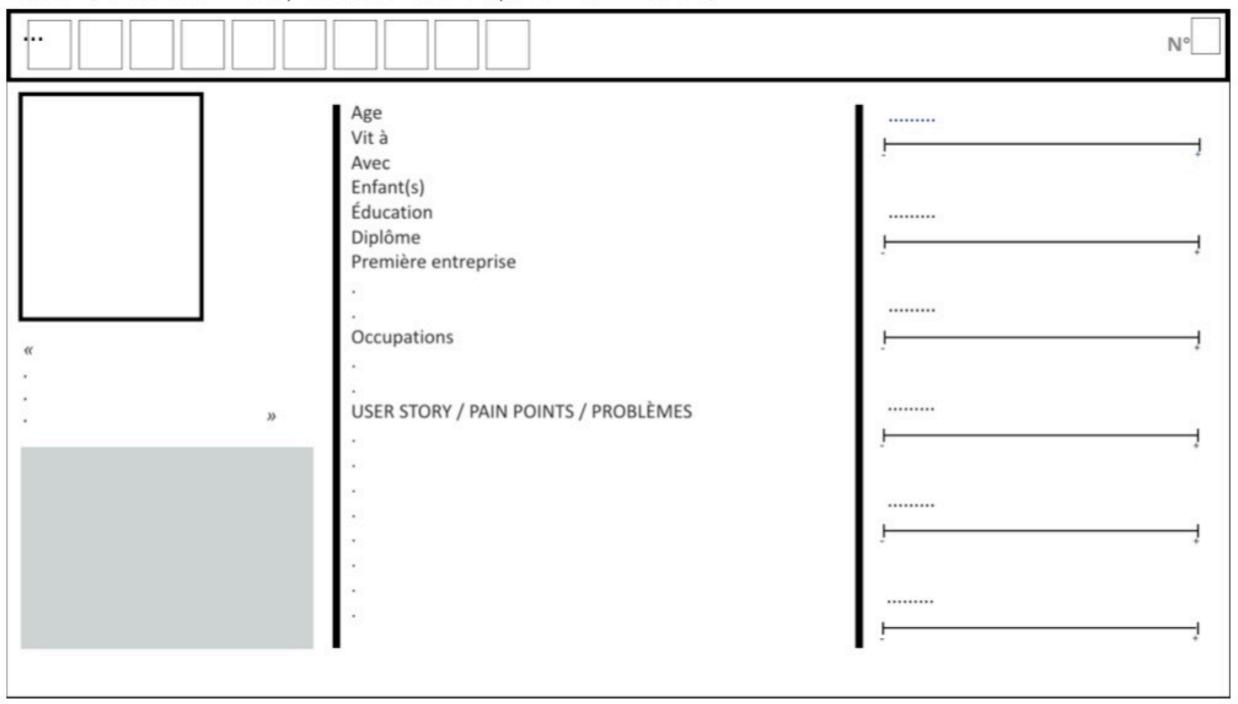
Customer Journey Parcours client





PERSONA User-Story

Persona 1 (BtoC utilisateur final du produit ou service dans lequel le PERSONA 2 travaille)



this person doesn't exist .com

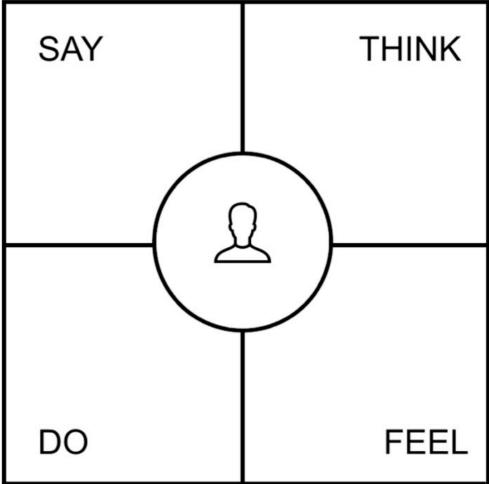
Surnom Age Vit à Vit avec Enfant JOB CV

Education Passionné par Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points



EMPATHY

MAP





Millennials

Lost ... Greatest ... Silent ...

BabyBoomer (1940 - 1965 +/- 6 ans)

GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

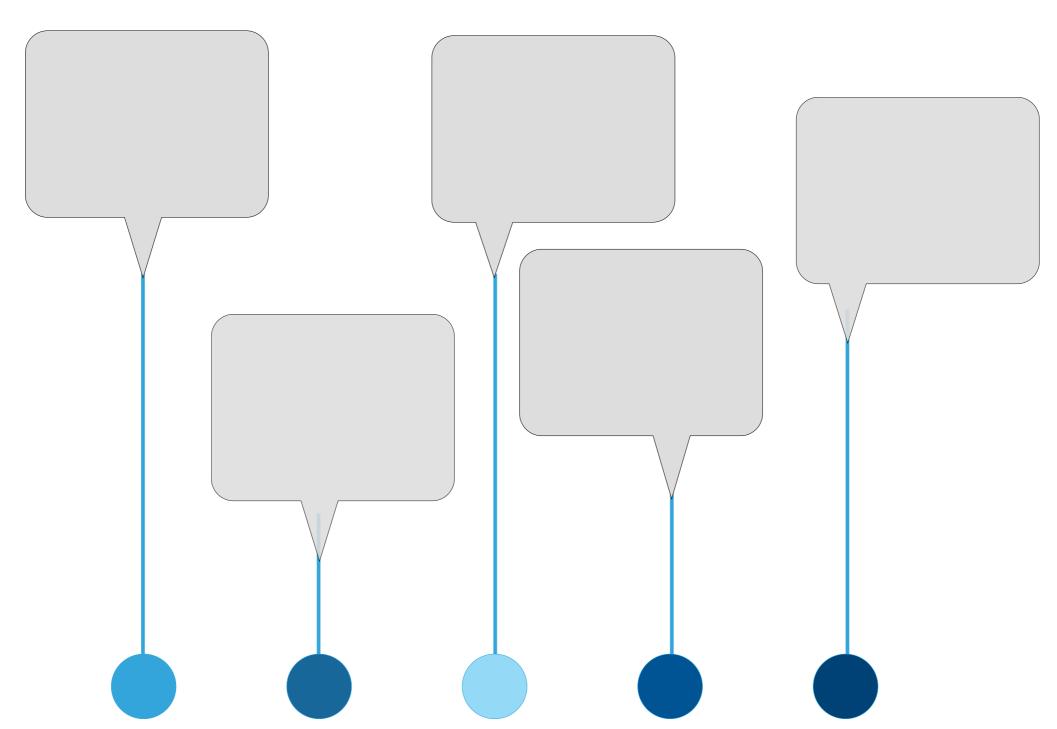
alphaGEN ? = 2008 - 2020?

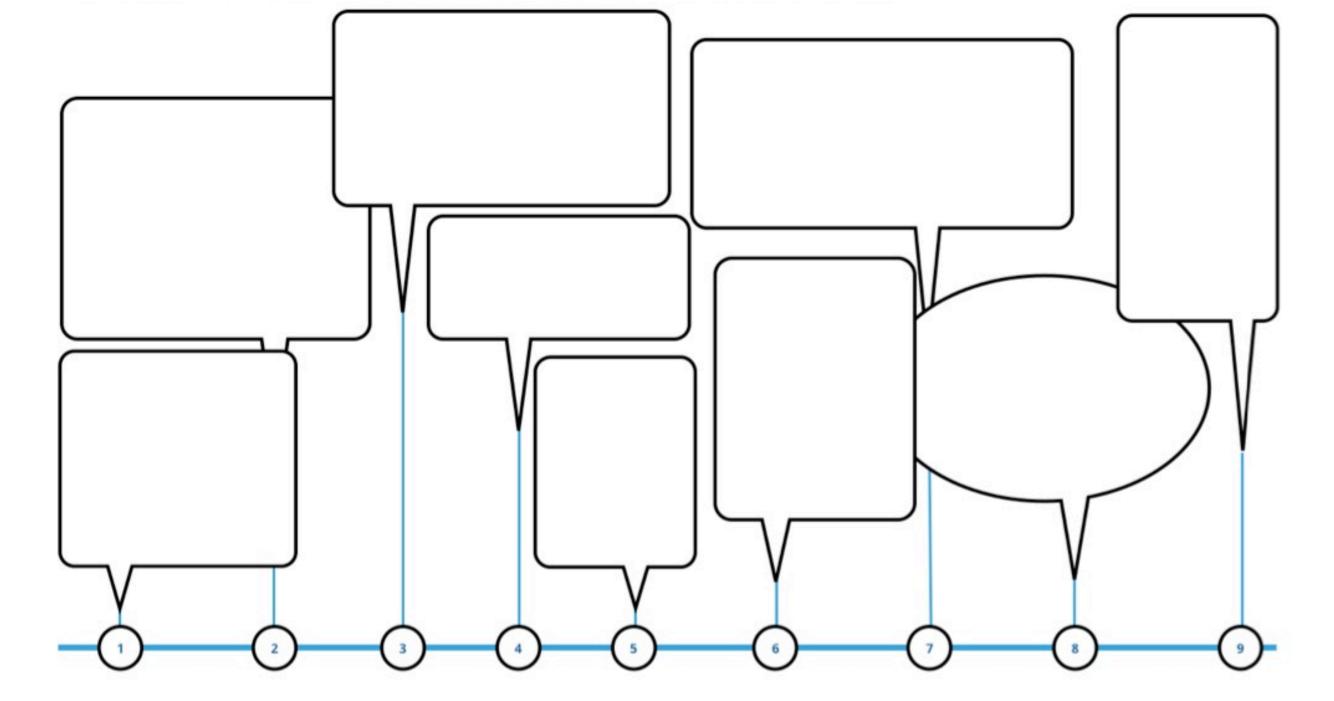
SingularityGeneration ?? 2018 - 2030



GENERATION Z: CONNECTED FROM BIRTH. Born mid-1990s to 2010.







Commentaires:



@kratiroff

| | 28 2 | o 550 o | 1000 TEST | | | 20 | | 500 | |
|---|------|---------|-----------|---|---|---------|---|-----|---|
| Numéro du touchpoint Point de contact | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| | -0 | 0 | 0 | 0 | 0 | \odot | 0 | | |
| Type de canal (online offline web APP RS stream conversation influence lien display email vidéo SEO nativead DOOH) | | | | | | | | | |
| Nom du canal / channel (FB, Insta, Google, TWT, Blog, article, livre blanc, WeChat, YouTube, média, Pinterest, Amazon) | | | | | | | | | |
| Interaction client (Comment et pourquoi le client utilise ce point de contact ? Quelles informations a-t-il reçu ?) | | | | | | | | | |
| Interaction marque (Comment et pourquoi la marque est présente ? Outils digitaux utilisés ?) | | | | | | | | | |
| Avis / perception du client de | | | | | | | | | |
| Décalage avec positionnement voulu (image ou actions souhaitées par l'entreprise : mémorisation, téléchargement, commande) | | | | | | | | | |
| Solutions et propositions d'amélioration (néant si parcours futur ou proposé, sinon quelles sont les pistes d'amélioration d'un parcours constaté ou audité) | | | | | | | | | |

What Defines a Good Omni-Channel Customer Experience?





Customer experience, like technological evolution, is a moving target. The companies that will win are the ones that know they are in it for the long haul.



The importance of an amazing brand experience can turn a customer into a brand advocate

According to an analysis by Watermark Consulting, 10-year investment returns from publicly traded customer experience leaders (measured by Forrester's Customer Experience Index) were 43%, while investments from customer experience laggards generated negative returns.

(Y) hybris software

An SAP Company

An SAP Company
www.hybris.com

The Five Key Factors to a Winning Omni-Channel Customer Experience



CONVENIENCE

Today's consumers are time-strapped, and this means that convenience is not just a benefit—it is a central principle of a strong customer experience.

71% of consumers expect to view

in-store inventory online2

50% expect to be able to buy online and pick up in-store.²

However, only a third of retailers have operationalized even the basics such as store pickup, cross-channel inventory visibility, and store based fulfillment.²

Powerful customer experiences are not just about maintaining consistency, relevance, and convenience at any cost. It is about creating equally seamless customer dialogue across every stage of the customer journey, from pre-purchase research to post-sales touches.



CONSISTENCY

Consistency is vital when building a true omni-channel business, but it is also indispensable to create experiences based on a unified brand presence that consumers can trust.

51%

of customers expected a retailer's product offerings to be the same across multiple channels³

57%

expected promotions to be consistent across online, offline, and social touchpoints³

69%

believed that variable pricing across multiple channels should be a thing of the past¹



RELEVANCE

The new consumer expects interactions to be real-time, highly personalized, and tailored to buying preferences, transaction history, and user behaviors.

58%

of consumers would share details such as measuremen: and size with retailers⁴

49%

are comfortable with brands collecting personal data⁴

35%

approve a company sharing data with a third party in the name of creating a personalized customer experience⁴



EMPOWERMENT

Brands that empower and inform customers to make the best purchasing decisions are creating loyal customers.

80%

of revenue for most companies comes from 20% of their loyal customers⁵

Cross-sell and upselling to a prospect is 5%-20%, whereas the probability with an existing customer is

60%-70%



AGILITY

Technological acceleration now means that capturing connected customers depends on a brand's ability to take an agile approach. Businesses must adopt tools and analytics that recegnize market changes and shifts in buyer behavior, as well as scalable systems that enable fast action when apportunities present themselves.

80%

of consumers say they are more likely to evaluate solutions from brands they follow on social media⁶

63%

of consumers say they have engaged with disappointing brand content, and 23% of them said they would never read that brand's content agair after the experience

Companies are seeing more than

63%

of customer service inquiries initiated over social channels⁷

OURCES:

- ¹The eBusiness Professionals Blueprint For Strategy In The Age Of The Customer Formative Research, Inc., September 12, 2014
- *Customer Desires Vs. Retailer Capabilities: Minding The OmniChannel Commerce Gap, a commissioned study conducted by Forrester Consulting on behalf of Accenture and hybris, an SAP company, January 2014.
- ¹The Future of Customer Engagement, Edge Research Reports and SAP, June 2014
- *The Future of Customer Encagement, Edge Research Reports and SAP, June 2014

 *http://www.second-to-none.com/5-staggering-statistics-on-brand-byalty/
- "http://www.pardot.com/research/5-brand-engagement-stats-2014-slideshare/
- http://biogs.salesforce.com/company/2014/04/rew-social-customer-engagement-state-gp.html



For more information on the five key success factors for delivering a winning omni channel customer experience, watch our short video with Jamie Anderson, SVP of Marketing, hybris Software here: youtu.be/5560ia_30H4

| Nom du Touchpoint / Point de contact | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|--|---|---|---|---|---|---|---|---|---|
| Channel / Canal | | | | | | | | | |
| Interaction du client | | | | | | | | | |
| Interaction de la marque | | | | | | | | | |
| Avis du client perçu par le client | | | | | | | | | |
| Décalage avec le positionnement voulu | | | | | | | | | |
| Solutions et propositions d'amélioration | | | | | | | | | |

| Nom opération | Outils utilisés | Avantages Utilités | Date ou période | Budget HT |
|---------------|--------------------|-----------------------|--------------------|--------------|
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| Cible | Responsable | Outils utilisés | Argumentaire | Date ou périod | Budget HT |
|-------|-------------|--------------------|--------------|----------------------|--------------|
| | | | | Period | |
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| Nouveau nom du: 1 produit 2 entreprise | | |
|---|--|--|
| Secteur (s), pays, industrie (s) | | |
| Positionneme nt et/ou Promesse | | |
| Business Model BotBtoC | | |
| Définitions du marketing | Définition générale, courte et simple du marketing | Adaptation de cette définition pour ce cas de BtoB |



KERU PROJECT utilise la technologie blockchain pour créer les premiers souvenirs numériques, sécurisés et durables.

WORKSHOP: KERU

- 1/ Expliquez KERU à Monique (coiffeuse de 57 ans à Gueret)
- 2/ Quelles sont les ressemblances & dissemblances entre KERU et SORARE ? Quelles inspirations pouvez-vous en tirer ?
- 3/ Inventez et qualifiez un nouveau modele économique pour KERU
- 4/ En sept 2023 KERU deviendra une licorne, rédiger le dossier de communication selon la méthode "Working Backward" d'Amazon

5/ Comment utiliser le PLG chez KERU

6/ Rédiger le plan digital de KERU

ORAL 10mn / groupe + ECRIT 1 page max dans TEAMS

WORKSHOP: Working Backwards

Préparer le texte de 10/15 lignes et une infographie Canva du communiqué de presse qui pourrait être rédiger à l'occasion du passage en licorne (sept 2023) en se focalisant sur les avantages client/utilisateur, le prix client et le business model.

Working Backwards

By Amazon



@ Quora.com

Amazon's approach to new product development is about working backwards from the customer. The product manager starts by writing a press release announcing the finished product. The press release is targeted at the end customer and contains information about the customer's problem, how current solutions are failing, and why the new product will address this problem.

The press release itself is a gut-check for whether or not the product is worth building. If the team is not excited about reading it then document needs to be revised or perhaps the idea should be revisited altogether. As the team begins development the press release serves as a guide for the team to reflect on and compare with what is being built.

C'est possible!

Faisabilité

Coût

Autonomie

Créativité

«Rétrojustification»

« Rétropreuve »

Working Backwards

Un exemple AMAZON

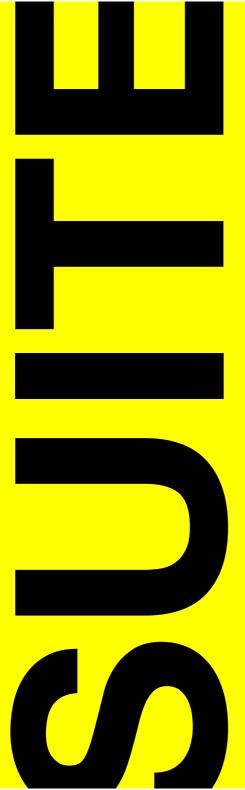
Amazon «WORKING BACKWARDS from customer» : communiqué de presse fictif / infographie finale / pitch / vidéo / website

Here's an example outline for the press release:

- Heading Name the product in a way the reader (i.e. your target customers)
 will understand.
- Sub-Heading Describe who the market for the product is and what benefit they get. One sentence only underneath the title.
- Summary Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
- Problem Describe the problem your product solves.
- Solution Describe how your product elegantly solves the problem.
- Quote from You A quote from a spokesperson in your company.
- How to Get Started Describe how easy it is to get started.
- Customer Quote Provide a quote from a hypothetical customer that describes how they experienced the benefit.
- Closing and Call to Action Wrap it up and give pointers where the reader should go next.

Think Imigact





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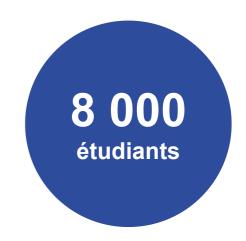
CHIFFRES CLÉS



programmes de formation

en France et à l'international du niveau Bac+2 au Bac+8 33 000 diplômés

7 000 participants formation continue / an



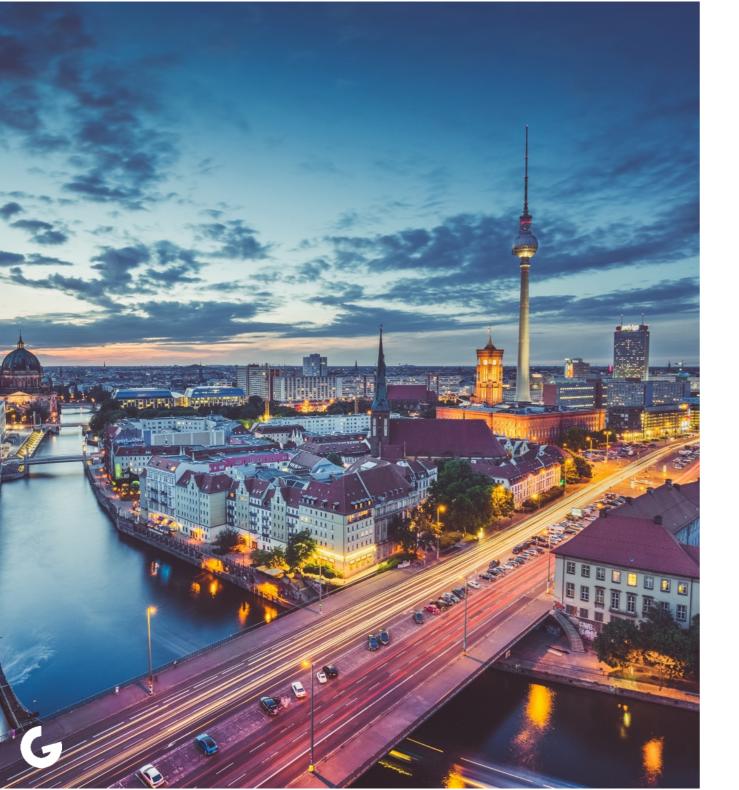
5600 en formation

"dans la salle de classe

2400 "hors les murs" (alternancésures, échanges...)

200 sportifs de haut niveau

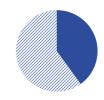




INTERNATIONAL



étudiants internationaux 159 nationalités dans l'école



41% des effectifs



partenaires internationaux dans le monde entier

20

accords de double diplôme avec des institutions internationales





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