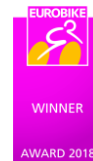




woom®

woom™



woom™

**marcus
ihlenfeld**

founder



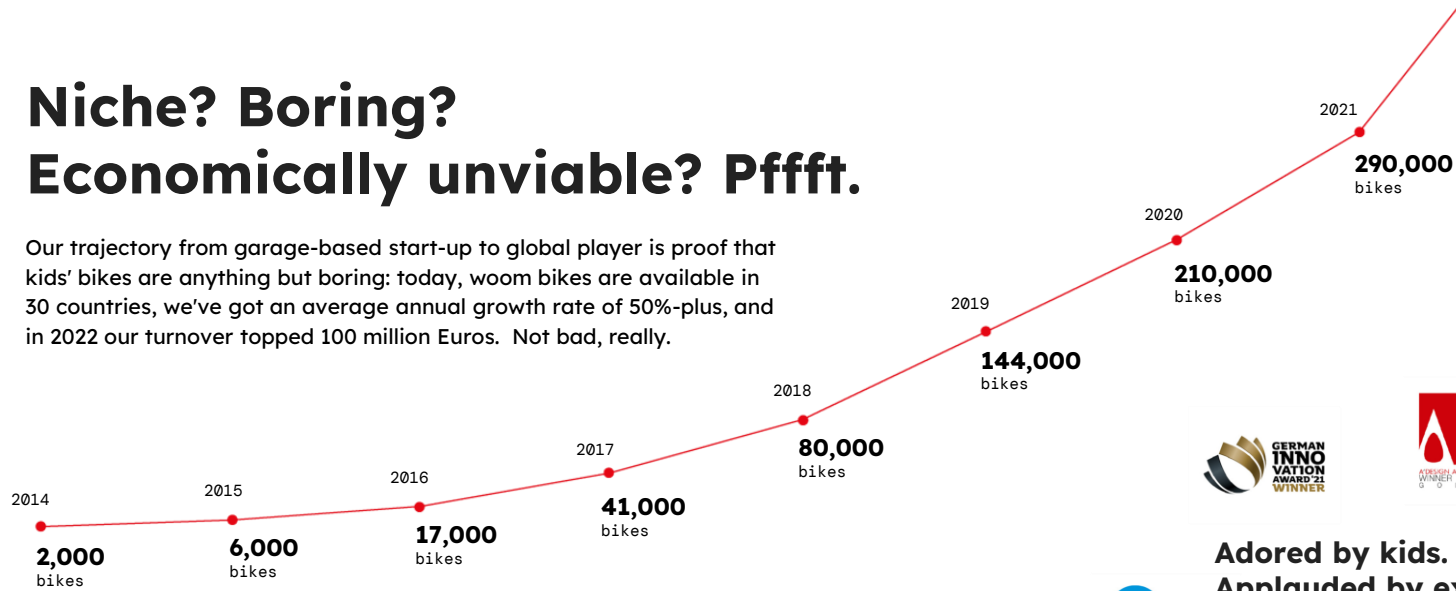
**christian
bezdeka**

founder



Niche? Boring? Economically unviable? Pffft.

Our trajectory from garage-based start-up to global player is proof that kids' bikes are anything but boring: today, woom bikes are available in 30 countries, we've got an average annual growth rate of 50%-plus, and in 2022 our turnover topped 100 million Euros. Not bad, really.



So, back to the elusive wow factor:

woom bikes are all about a superlight weight and purposeful engineering to suit the needs of kids. This vision led to the creation of our sophisticated sizing system that spans two balance bikes and five pedal bikes. It caters for kids aged 18 months to 14 years, and represents a key feature in our business model: woom bikes grow with the rider. Now we're talking.



Adored by kids.
Applauded by experts.



reddot winner 2022
bicycle design

woom®

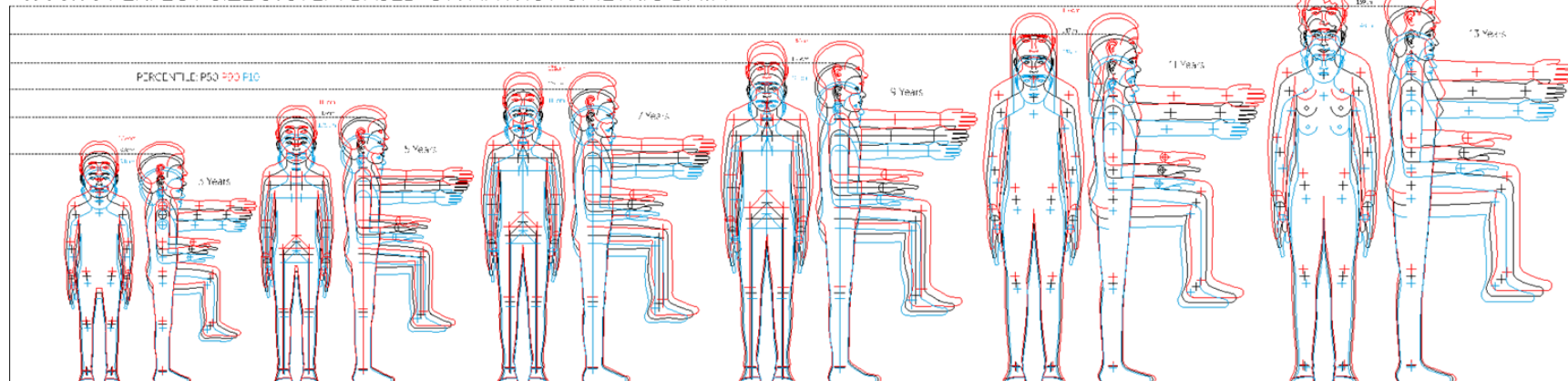


perfect fit

made just for kids ages
1.5 to 14 years



woom PERFECT SIZE SYSTEM BASED ON ANTROPOMETRIC DATA



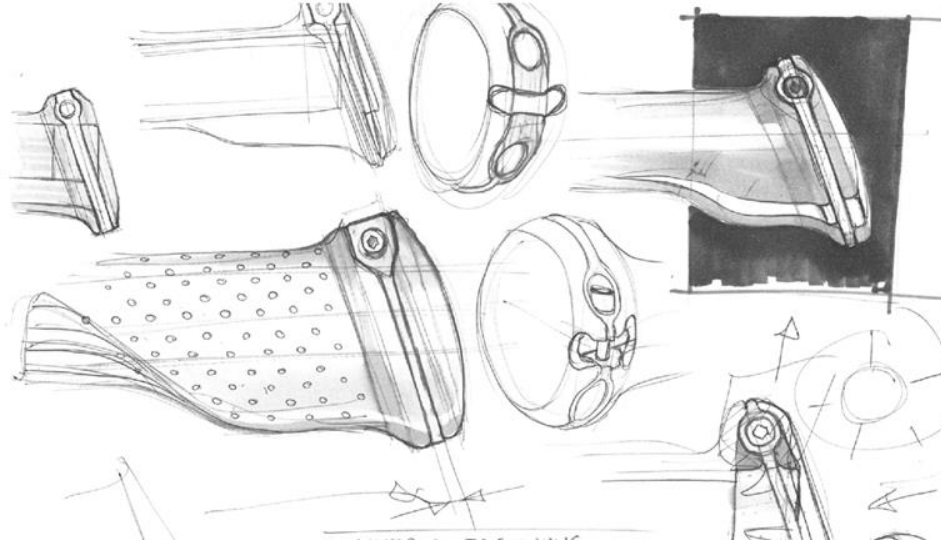
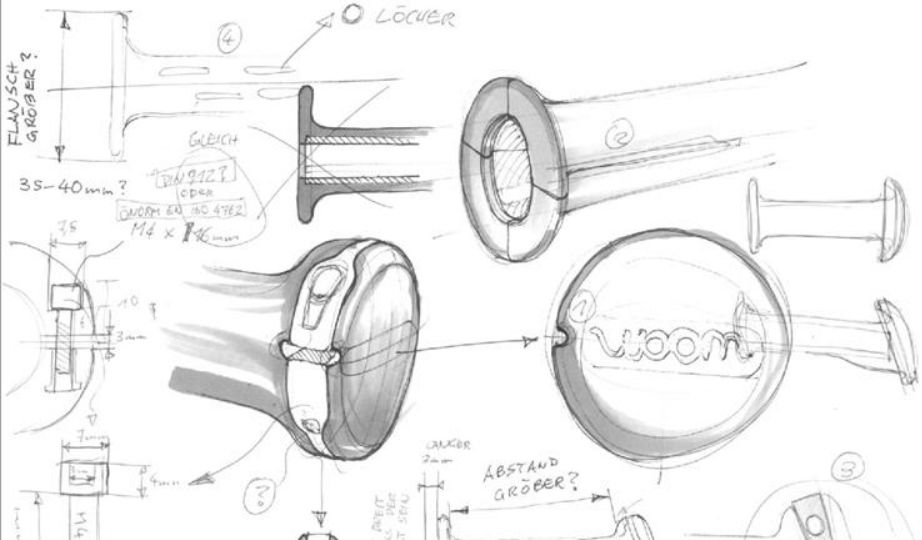
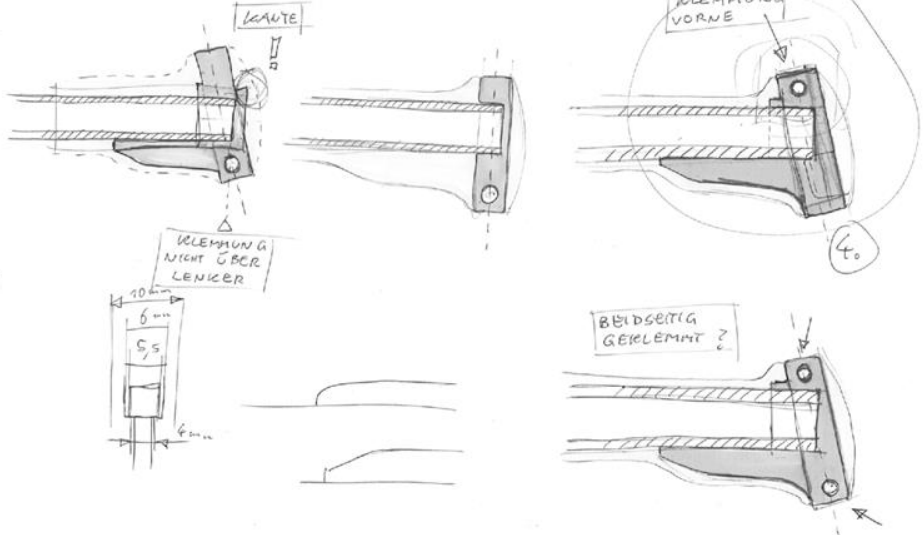
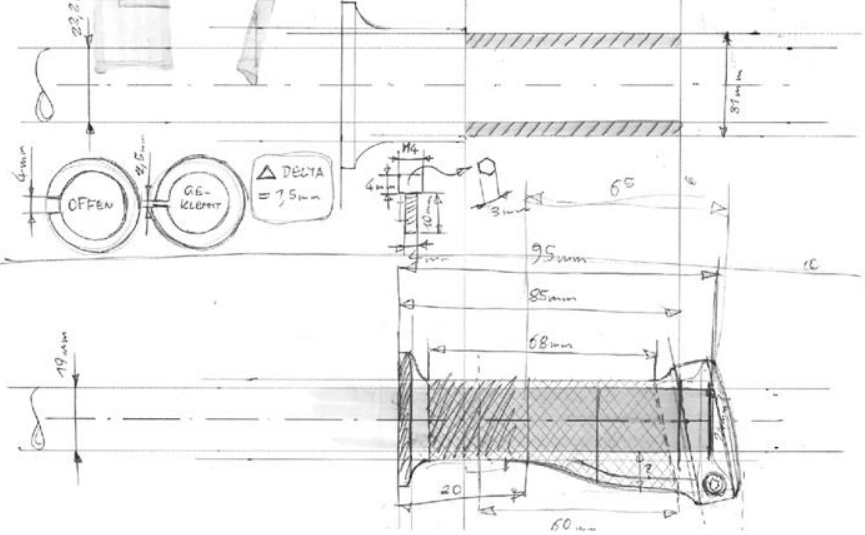


custom components

**90% of components
designed specifically for kids**

JUGEND GRIFF
FÜR 4/5 mm

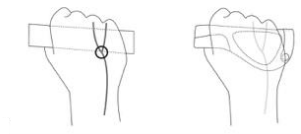
UNTER GRIFF
1/2 1/3







Improved Pressure Distribution





super lightweight

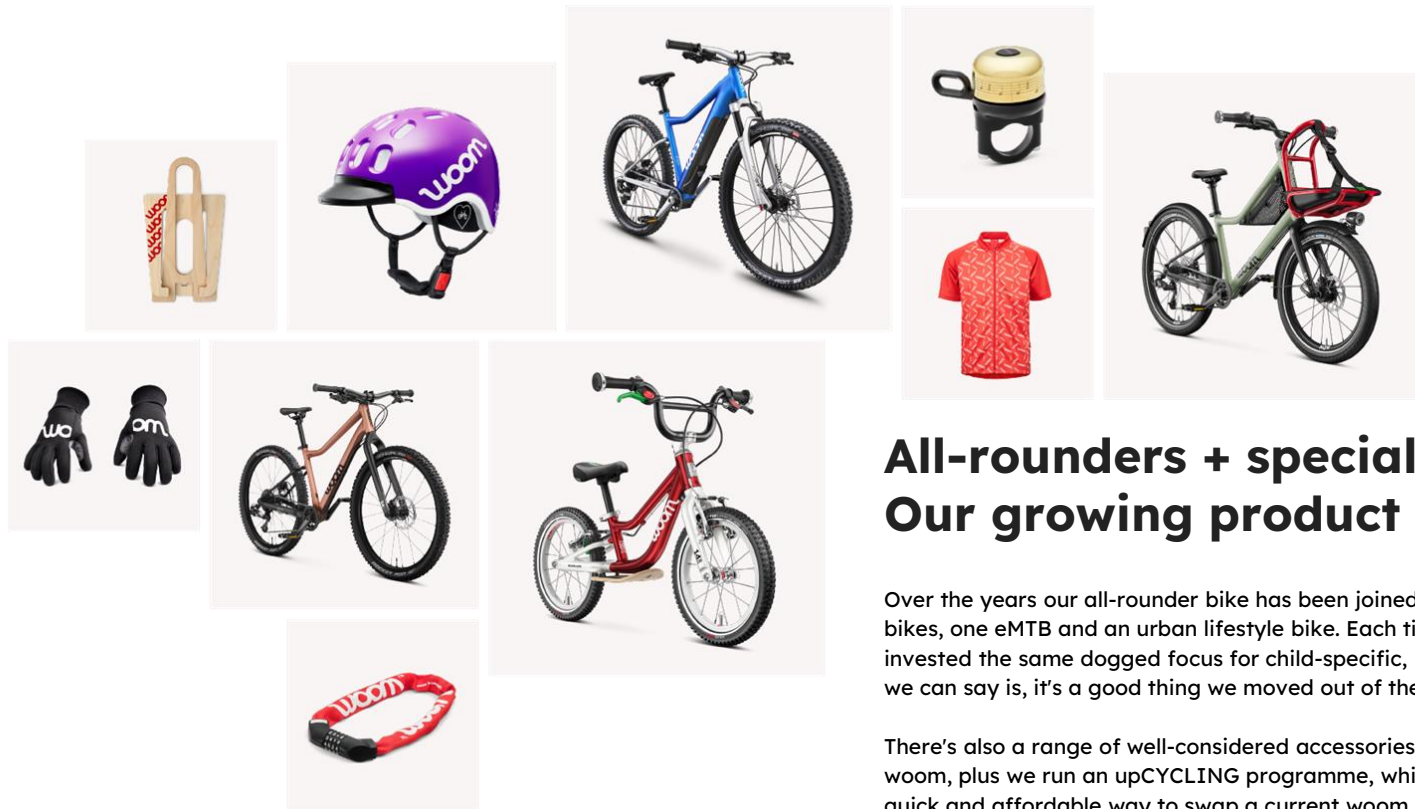
**at only 5.1 kg for the woom 2,
it's the perfect tool to inspire
your child to pedal**

$$\begin{array}{c}
 \text{Person} \\
 \hline
 15 \text{ kg} \\
 \text{Bicycle} \\
 9,4 \text{ kg}
 \end{array}
 =
 \begin{array}{c}
 \text{Person} \\
 \hline
 80 \text{ kg} \\
 \text{Motorcycle} \\
 50 \text{ kg}
 \end{array}$$



10 YEARS --- OF MAGIC MOMENTS

woom®

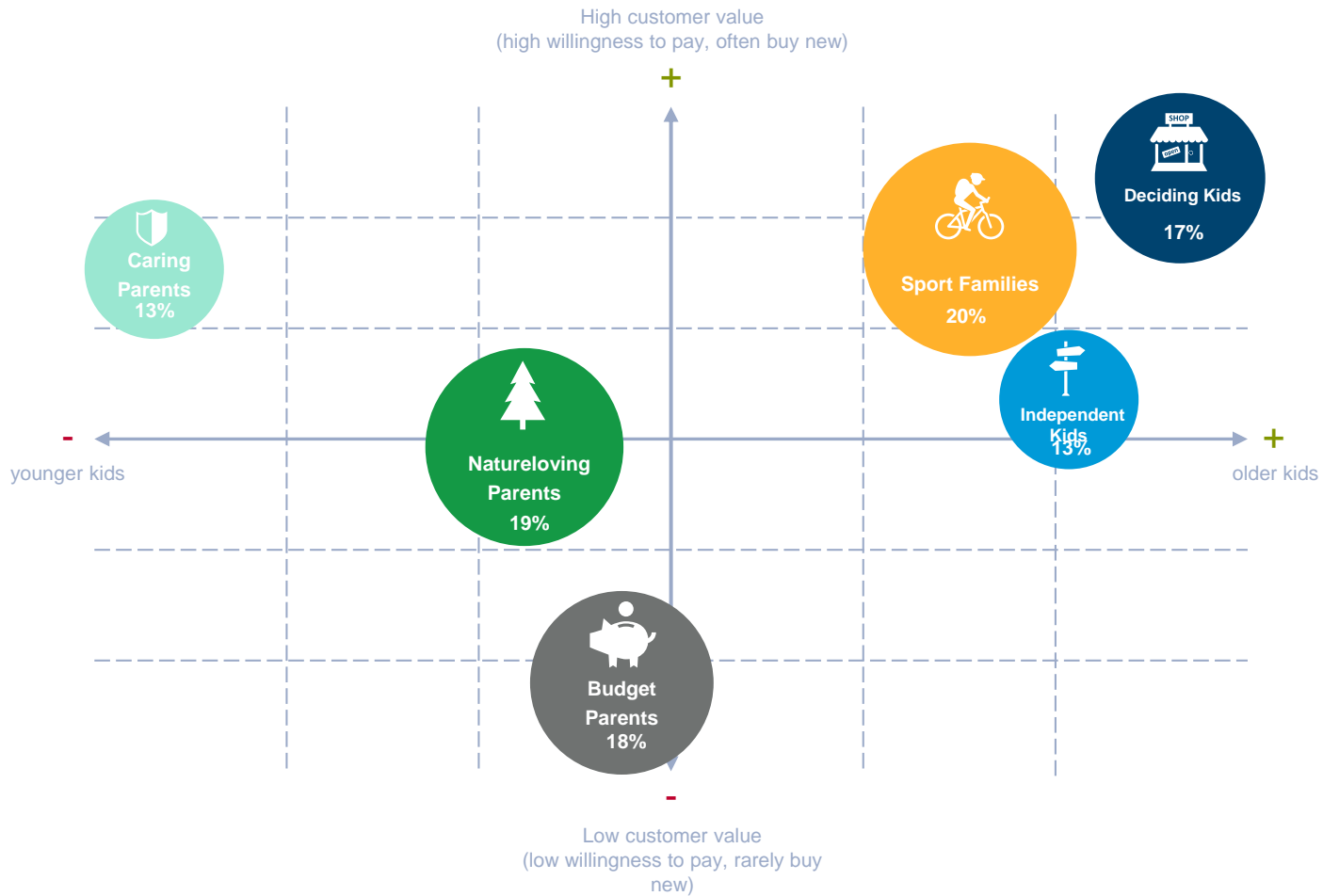


All-rounders + specialists = Our growing product line-up

Over the years our all-rounder bike has been joined by two mountain bikes, one eMTB and an urban lifestyle bike. Each time around, we invested the same dogged focus for child-specific, ingenious designs. All we can say is, it's a good thing we moved out of the garage when we did.

There's also a range of well-considered accessories and equipment at woom, plus we run an upCYCLING programme, which offers a simple, quick and affordable way to swap a current woom bike for the next size up. Spot a problem and want to solve it? Yep, that's the woom way – not only can we spot when we're short of space in a garage, but we're also attuned to parent's needs.

Customer Segmentation







Caring Parents

"I want to make sure that my kid will learn to cycle well and safely and I also want him/her to really enjoy the bike. Therefore, I'm looking for a lightweight and safe bike that is specially designed for kids by a brand I can trust. This is important to me and I'm willing to pay for such a bike."

One sentence proposition

We help your kid learn to live and love mobility easily and safely.

Customer Value	●●●●	Primary bike type:	
woom affinity	●●●●	Balance Bike	62 %
Parents	ø 30–35 y.	All-round Bike	31 %
Kids	ø 3.5 y.	Mountain Bike	7 %

Motivation for bike usage: bike is mainly a toy

Actual Source of Information (above-average use)



Internet (above average 83 %) mainly via: Manufacturer's Website, Google, Social Media, blogs, forums



Recommendations – WoM, Influencer



Observation in streets / parks / playgrounds

Preferred Touchpoints with manufacturer



E-Mail



Contact form of website



Website / Chatbot



Personal contact at shop



Active Families

"In addition to our careers, we also set great store by sports and exercising. We're ambitious bike lovers. I'm extremely interested in making sure that my kid will get the very best bike by a top brand without worrying about cost. My kid, too, knows what they like, so we discuss it and decide together."

One sentence proposition

We support your kid's love for movement and sports with the best tools there are. So you can share happy outdoor family moments.

Customer Value	●●●●	Primary bike type:	
woom affinity	●●●●	All-round Bike	49 %
Parents	ø 40 y.	Mountain Bike	34 %
Kids	ø 9 y.	Balance Bike	8 %

Motivation for bike usage: bike is already a tool for physical exercise

Actual Source of Information (above-average use)



Internet (above average 72 %) mainly via: Website, Special online bike shops, Social Media, Google, esp. Youtube



Manufacturer Website, newsletters



Trade Magazines and trade fairs



Classic-style advertising

Preferred Touchpoints with manufacturer



WhatsApp / Signal / SMS



Social Media



Video Calls



Facebook-Messenger & E-Mail



Deciding Kids

"My dad is not particularly knowledgeable about bikes, but he knows how much I like to ride so he asks the sales staff lots of questions to find my dream bike. Such a bike has state-of-the-art technology, a sporty look and is manufactured by a top MTB brand. I need it for exercise, for going to school and for trips with my family."

One sentence proposition

We want to celebrate diversity, lifestyle & individual journeys. Whatever happens in life – we got a bike for you that fits your world.

Customer Value	●●●●	Primary bike type:	
woom affinity	●●●●	Mountain Bike	47 %
Parents	ø 43–45 y.	All-round Bike	42 %
Kids	ø 11 y.		

Motivation for bike usage: bike is a tool for physical exercise / means of transportation

Actual Source of Information (above-average use)



Internet (below average 59 %) mainly via: Social Media, online bike shops / bike dealers, product texts, good reviews, Google, Youtube



Bike shop / local dealer

Preferred Touchpoints with manufacturer



Personal Contact at shop



Phone



Facebook-Messenger & E-Mail

Impact and outcome

Impact and Outcomes: cross functional overview

Umbrella Brand strategy

Working out a clear umbrella
brand strategy

reverse engineered out of the
customer segmentation

Portfolio strategy

Clear alignment of the product
design to the needs of the
segments

Campaigning and Media Buying

Targeted campaign management
and media buying strategy

Umbrella brand strategy

Umbrella brand strategy

woom®

Brand essence & vision

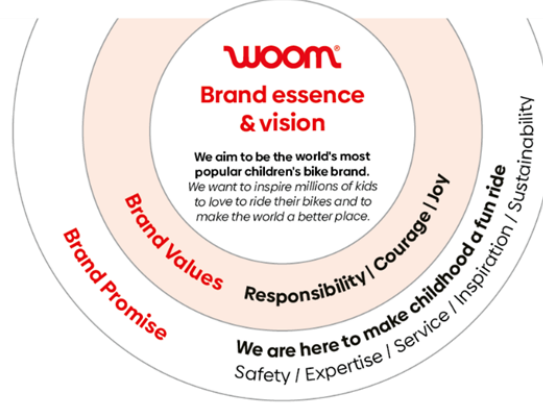
**We aim to be the world's most
popular children's bike brand.**
*We want to inspire millions of kids
to love to ride their bikes and to
make the world a better place.*

woom®

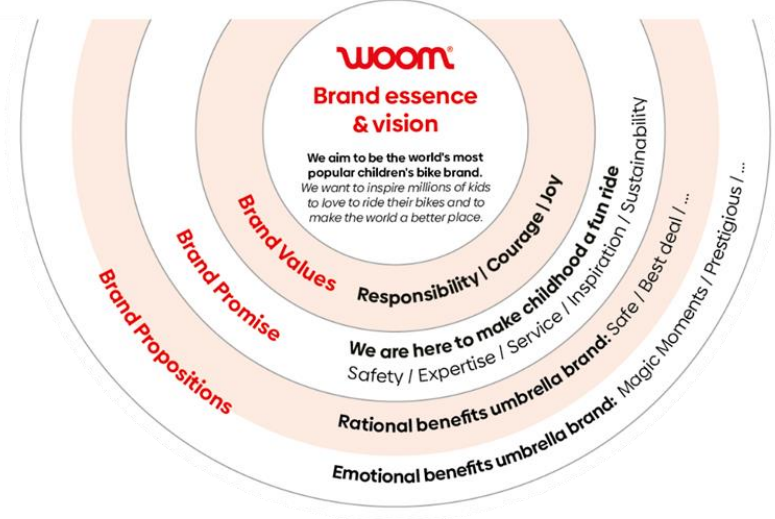
Umbrella brand strategy



Umbrella brand strategy

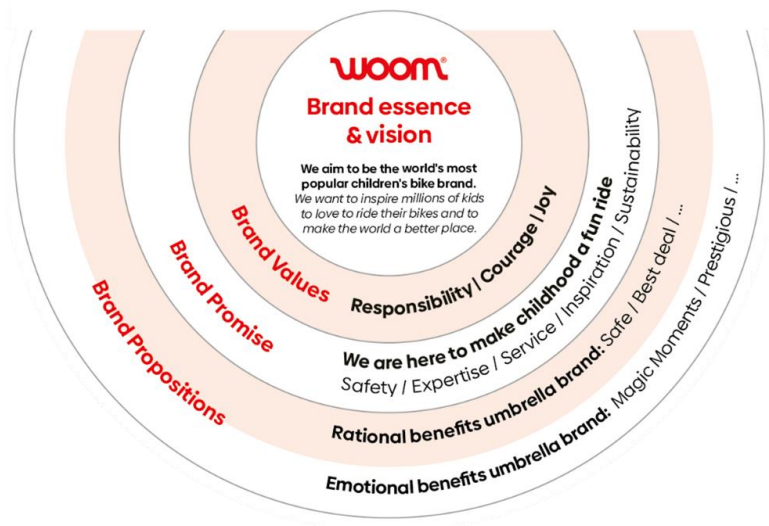


Umbrella brand strategy



Impact and Outcomes: Umbrella brand definition

For many years, the woom brand was synonymous with the products. With the help of segmentation, we were able to clearly work out the values of the umbrella brand. This enables us to develop a clear brand and product promise for our customers.



Brand promise for Caring Parents:

Emotional Benefit
Magic moment, "i take care" ...

Rational Benefit
Safety, resale value ...



Brand promise for Deciding Kids

Emotional Benefit
A cool bike, my peers will love it, i can show my personality ...

Rational Benefit
I can "sell" it to my parents, it supports me in what I want to do (sport, leisure) ...



Brand promise for Active Families

Emotional Benefit
Pass on the love to the sports, quality time together, proud, ...

Rational Benefit
Quality, top engineering, good components ...

Impact and Outcomes: Endorsed product brand strategy



woom ROOKIE



woom EXPLORER



woom UP



woom OFF

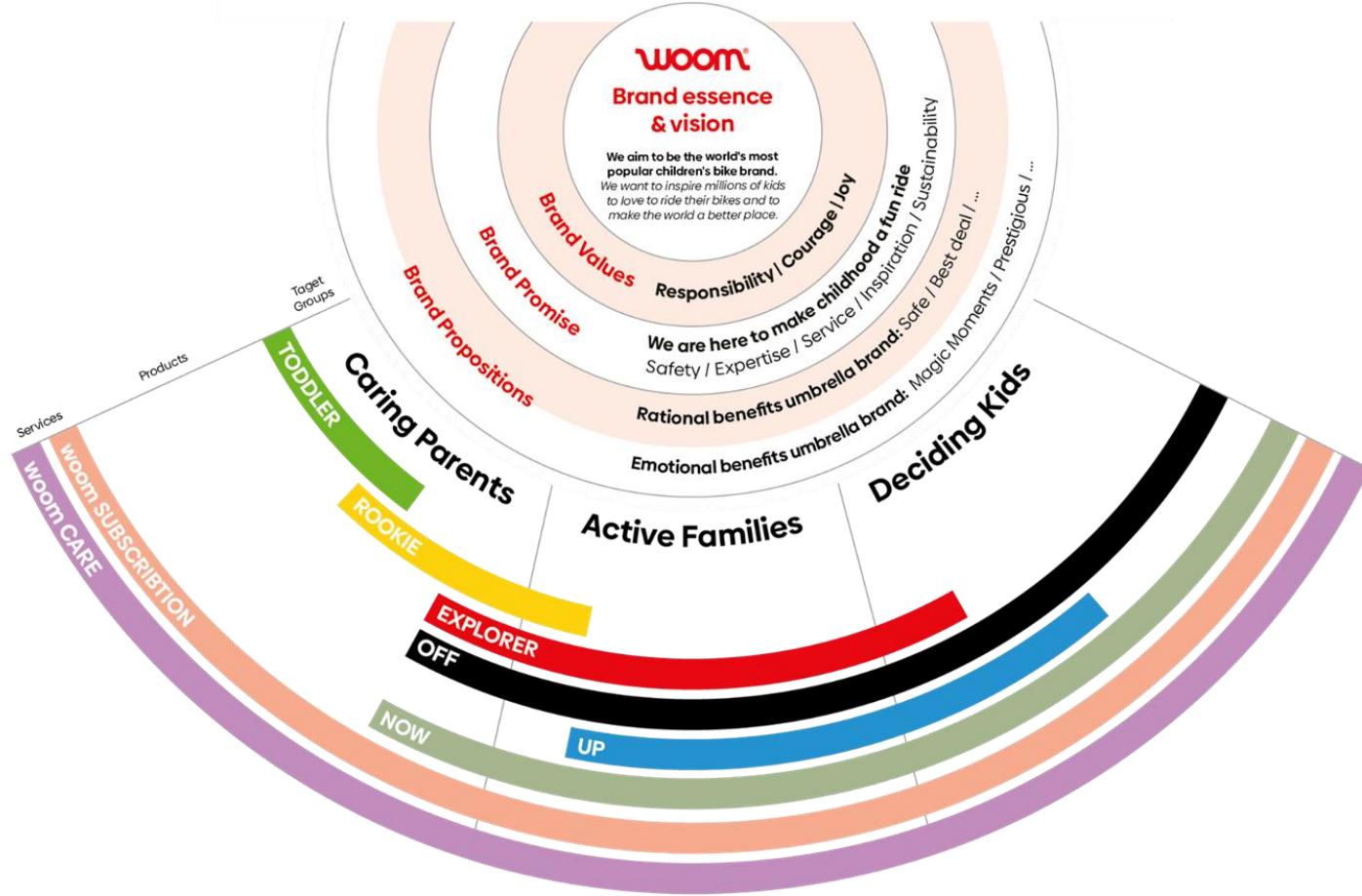


woom NOW



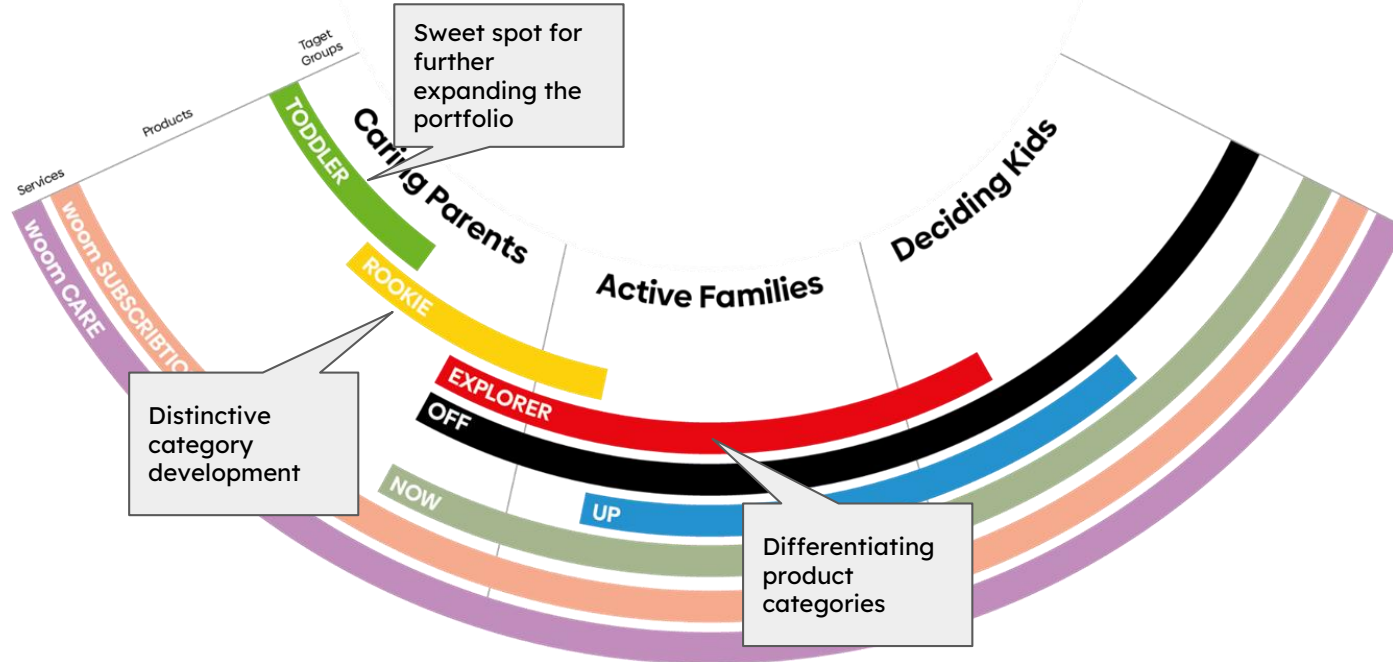
Portfolio strategy








Portfolio strategy



Impact and Outcomes: Portfolio strategy

For many years, the woom brand was synonymous with the products. With the help of segmentation, we were able to clearly work out the values of the umbrella brand. This enables us to develop a clear brand and product promise for our customers.

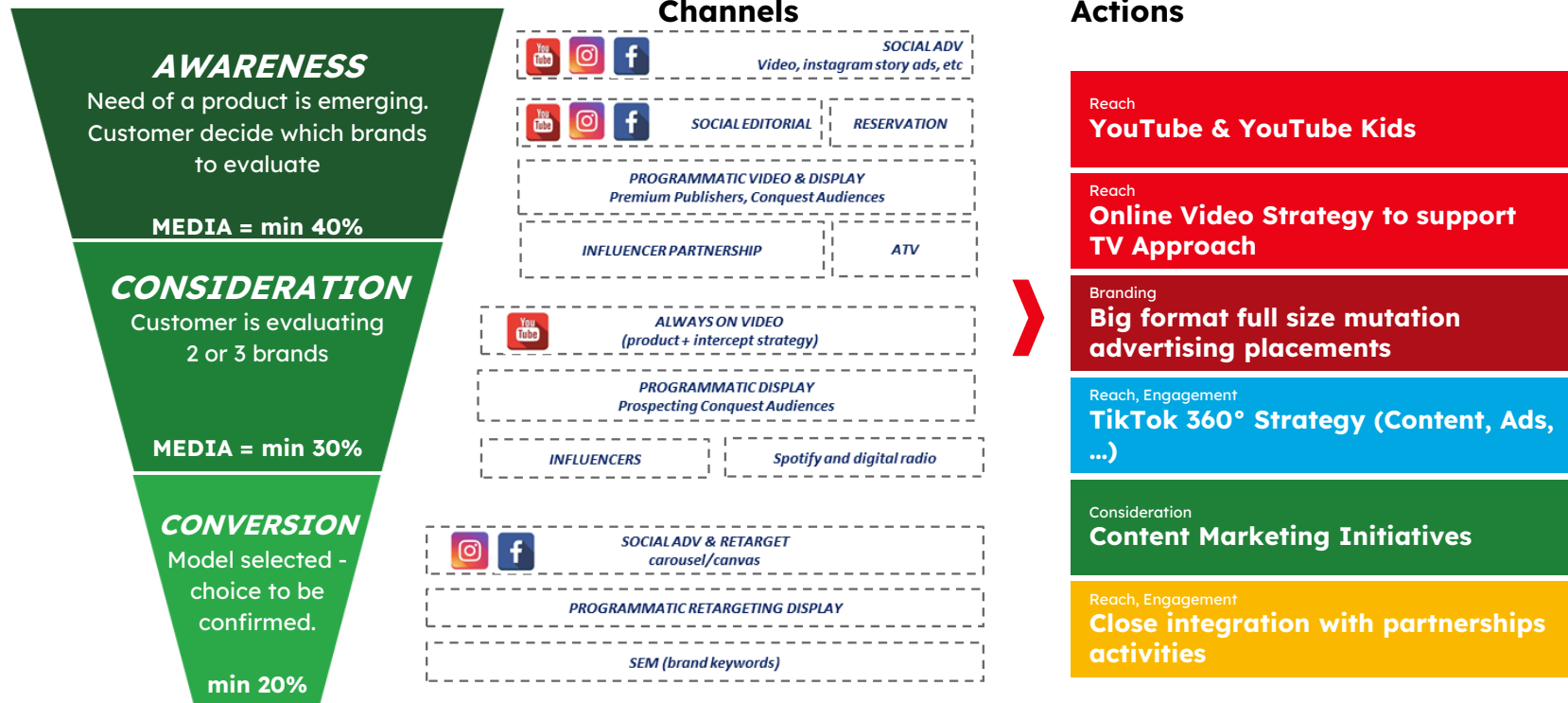


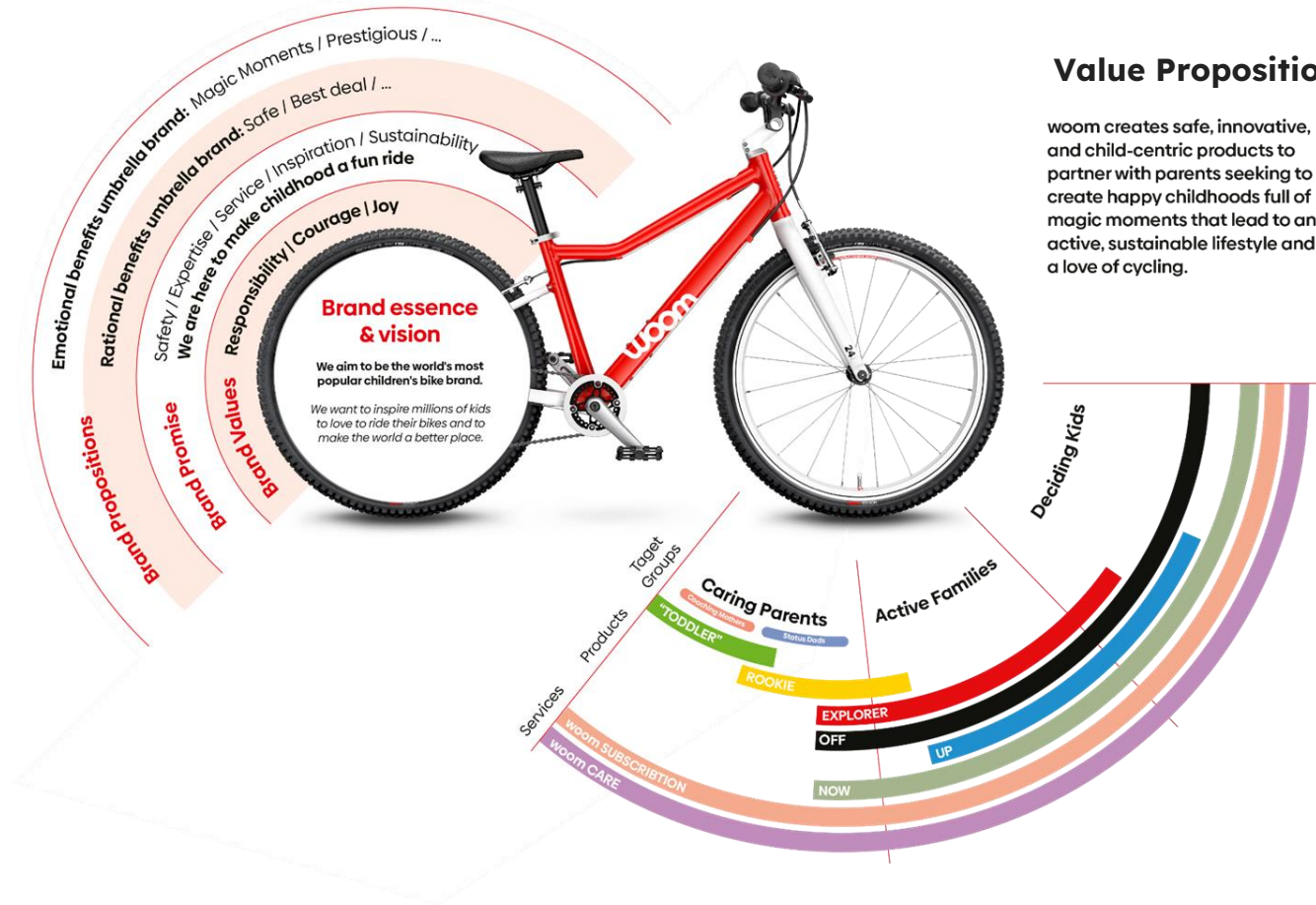
TODDLER	ROOKIE	EXPLORER	OFF	NOW	UP	SERVICES
						
<p>Vision: The best toy on wheels out there, designed with your kids' future in mind.</p> <p>Elevator Pitch: For parents, the toddler products are a learning companion for their children. It is the most joyful and intuitive way to play, discover the world and acquire important motor skills that will be a cornerstone of healthy development during this formative stage of their lives.</p> <ul style="list-style-type: none"> ○ Everyday & Everywhere ♡ Explorer ◇ The versatility ☆ Lighthearted, stylish, allrounder 	<p>Vision: The ROOKIE is the best tool for learning and having fun on two wheels.</p> <p>Elevator Pitch: For parents, the ROOKIE is the number one choice for safety on every level. The ROOKIE is kid specific, lightweight and easy. Designed and engineered by experts to teach kids to learn to ride and improve their mobility in a fun and easy way, the ROOKIE provides magic family moments.</p> <ul style="list-style-type: none"> ○ Beginner ♡ High flyer ◇ Safe, lightweight, beginner geometry ☆ Easy learning, magic moments 	<p>Vision: The EXPLORER is the perfect everyday bike and a kid's best companion to explore the world.</p> <p>Elevator Pitch: For kids that want to improve their skills and explore the world around them, the EXPLORER is a lightweight and cool all-purpose bike. This all-terrain tool stands for the best quality and an easygoing experience in both the city and the countryside.</p> <ul style="list-style-type: none"> ○ Everyday & Everywhere ♡ Explorer ◇ The versatility ☆ Lighthearted, stylish, allrounder 	<p>Vision: The OFF bike is an action MTB with street credibility.</p> <p>Elevator Pitch: For generation alpha, OFF is the lightweight MTB with reduced, smart components and features. OFF combines MTB functionality and urban lifestyle to meet street and off-road needs.</p> <ul style="list-style-type: none"> ○ Offroad & Sports ♡ Adventurer ◇ All-Terrain & Offroad, perfect MTB entry model ☆ Offroad Lifestyle meets trail action 	<p>Vision: The NOW bike is the obvious companion for everyday life.</p> <p>Elevator Pitch: For generation alpha, NOW is the most functionally integrated, yet lightweight and cool urban bike for kids. Rethinking cargo, commuting and urban lifestyle. A new kind of bike for a new kind of attitude-made for a generation that lives and breathes "flexibility" and "individuality".</p> <ul style="list-style-type: none"> ○ City life & Commuting ♡ Rebel ◇ Smart, functional integration ☆ Individual, urban lifestyle 	<p>Vision: The UP is THE BEST, MOST KID-SPECIFIC kids e-bike out there!</p> <p>Elevator Pitch: For sporty kids and their biking families, UP is the most lightweight, kid-specific e-MTB. Whenever kids or families have high performance demands-on holiday or in everyday commuting-the UP is the best-in-class, kid-specific e-tool.</p> <ul style="list-style-type: none"> ○ Long distance & touring ♡ Endurance ◇ Kid-specific e-MTB ☆ Get further, explore more 	<p>Vision: woom services enable a hassle-free, all-encompassing experience - so parents and kids can focus on creating magic moments together.</p> <p>Elevator Pitch: For families, woom services help to reduce the complexity of their daily lives. woom's subscription-based service and woom's insurance for kid's bikes provides a convenient, flexible, and cost-effective solution for families seeking to provide their children with safe and reliable bikes.</p>

○ Rational Positioning ♡ Emotional Positioning ◇ Rational Product Benefit ☆ Emotional Product Benefit

Campaigning and media buying

Full-funnel brandformance campaigning alongside the customer segments







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