Presented by: Team DAYRA

LUMO ROBOTICS Marketing Strategy

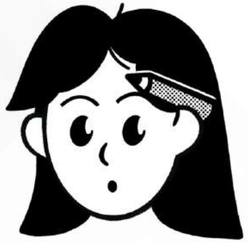


Team DAYRA



David

Proposal Lead



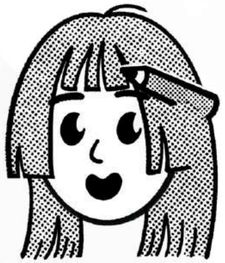
Alina

Project Manager



Yuchen

Insights Lead



Reika

Design Lead



Amy

Research Lead

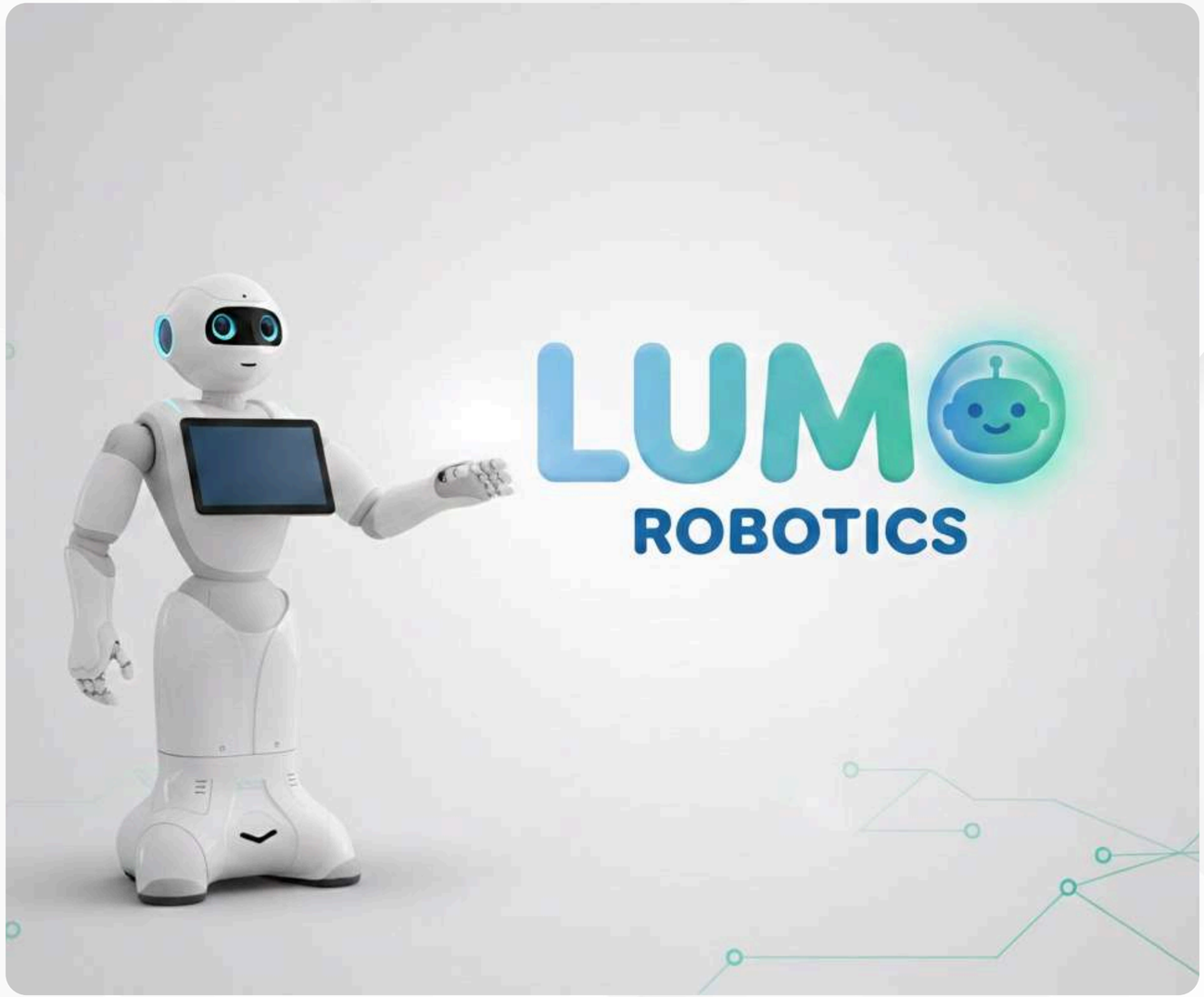


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About LUMO Robotics

LUMO Robotics builds **adaptive mobile robots** designed for **safety**, **simplicity**, and **social awareness** in everyday environments. We leverage a '**One Platform, Multiple Uses' strategy**: a unified hardware system that seamlessly transitions from household companionship to retail inventory management.

Mission

To engineer adaptive mobile robots designed for safety, simplicity, and social awareness, bringing automation into everyday human environments.

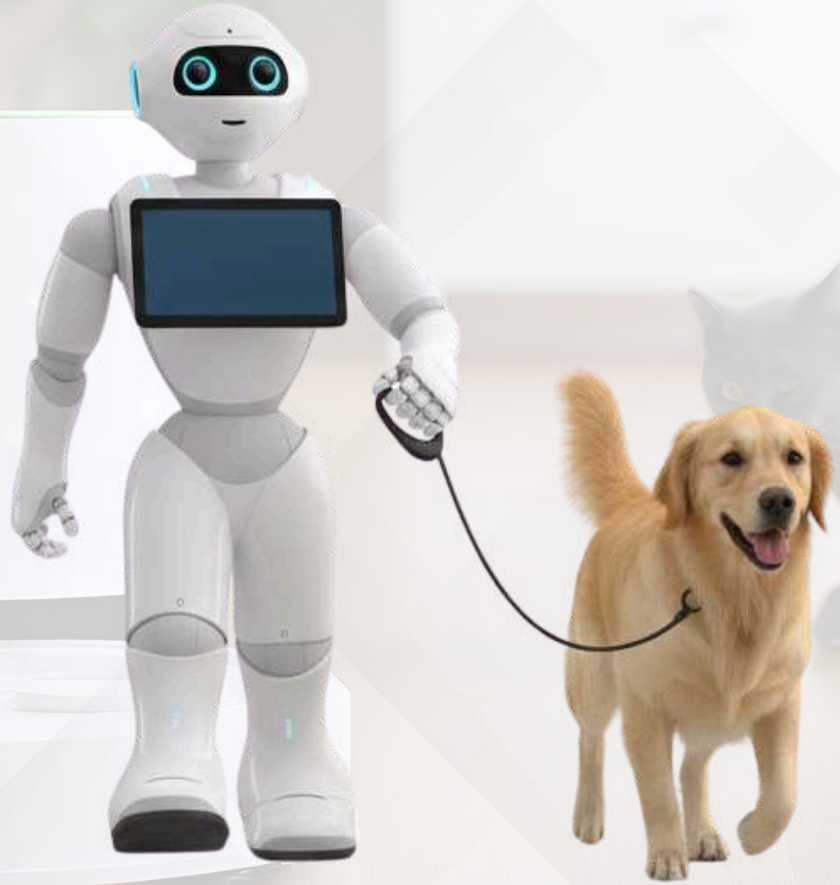
Vision

A future where robots operate seamlessly alongside humans, enhancing efficiency and quality of life in both dynamic family homes (B2C) and busy commercial spaces (B2B).



B2C USE CASES

- Home Cleaning
- Object Avoidance
- Light Tidying
- Emotional Support
- Pet Monitoring



- Mobile Patrol
- Noise/Entry Alerts
- Fall Detection
- Night Guidance
- Activity Alerts

B2B USE CASES

- Office Cleaning
- Night Patrol
- Reporting obstacles
- Automatic Restocking
- Backroom Support

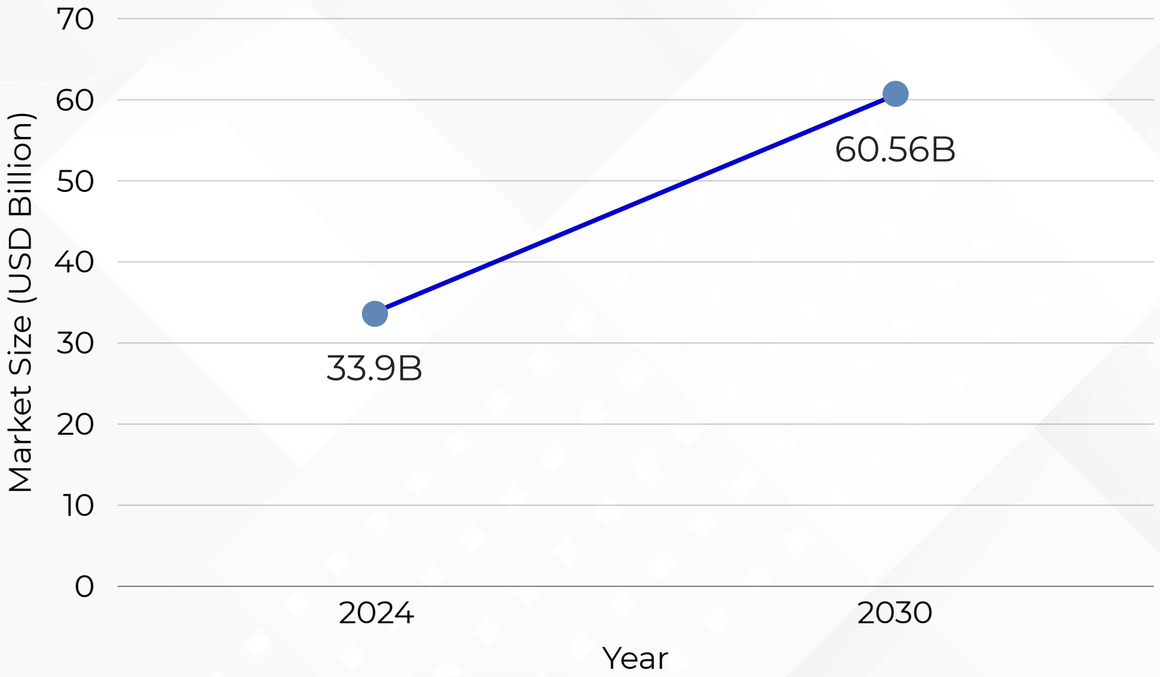


- Deliveries
- Hygiene Support
- Room Reset
- Material Transport
- Maintenance Support

Global Robotics Market Growth Trends

Global Robotics Market Growth (2024–2030)

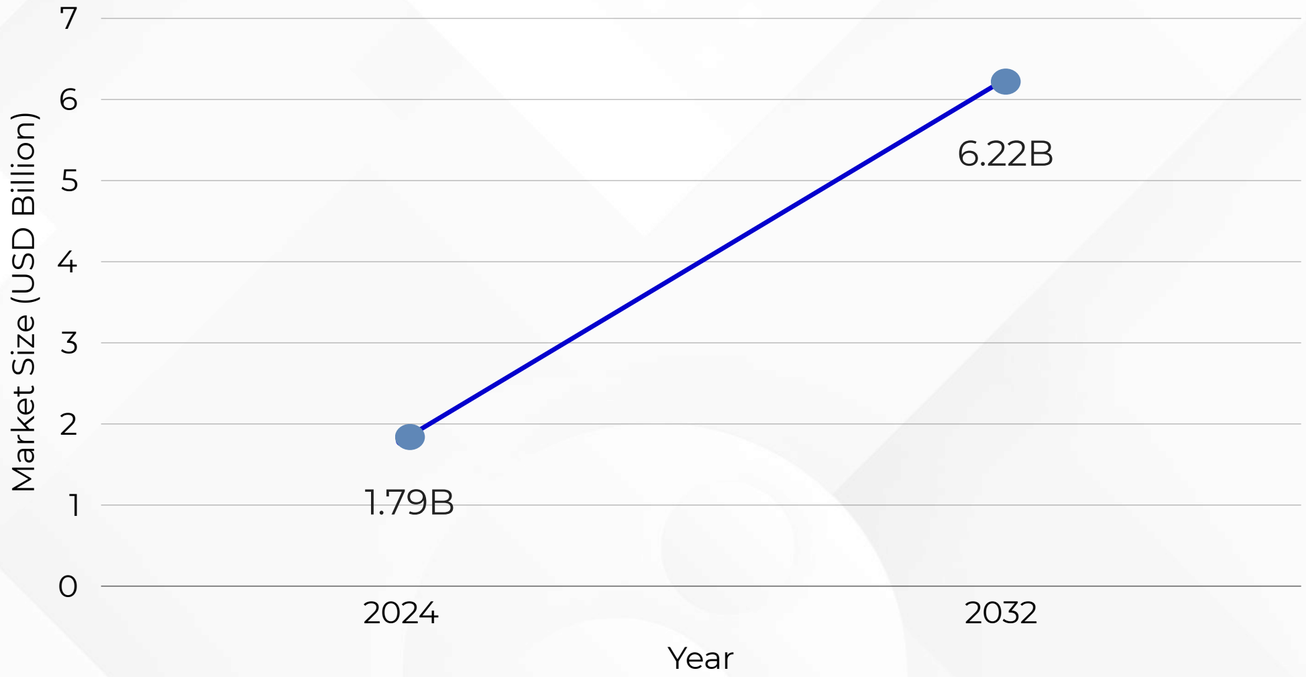
Compound Annual Growth Rate (CAGR): 9.9%



Data Source: Grand View Research – Industrial Robotics Market

Robotics-as-a-Service (RaaS) Market (2024–2032)

Compound Annual Growth Rate (CAGR): 16.89%



Data Source: Credence Research, “Robotics as a Service (RaaS) Market”



Key Drivers & Adoption Insights in Robotics



Industrial Robotics – Growth Drivers

- Labor shortages increase demand for automation
- Safety + compliance regulations accelerate adoption
- Expanding use cases in retail, logistics, and manufacturing

Source: Grand View Research; IFR World Robotics Report



Consumer & Service Robotics – Fastest Growth

- Strong growth in cleaning, service, and companion robots
- Approx. ~20% CAGR driven by home automation + lifestyle needs
- Increasing acceptance as robots shift from “gadgets” to “daily support tools”

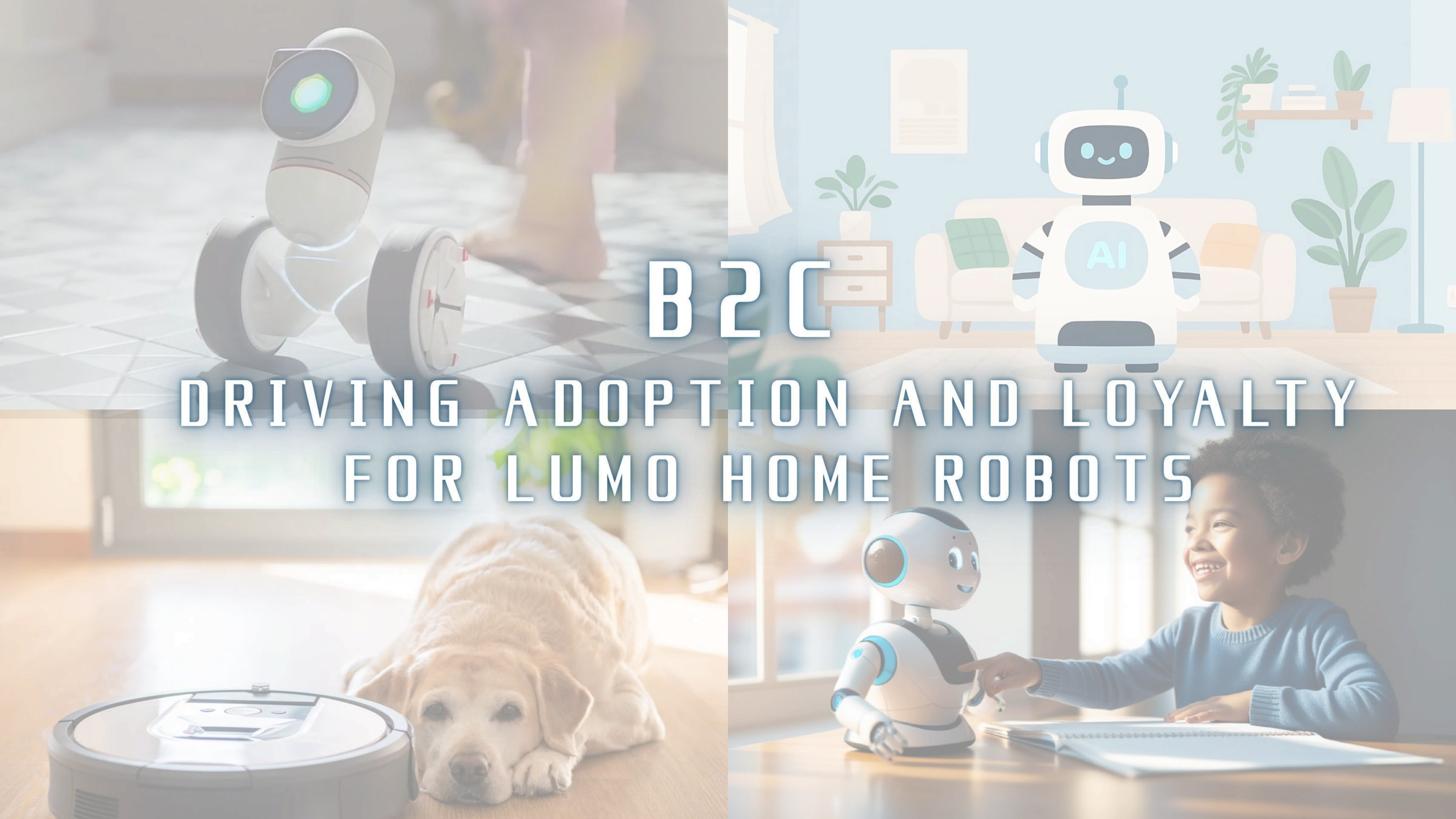
Source: Fortune Business Insights



RaaS – Lower Barrier Model

- Subscription model lowers upfront cost barriers
- Enables easier pilot programs + scalable deployment
- Becoming a preferred model for mid-sized businesses and households

Source: Credence Research



B2C

DRIVING ADOPTION AND LOYALTY FOR LUMO HOME ROBOTS

B2C Problem

Consumers struggle to understand the real-life value, safety, and usefulness of home robots. As a result, interest is high, but conversion remains low, even as the category grows rapidly.

Market Growth

- Consumer robotics market: USD 10.9B (2024) → 40.1B (2030), CAGR ~25%. (Grand View Research, 2024)

Perceived Usefulness Gap

- Households cite unclear usefulness and limited perceived benefits as major adoption barriers. (TSFC, 2025)

Fear & Safety Concerns

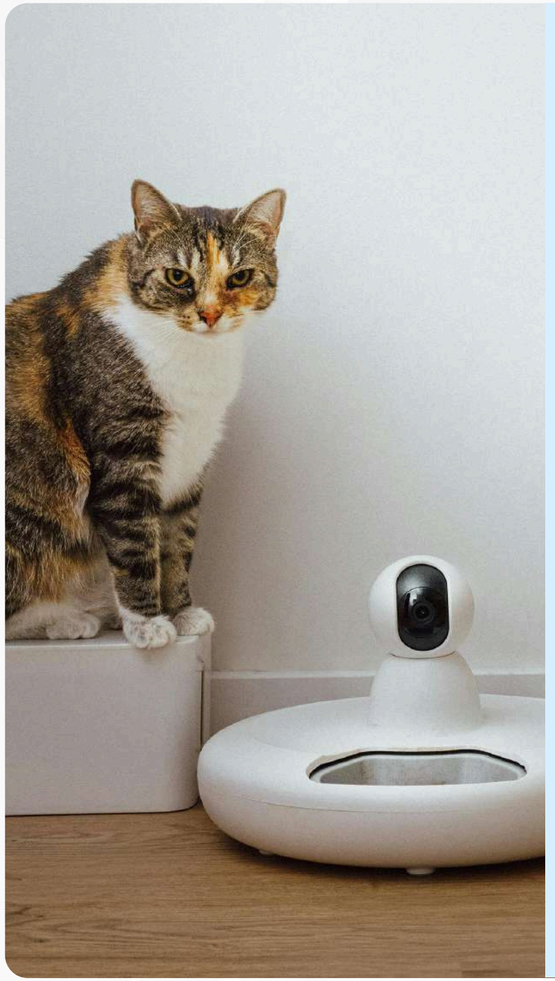
- 26% of users express strong fear toward autonomous robots (privacy, unpredictability, safety). (Frontiers, 2025)

Cost Barriers

- 60% cite price as the main obstacle; only 20% are willing to pay over USD 1,000. (YouGov, 2025)



Why This Problem Matter



Home robots are often seen as “**nice-to-have**,” not essential tools, because consumers **lack** clear **understanding of value, safety, and usefulness**.

This leads to:

- Low conversion
- Hard to stand out
- Slower revenue growth

Connection to the Journey



Most impacted stages:

Awareness → Engagement → Conversion

Benefit of solving:

Clear value + safety messaging

- reduces fear
- builds trust
- boosts purchase confidence.

Emma Torres

I don’t want tech that adds work. If it genuinely makes my life easier, I’m all in.



FEMALE, 31-YEAR-OLD, BUSY MID-CAREER PROFESSIONAL

BIO

Education: Bachelor’s degree; mid-career professional
Location: Urban West Coast city
Company/Work Context: Works in a hybrid role at a fast-paced firm
Role: Balances demanding workload with limited personal time
Tech Savviness: Comfortable with smart-home tech
Lifestyle Context: Lives alone with one indoor cat
Personality: Convenience-driven, cautious, values stability and emotional reassurance

PAIN POINTS & GOALS

- Worries about complicated set up, and breakdowns → **needs simplicity**
- Unsure about data and cameras → **needs clear privacy**

FUNCTIONAL GOALS

- **Keep her home clean and tidy with minimal effort**
- **Make sure her cat is safe and secure while she’s out**

EMOTIONAL GOALS

- Reduce the mental load of constantly thinking about chores
- Wants to feel less lonely and her home is actively “taking care of her”

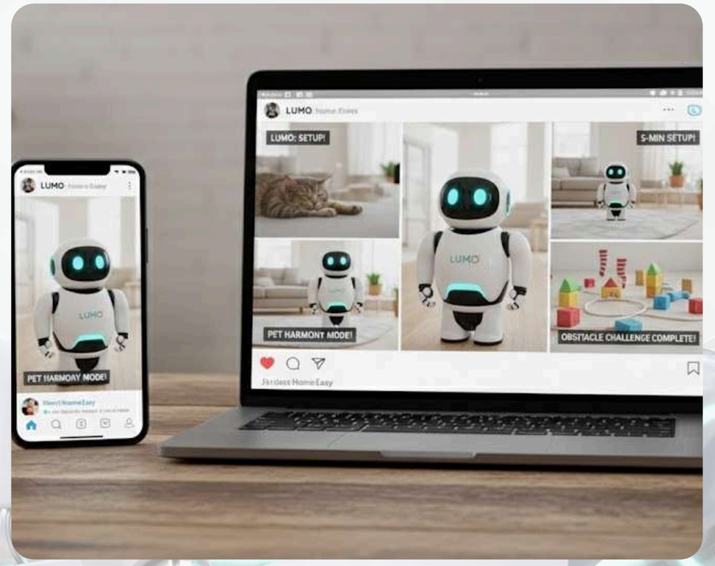
HABITS & BEHAVIORS

- **Gets product info from TikTok, Instagram, and YouTube**
- **Buys only after seeing easy setup and strong social proof**

Tactics Summary



Tactic 1 (Awareness):
LUMO trade show -Live Experience Zone" at Consumer Tech & Home Lifestyle Events



Tactic 2 (Conversion):
Social Video Ecosystem Activation (Brand-led Hero Videos + User Challenges + KOL Amplification)



Tactic 3 (Loyalty):
LUMO Risk-Free Trial Campaign + Onboarding Content Flow





Tactic 1: LUMO trade show - Live Experience Zone” at Consumer Tech & Home Lifestyle Events

Immersive **“Living Lab” pop-up** at CES and the Seattle Home Show, featuring a staged Smart Studio Apartment with three interactive zones.

- **Pet Harmony Corner**
- **Mess Test Station**
- **Privacy Vis Wall**



Why It Works for Emma

- Directly addresses Emma's biggest barrier: fear of the unknown.
- Eliminates skepticism: The "Mess Test" turns "Will it work?" into "I watched it work."
- Reduces anxiety: Live demos of Pet Harmony + Privacy Vis give emotional reassurance about safety and data.
- Low-friction discovery: Self-guided, pressure-free exploration matches her preference for independent research.

Expected Outcome

- Higher engagement
- Trust Conversion
- Organic Reach

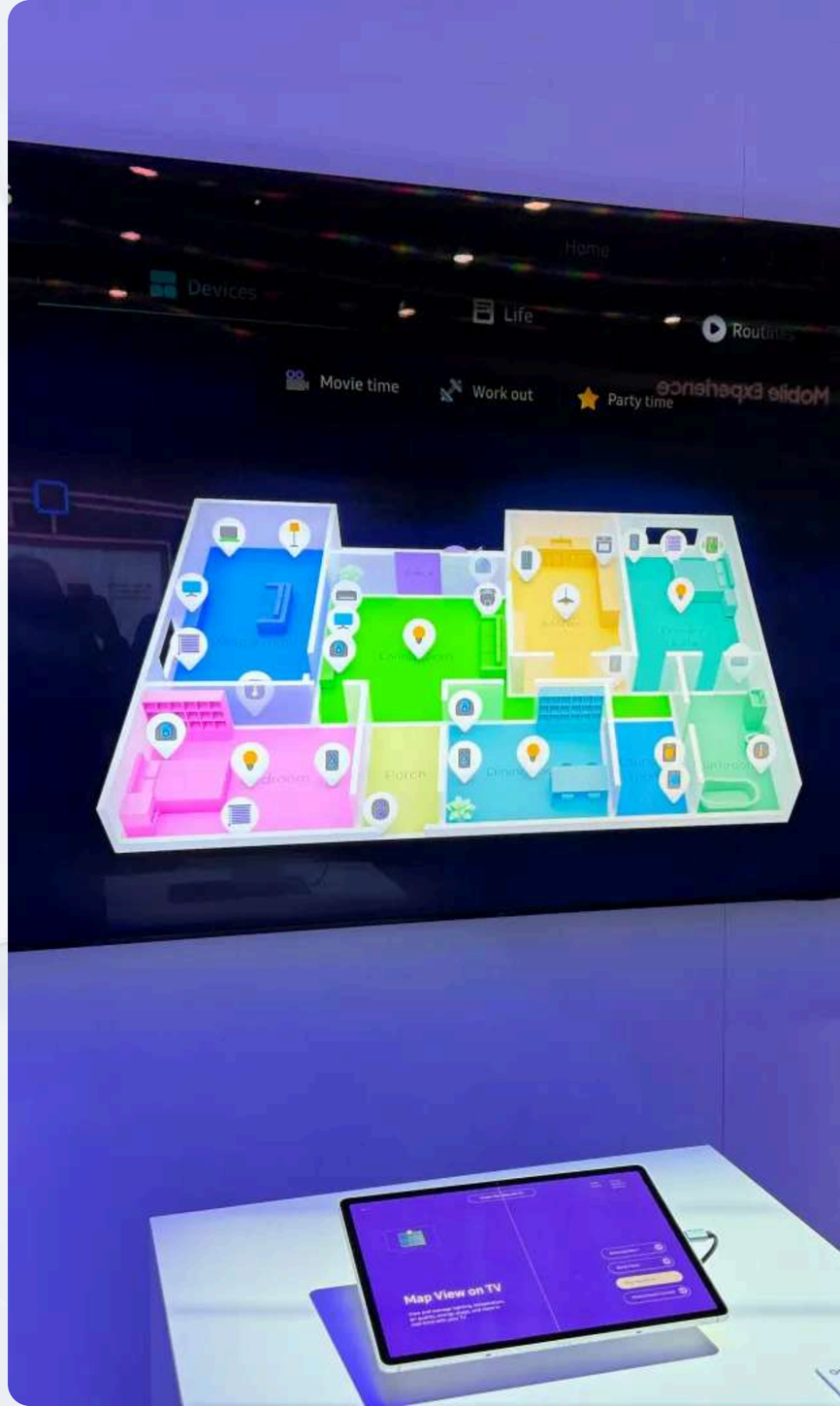
Case Study :Samsung “Map View”

What They Did

- Visualized digital-twin interface made smart home tech intuitive.
- Reduced user intimidation by showing how devices work in real space.

Why It Fits LUMO

- LUMO applies this same principle in our "Live Experience Zone," using a staged smart apartment to visualize exactly how the robot sees, navigates, and protects the home, removing the fear of the unknown.



Source: Tuohy, J. P. (2024, January 22). How the smart home is finally getting out of your phone and into your home. *The Verge.*

Case Study :Dyson Demo Store

What They Did

- Hands-on “playground” environments let customers test devices on real debris.
- Validated performance → higher confidence and premium acceptance.

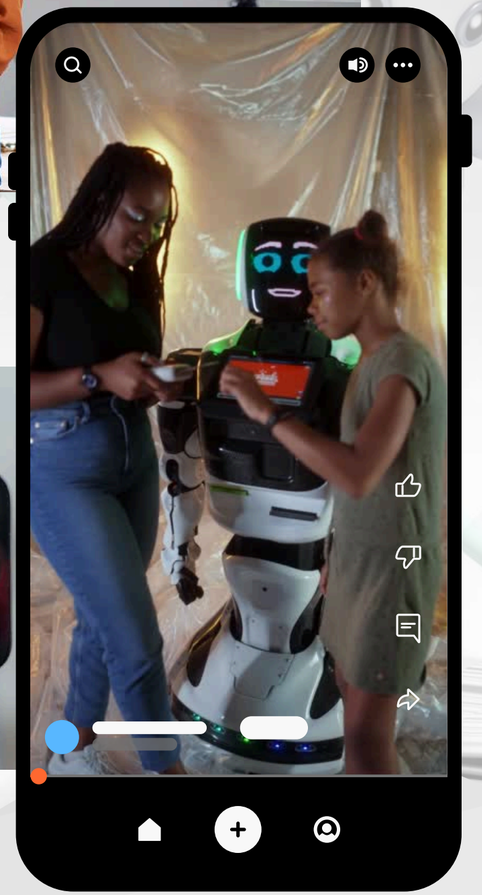
Why It Fits LUMO

- LUMO mirrors this by inviting consumers to test "Pet Interaction Mode" and safety features live, proving that the robot is safe for their own homes.

Source: Retail Focus. (2024, March 14). *Dyson expands its physical retail offering, unveiling its 4th UK store at Bluewater Shopping Centre.*









Tactic 2: Social Video Ecosystem Activation (Brand-led Hero Videos + User Challenges + KOL Amplification)

Social-first activation using **real-life videos**, **UGC challenges**, and **KOL support** to prove LUMO's value—especially for pets, **easy setup**, and **privacy.**

- **Brand-Led Hero Short Videos**
- **User-Driven Social Challenges & UGC**
- **KOL / Influencer Collaborations**



Why It Works for Emma

- Shows real people in real homes, making benefits credible
- Pet safety clarity: Calm cat reactions remove uncertainty that product specs can’t address.
- Setup confidence: A 5-minute unboxing demo reduces perceived difficulty during Engagement
- Privacy reassurance: Visible sensor-off indicators build trust through transparency.

Expected Outcome

- Higher engagement
- Increased conversion
- Stronger brand trust
- Growth in early loyalty

Case Study : iRobot’s Strategy for Addressing Pet Owner Anxiety

What They Did

- Addressed the #1 pet owner anxiety: the fear of "messy accidents."
- Marketed hazard avoidance as the primary benefit over suction power.

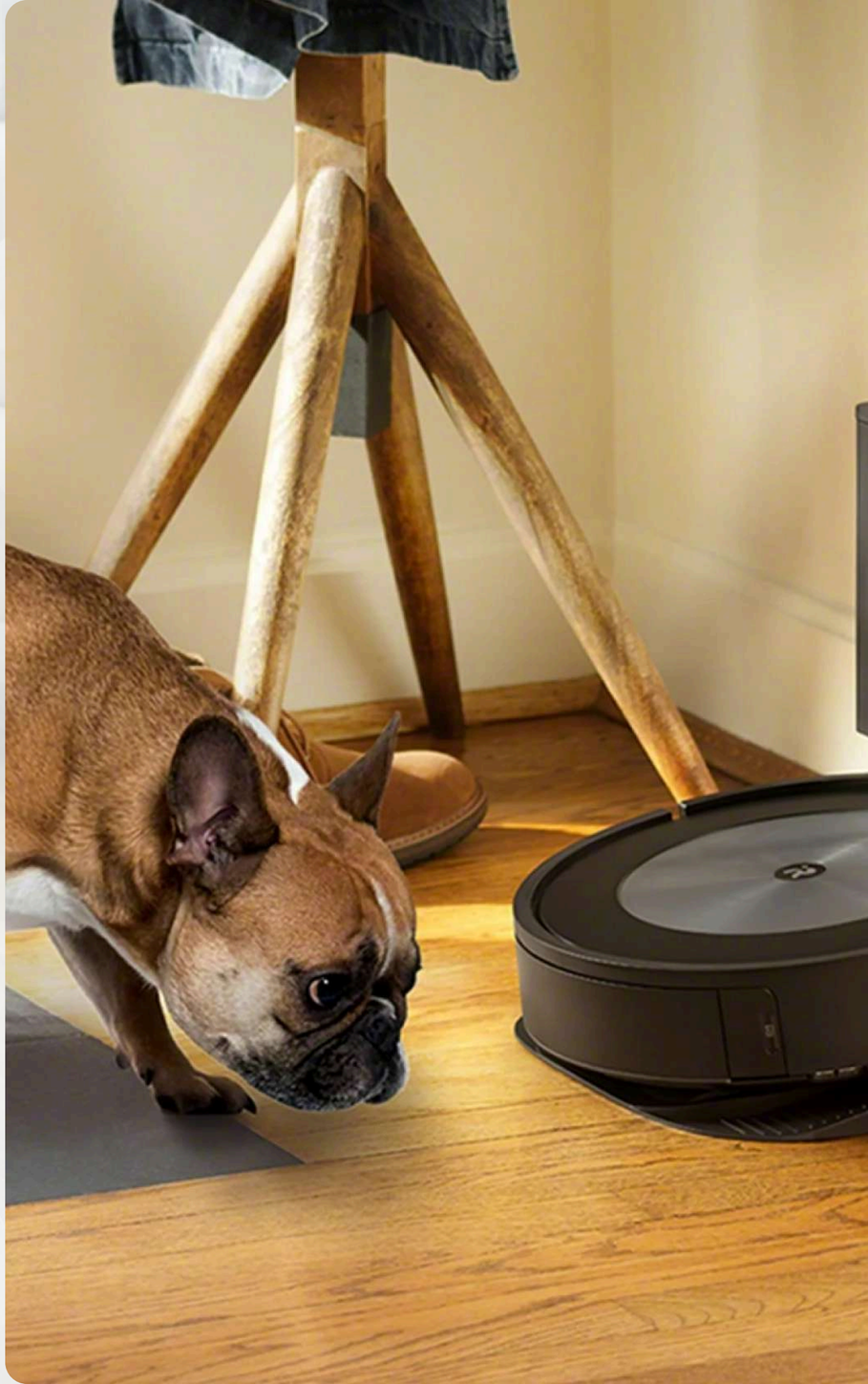
Market Validation

- Forbes identified reliability as the top deciding factor for pet owners.
- "Peace of mind" features drove preference over raw performance stats.

Why It Fits LUMO

- iRobot solved "Mess Anxiety," validating our approach to "Startle Anxiety."
- Visual proof of safety is the most persuasive feature in this category.

Source: Forbes (2025)



Case Study :
iRobot & The Federal Policy Boost

What They Did

- iRobot shares surged 70% following news of White House initiatives to accelerate domestic robotics.

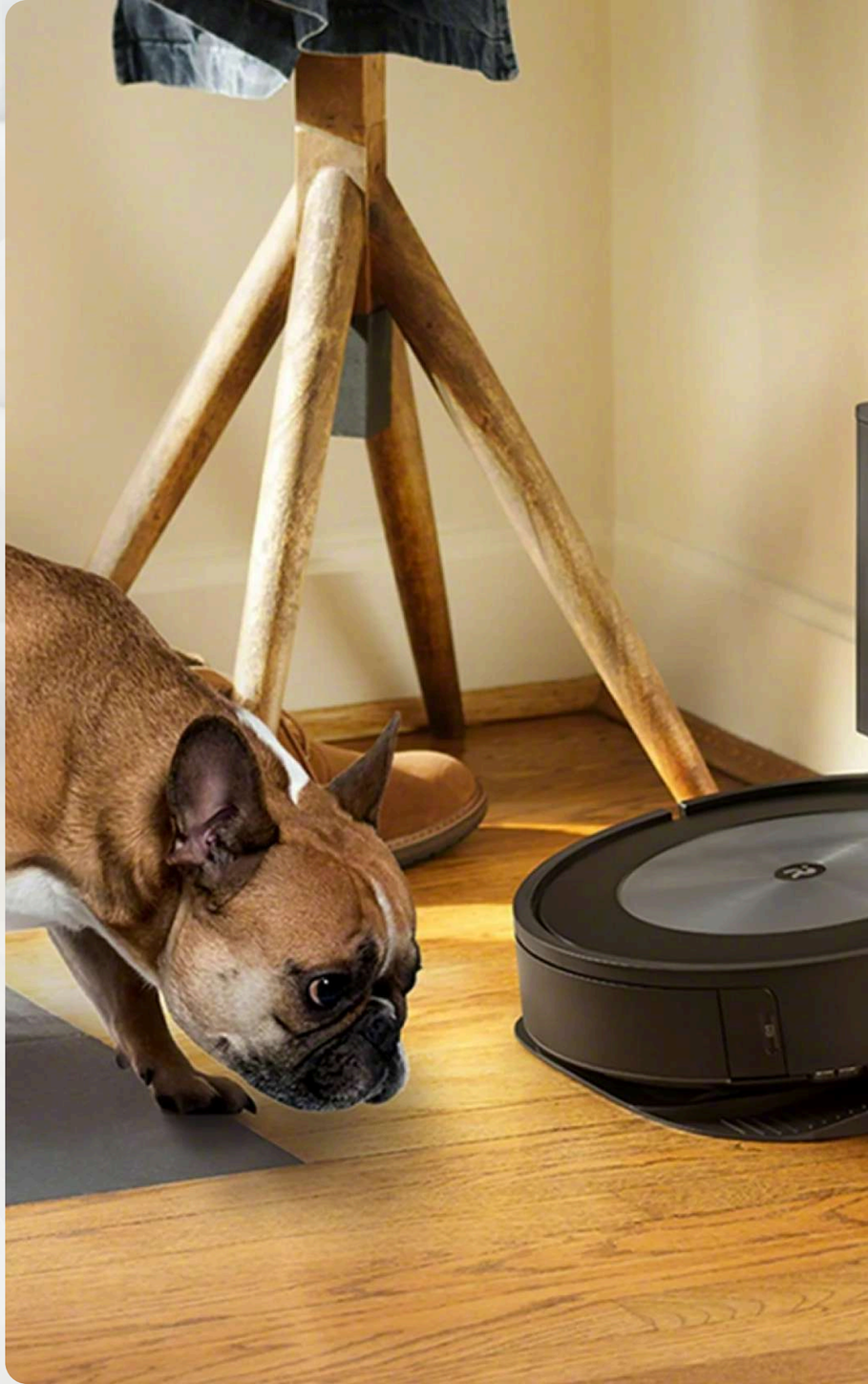
Market Validation

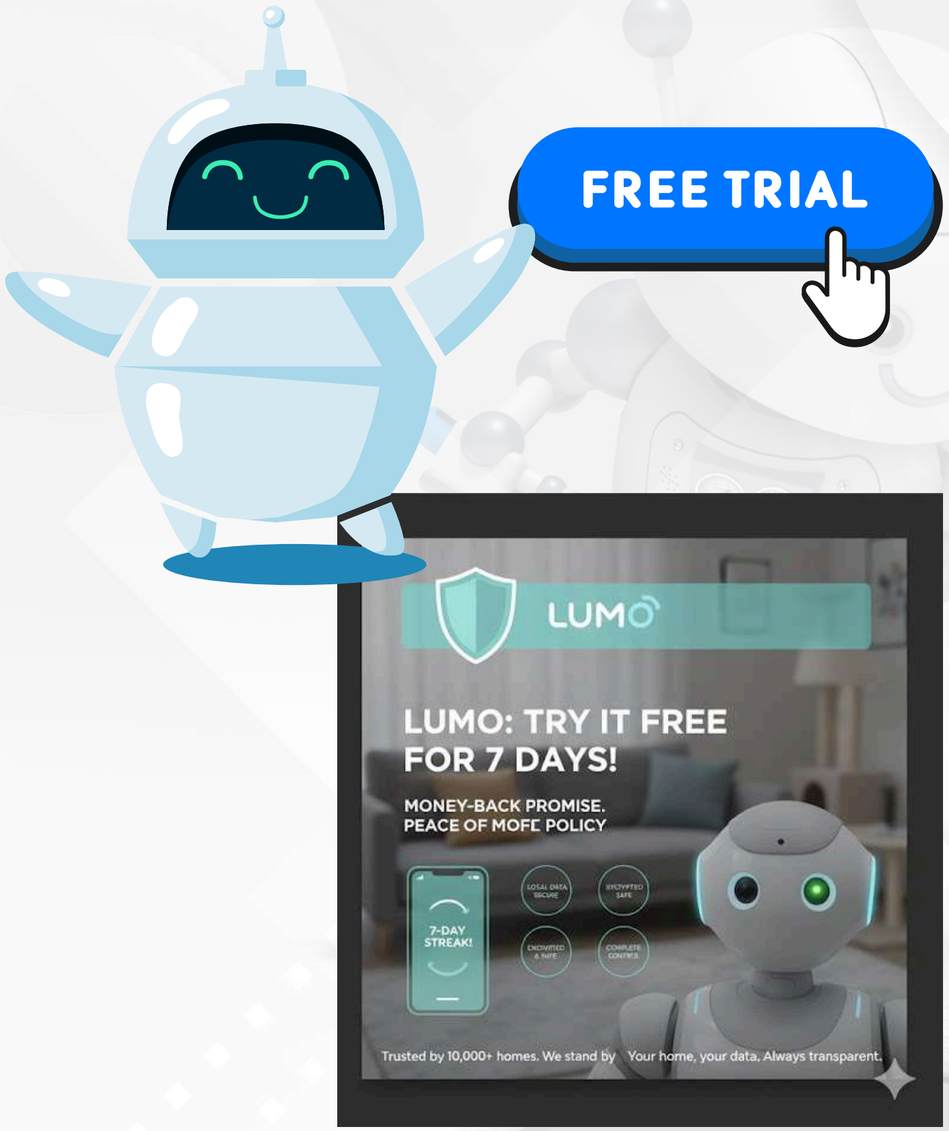
- Government = Trust: Federal backing validates the industry as a national priority.
- Industrial Shift: Analysts predict a policy focus on industrial robotics over consumer gadgets.

Why It Fits LUMO

- Reduces Risk: Aligns LUMO with a government-backed industrial strategy.
- Future-Proofing: Assures Maya that robotics is a permanent, nationally supported standard.

Source: Yahoo Finance (2025)





Tactic 3: Zero-Friction Trial Program (Risk-Reversal Guarantees)

A marketing-led, low-friction home trial program designed to reduce hesitation and increase purchase conversion.

Based on LUMO's "existing" trial program:

- welcome kits
- simplified onboarding materials such as guides, videos, SMS prompts, and FAQs

We aim to:

- **Track engagement during the trial**
- **Follow-up with storytelling + social proof leading**
- **Reduce psychological friction, shaping perception, creating demand, and giving confidence**





Why It Works for Emma

- Reduces fear & uncertainty about home fit
- Experience before committing
- Eases first-time smart-home anxiety
- Higher perceived value, lower churn
- Focus on reassurance, comfort, and confidence over specs

Expected Outcome

- Higher conversion rates
- Increased satisfaction
- Stronger early-stage loyalty
- Improved retention and higher likelihood of subscription upgrades

Case Study:
Peloton Home Trial Program

What They Did

- Launched 30-day home trial for connected fitness products
- Positioned trial as a core marketing funnel element

Key Data

- Improved acquisition efficiency
- Higher conversion among trial users
- Demonstrated risk-free experience reduces barriers for high-consideration hardware

Why It Fits LUMO

- Experience-first trials more persuasive than feature-based messaging
- Zero-friction trial reduces setup, reliability, and privacy fears
- Speeds adoption and accelerates conversion



Source: Song, V. (2022, August 24). Now Peloton is selling its bike on Amazon, complete with free delivery and assembly. The Verge.

B2C Customer Journey

How LUMO Supports Emma

Before Tactics: Uncertain, overwhelmed, unsure if robotics fits her life

Awareness 😿🧹

Notices cat hair, dust, and clutter; feels stressed and alone at home

Enagagement 😵‍💫🤖

Overwhelmed by options; unclear which robot will work safely and reliably

Conversion ❓🔧❓🔒

Unsure about setup, app usability, and privacy; worries about pet safety

Purchase 😬💳

Hesitant to commit; fears malfunction or extra work managing device

Post-Purchase 🤔🔁

Concerned about whether the robot will consistently deliver value and safety

After Tactics: Reassured, informed, and ready to adopt with confidence

Awareness 🤝💡

LUMO Live Consumer Zones at events let Emma see the robot in action with pets and obstacles, building trust.

Enagagement 🐾🛡️

Social videos and KOL/UGC content show real-life setup, pet safety, and privacy, giving peer-validated proof.

Conversion 🏡✨

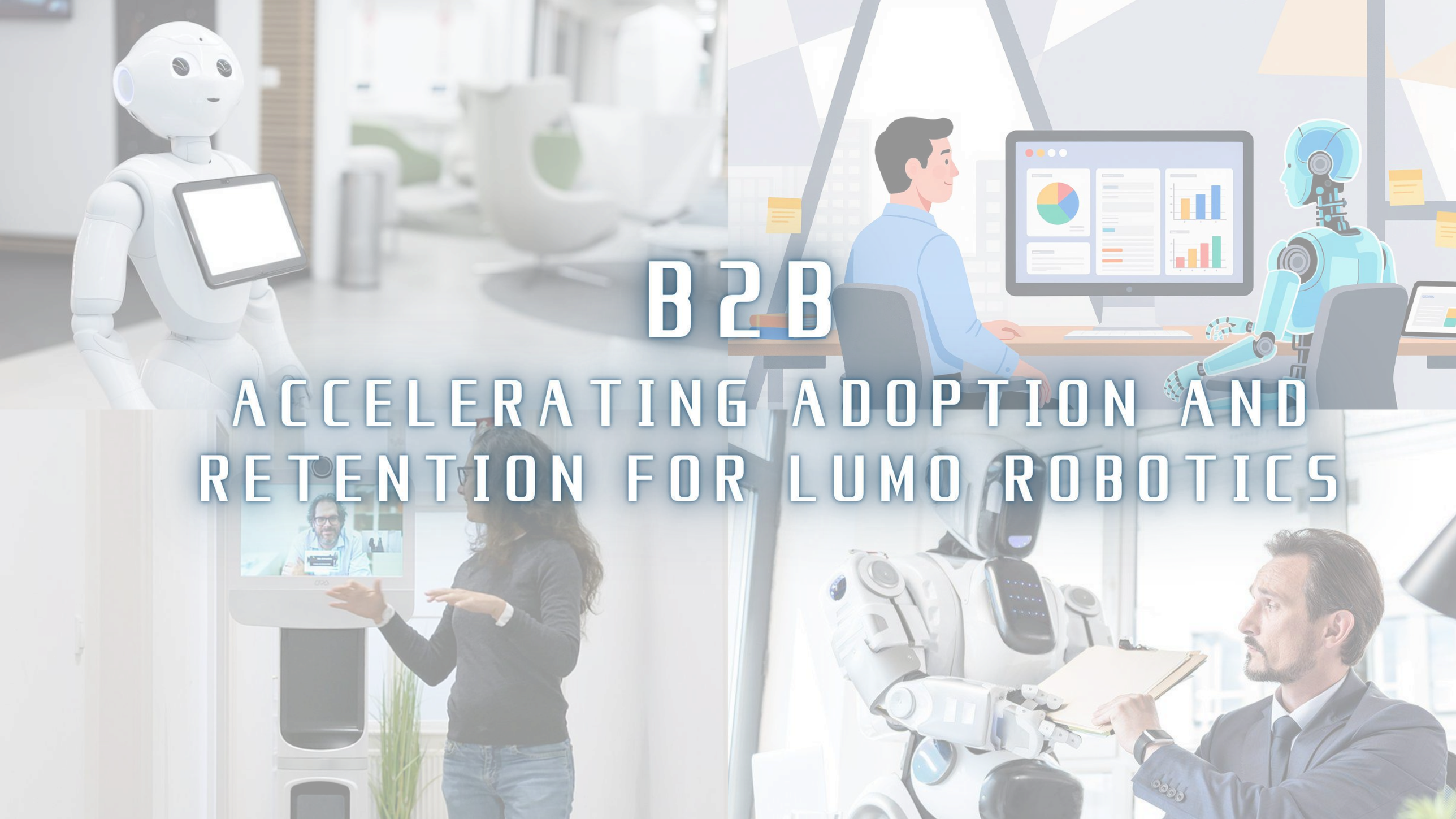
Risk-free 5–7 day home trial with onboarding content reassures Emma on usability and safety, easing purchase.

Purchase / Loyalty 😊

Clear pricing and positive trial experiences ensure smooth adoption.

Post-Purchase / Advocacy

Consistent performance, reduced mental load, and personalized insights encourage repeat use and social sharing.



B2B

ACCELERATING ADOPTION AND RETENTION FOR LUMO ROBOTICS

B2B Problem

Enterprise buyers hesitate to adopt robotics due to privacy concerns, perceived identity threats, and integration complexity. As a result, adoption lags despite strong industry growth.

Robotics category grows fast（18–25% CAGR）

- Mordor Intelligence: 18.8%
- Precedence Research: 19.3%
- Grand View Research: ~25%

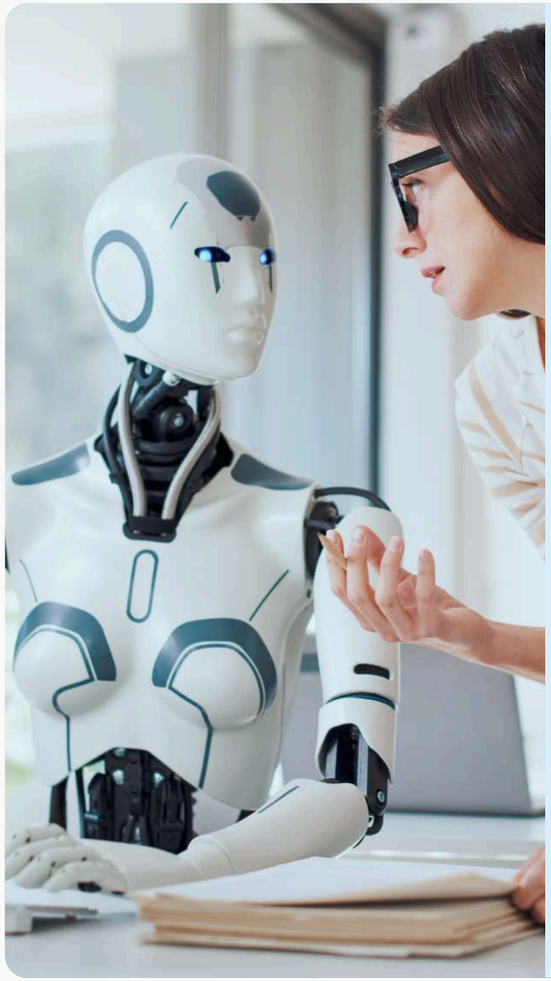
Trust barriers reduce adoption intention

- Privacy + human identity threat strongly predict hesitation （TSFC, 2025）

- Integration is the No.1 barrier （35% of leaders）(Deloitte AI Trends, 2025)
- Retail labor shortages drive urgent automation needs (McKinsey & Company, 2025)



Why This Problem Matter



Retail and enterprise buyers hesitate to adopt robotics when the **value, reliability, and integration effort** are **unclear**.

This leads to:

- Delayed automation decisions across stores
- Reliance on incumbent vendors instead of exploring new solutions
- Slower deployment due to perceived risk and operational uncertainty

Connection to the Journey



Most impacted stages:

Engagement → Evaluation → Consideration → Purchase

Benefit of solving:

Clear ROI and trust signals reduce evaluation friction and accelerate enterprise deployment. Strengthening confidence across stakeholders also shortens pilot timelines and increases the likelihood of multi-store expansion.

Maya Lin

I need guaranteed consistency without adding work to my burnt-out team.



FEMALE, 43-YEAR-OLD, RETAIL MARKETING MANAGER

BIO

Background: Bachelor's degree; mid-career marketer
Location: Seattle-based; supports West Coast stores
Role: Leads brand execution + in-store experience
Tech Style: Data-comfortable, prefers simple tools
Profile: Analytical, cautious, ROI-focused, communicate with cross-functional teams

PAIN POINTS & GOALS

- **Inconsistent execution**
- **Limited staff capacity**
- **Low visibility**

MOTIVATIONS & GOALS

- **Alignment without added labor**
- **Reduce repetitive work**
- **Pursue clear ROI and modernize**

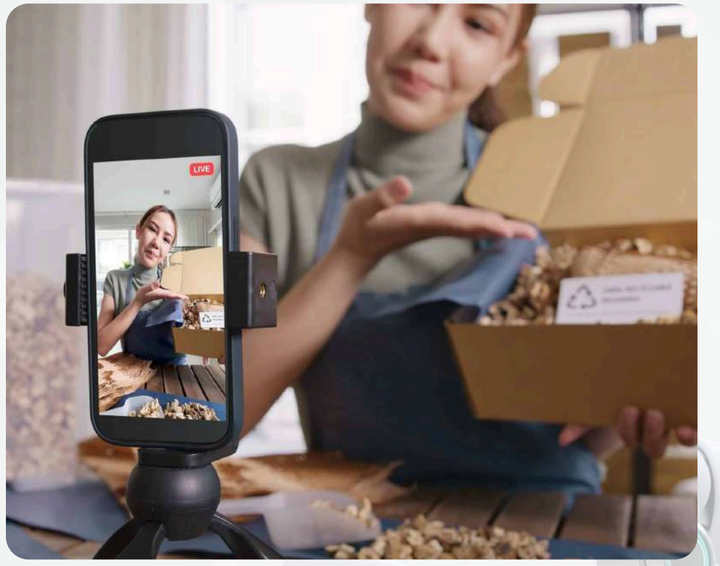
TRIGGERS & ADOPTION CONCERNS

- Driven by staffing gaps and inconsistent execution
- Concerned about integration effort and disruption
- Needs low-risk pilot and clear ROI

MEDIA HABITS & DECISION BEHAVIORS

- Gets updates from LinkedIn and RetailDive
- Trusts peer proof over vendor claims
- Moves forward only with cross-team alignment

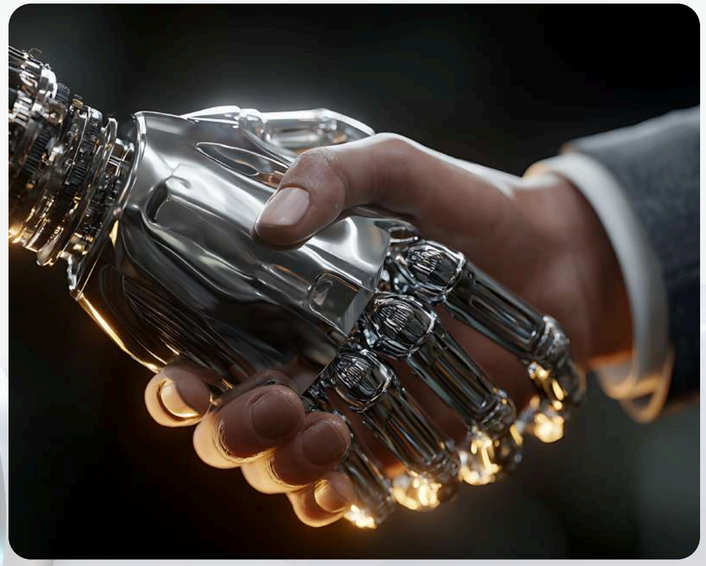
Tactics Summary



Tactic 1 (Awareness):
Retail Tech Influencer & Expert Campaign

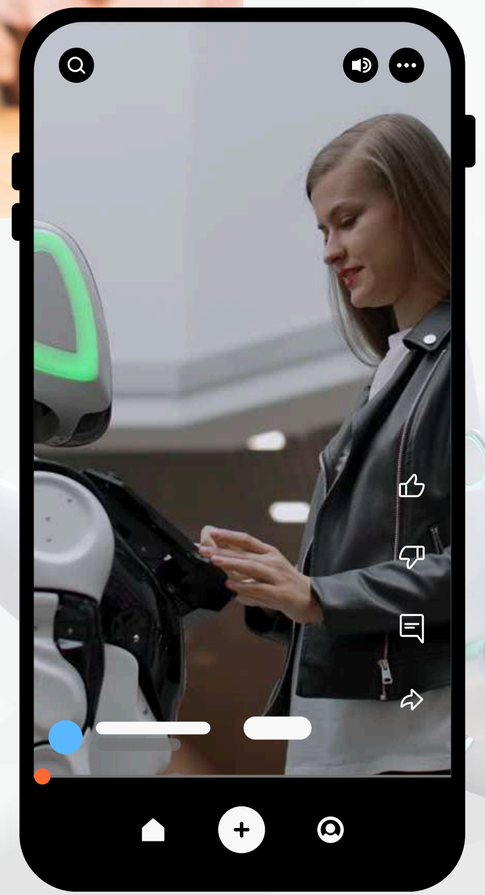


Tactic 2 (Conversion):
Peer Advocacy & Referral Program for Retail Leaders



Tactic 3 (Loyalty):
Big Data Journey Intelligence for Sentiment & Conversion Barriers







Tactic 1: Trust & Awareness Retail Tech Influencer & Expert Campaign

Journey Stage: Awareness → Early Engagement

A targeted content campaign featuring retail tech influencers, LinkedIn retail strategists, and workplace productivity analysts. Content formats include short explainer videos, LinkedIn posts, whitepaper summaries, and webinars framing LUMO as the modern standard for light-duty automation in retail.



Why It Works for Maya

- Maya pays more attention to trusted third-party experts than vendor messaging.
- Helps her justify interest to senior leadership without feeling risky.
- Positions LUMO as “safe, mainstream, and inevitable,” lowering emotional/organizational resistance.
- Reduces her fear of making the “wrong tech choice”.

Expected Outcomes:

- Reduced skepticism regarding ROI & reliability.
- Increased confidence to shortlist LUMO.
- Stronger internal defense for new tech adoption.

Case Study: SAP's Always-On B2B Influencer Strategy (Forbes, 2024)

What They Did

- Long-term partnerships with industry experts
- Experts speak in their own voices
- Boosted trust, awareness & engagement

Key Data

- 75% of B2B marketers now prioritize influencer-led content

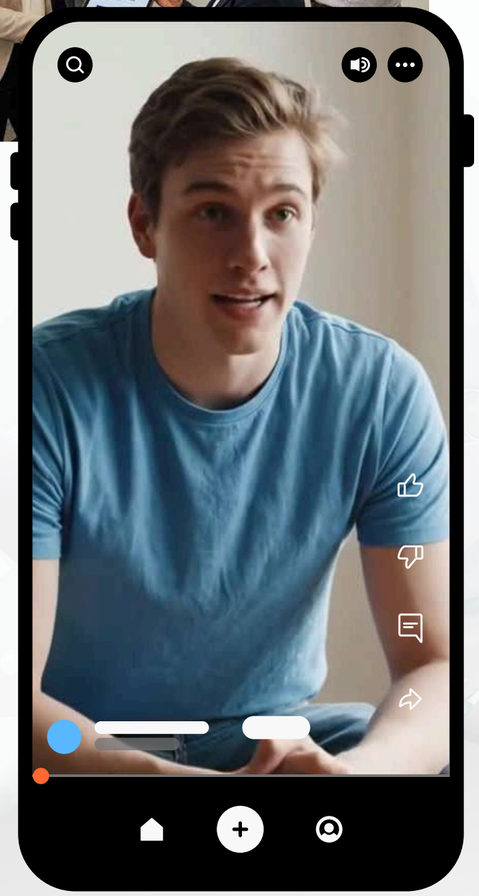
Why It Fits LUMO

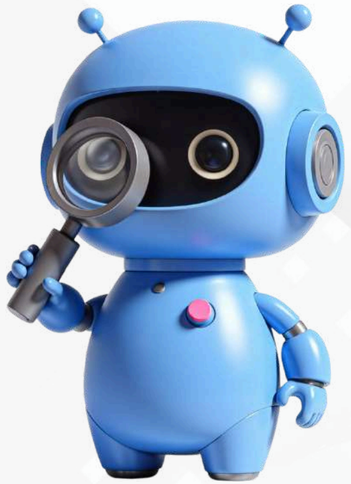
- Builds credibility with skeptical buyers
- Supports early-stage awareness & trust
- Aligns with our strategy for peer-driven proof



Source: Hyken, S. (2024). Influencer Marketing Works For B2B Customers. Forbes.







Tactic 2: Peer Advocacy & Referral Program for Retail Leaders

Journey Stage: Engagement → Conversion

What It Is:
A structured Retail Leader Peer Advocacy & Referral Program designed to turn satisfied pilot customers into vocal brand advocates.

- **Authentic Content:** Short testimonials & co-branded case studies.
- **Peer Learning:** Webinars on "Modernizing Store Consistency."
- **Incentives:** Extended pilot benefits to motivate advocacy.
- **Social Proof:** Integrating advocate validation into sales assets.
- **Professional Status:** official 'Retail Innovator' Certification

Case Study : Salesforce's Trailblazer (ZDNET, 2022)

"Community-based Peer Advocacy and Credibility Amplification."

- Trailblazer builds a global user community where members learn, connect, and share experiences.
- Users showcase credentials, "Ranger Ranks," and community tags
- Turned software usage into career-building assets



Why It Fits LUMO:

- Turned software usage into career-building assets
- Encourages advocacy that enhances personal reputation while promoting LUMO

Source: Condon, S. (2022, April 27). Looking for a resume alternative? Salesforce updates its Trailblazer.me profiles. ZDNET.



Why It Works for Maya

Standard Referral Program	What's More:
• Cash bribes and incentives	• Status and credibility

"Maya, refer a friend and get $500."

VS.

"Maya, by bringing your peers into the network, you earn the **official 'Retail Innovator' Certification**, validating you as a forward-thinking leader in the industry."



Why It Works for Maya

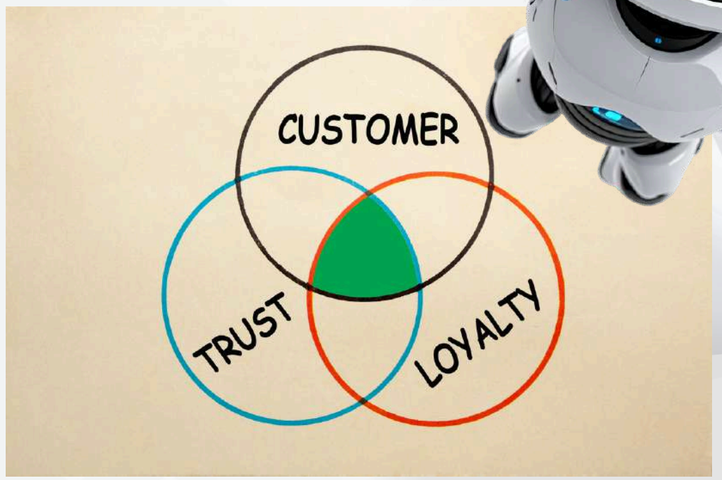
Standard Referral Program	What's More:
• Cash bribes and incentives	• Status and credibility

Expected Outcomes:

- Higher mid-funnel trust
- Shorter sales cycles
- Higher pilot adoption rate







Tactic 3: Big Data Journey Intelligence for Sentiment & Conversion Barriers

Journey Stage: Conversion → Loyalty

What It Is:
A marketing-focused analytics dashboard built from anonymized operational and behavioral data captured by LUMO robots across retail environments. The system aggregates signals such as:

- Recurring execution gaps
- Objection patterns during evaluation
- Seasonal stress cycles in retail operations
- Support inquiries and demo behaviors indicating hesitation or interest



Why It Works for Maya

- Strengthens conversion with proof and ROI tied directly to her store environment
- Builds loyalty through continuous, data-backed validation of LUMO's impact
- Reduces risk by emphasizing measurable results and peer-backed evidence
- Reflects her reality by aligning messaging with real operational cycles and constraints

Expected Outcome

- Revenue Lift
- Shortened Sales Cycle
- High Retention
- Maximized CLV

Case Study :John Deere's Smart Industrial Pivot (Agriculture Dive, 2024)

What They Did:

- Achieved $1.3B Q4 net profit through record adoption of tech stack
- Shifted precision-agriculture tools to a recurring license model
- Leveraged operational data to drive customer loyalty and retention
- Ensured revenue stability despite hardware sales fluctuations

Why It Fits LUMO:

- Validates Journey Intelligence approach for retention
- Transforms a one-time purchase into a long-term operational partnership.



Source: Owens, N. (2024, November 22). Deere finishes 2024 stronger than expected with help of new products. Agriculture Dive.

B2B Buying Journey

How LUMO Supports Maya

Before Tactics: Uncertain, risk-averse, unclear ROI

🤷‍♀️🔍

Problem Identification

Notices inconsistent store execution but unsure what solutions apply

😵‍💫📚

Solution Exploration

Overwhelmed by information; unclear ROI; no peer validation

💸❓

Requirements Definition

Unsure how to define criteria or justify investment internally

🔍📊

Supplier Selection

Risk-averse; needs unbiased proof that the solution is reliable and scalable

🗣️🤵

Validation & Purchase

Unclear on ROI; Must convince finance, ops, and IT; fears disruption or adoption failure

After Tactics: Confident, informed, ready to pilot

💡🤝

Problem Identification

Influencer / expert content **reframes robotics as credible and relevant**

✔️👥🌐

Solution Exploration

Clear messaging + peer stories help her narrow solutions with confidence

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Requirements Definition

Peer case studies + referral program **provide benchmarks and internal confidence**

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Supplier Selection

Data-driven content + analytics dashboard position LUMO as a low-risk, high-value option

🟢🚀

Validation & Purchase

ROI dashboards + testimonials + onboarding content **create alignment** and support a smooth pilot

1. Non-liner buying journey (Gartner)

Why the B2B Journey Is Structured Differently

- Gartner’s B2B buying journey happen in loops, not a funnel.
- Most of that journey happens before sales is involved
- Buyers do 70–80 percent of research alone.

So **Marketing must build trust early through experts, peers, and clear content**



2. Persona & Decision Maker

Why the B2B Journey Is Structured Differently

Emma Torres



💙 B2C: EMOTIONAL + LINEAR	💼 B2B: RATIONAL + LOOPING
• Personal comfort and safety	• Professional risk
• Quick evaluation cycle	• High complexity
• One decision-maker	• Multi-stakeholder
• Journey: Awareness → Engagement → Conversion → Loyalty → advocacy	• Journey: Problem ID → Exploration → Requirements → Supplier Selection → Validation → Consensus

Maya Lin



✨ Emma needs reassurance. Maya needs evidence.

Research Insights on Journey Map

Why the B2B Journey Is Structured Differently

- Non-liner buying journey (Gartner)

  ➡️ Marketing must build trust early through experts, peers, and clear content

  → thought leadership (tactic 1) & referral program (tactic 2)

- Personas behave differently in B2B, and Multi-stakeholder decisions require data-rich support ➡️ Maya's journey is built around evidence to reduce risk

  → Big data (tactic 3)



Limitations & Caveats

B2C Risks

- Live demos may fail if robots **glitch** or **behave unpredictably**; requires **controlled scenarios** and **trained staff.**
- Creator and UGC content can **misframe** LUMO if tone is off; needs s**trict casting, guidance, and review**.
- “Risk-free” trials must feel genuinely **low-barrier; confusing returns or hidden terms** will damage trust.

B2B Risks

- Expert validation can appear **inauthentic** if overly promotional; credibility must remain **grounded in real capabilities**.
- Referral incentives may feel **transactional**; rewards should stay **modest** to preserve **authenticity**.
- Data-driven insights risk **privacy concerns**; must rely on **anonymized signals** and **clear communication**.

Recommendations

Prioritize Trust-Building as the Foundation

Build early confidence through transparent safety communication and strong expert and peer validation.

Demonstrate Tangible Value

Use real-world trials, demos, and performance proof to make LUMO’s impact immediately visible and credible.

Personalize the Journey Through Data

Leverage behavioral and operational insights to tailor onboarding, communication, and long-term engagement.

Scale Peer Advocacy

Activate referrals and user-generated content to amplify credibility and accelerate adoption across both markets.

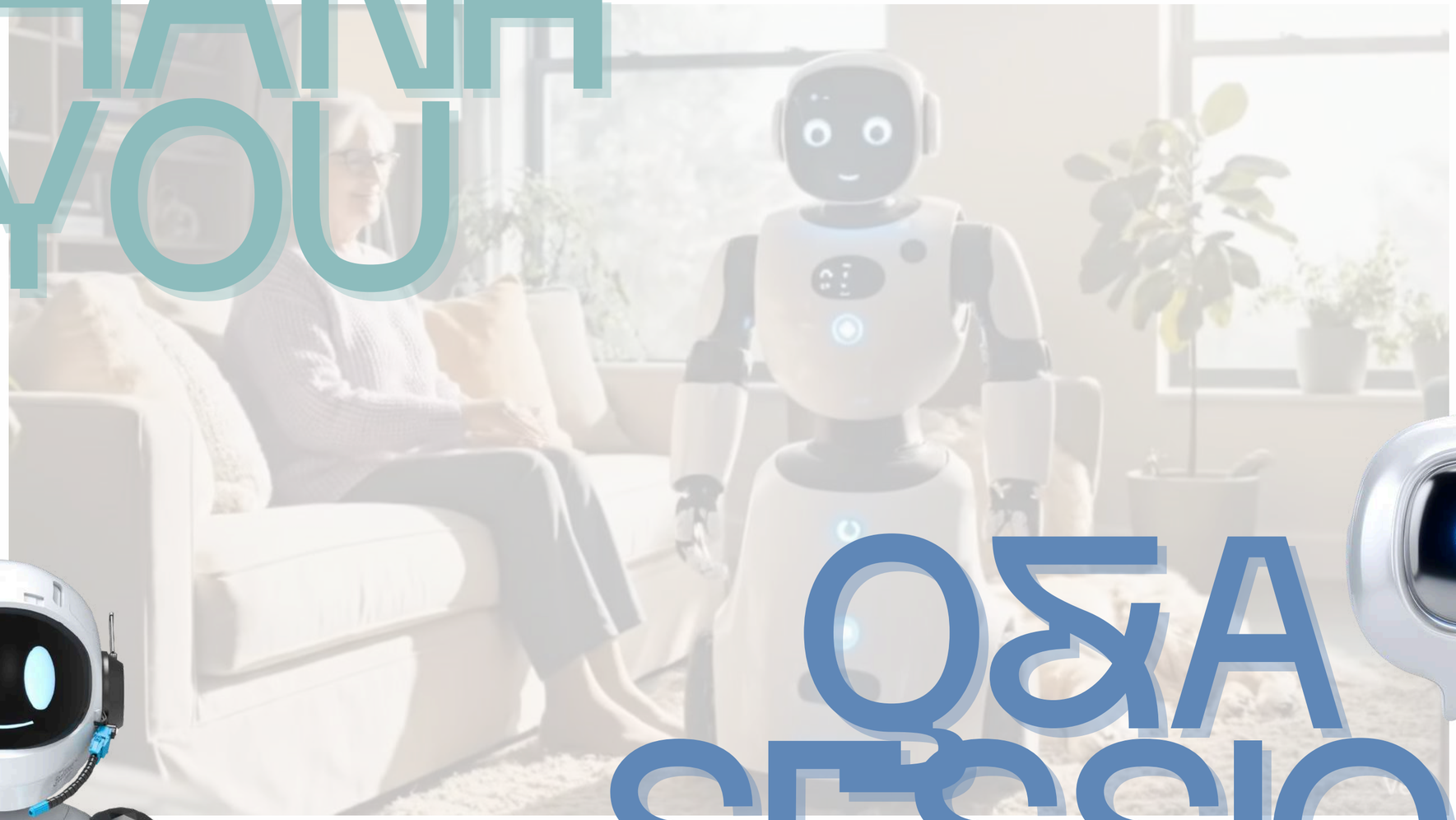


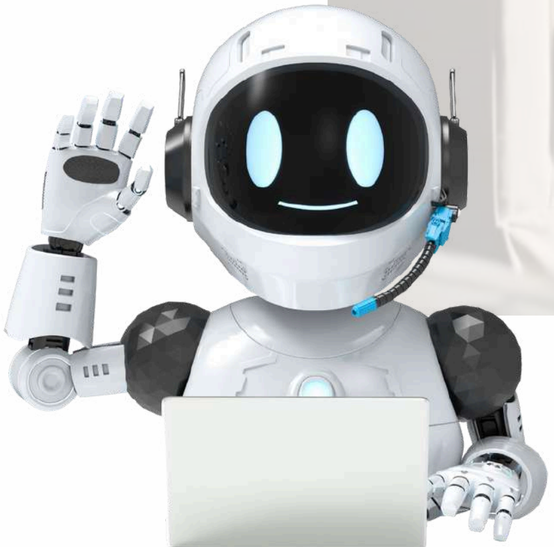
Final Thoughts

LUMO operates in a fast-growing robotics market, but adoption is held back by uncertainty and low trust. Success comes from reducing fear, showing real-world proof, and guiding users through hesitation. LUMO must act not just as a robotics provider but as a confidence builder that delivers clarity, reliability, and emotional reassurance.

In robotics, technology doesn’t win — trust does.

THANK YOU







Q&A SESSION