



The Sixers

Austin Stoneking, Carter Speckmann, Kaitlynn Peterson,
Vinnie Loperfido, Quinn Geraets

KinetiCase

Introduction: Sustainability

- **Sustainability** = everything we need for our survival and well-being depends (directly or indirectly) on our natural environment (Bharadwaj, 2025)
- **Green marketing** = a strategy that involves the development and promotion of environmentally friendly products and stressing this attribute when communicating with consumers



Sustainability & Consumer Need

- Consumers want more sustainable (eco-friendly) products within the tech industry
 - “Nearly 80% of consumers believe sustainability and eco-friendly features are increasingly important when purchasing technology” (Intel 2024).
- KinetiCase helps fulfill that need; there are currently no other products similar enough to it in the market
- College students who live active lifestyles and are looking for innovative tech solutions that align with their daily habits
- Healthy lifestyle: "Accordingly, green consumption is gaining an increasing amount of attention. It forms part of a healthy lifestyle as well as being associated with social responsibility. Green marketing has evolved in line with an increase in consumer concern for the environment, with green development and green consumption becoming the trends of the times"(MDPI 2018).
- Within the “Sustainability in the US” data found that 41% of the people within Generation Z (target market) that took the survey considered themselves to be a sustainable consumer. (Statista 2024)

Market

- There are no other major players in this niche of a product market
 - There was a product called the "Ampy Move" that failed in the market because the technology was not efficient enough. (CNET 2016)
- With no direct competitors, we would analyze the market for companies such as Apple as they offer technology and fitness cross-over products most similar to ours.
- The wearable device market is very big right now, with brands like Apple, FitBit, Oura Ring, etc. The "Wearable Device Manufacturing," market brings in \$1.8 billion in revenue.
 - "Almost one in three Americans uses a wearable device, according to the Health Information National Trends Survey." (IBIS World 2024)
- The market for these devices are projected to grow even more in the future. In 2029 the number of users will increase by 126.8 million users (31.85%) and create a new peak.
 - The global number of users in the 'Smart bands' segment of the digital health market was forecast to continuously increase between 2024 and 2029 by in total 126.8 million users (+31.85 percent). After the ninth consecutive increasing year, the indicator is estimated to reach 524.93 million users and therefore a new peak in 2029. Notably, the number of users of the 'Smart bands' segment of the digital health market was continuously increasing over the past years. (Statista 2025)
- Brand position: Rather than directly try and compete with already established companies like Apple, become a product that is similar, but different and work alongside an already loved product that consumers are brand loyal to.
 - "For instance, when asked what brand their smartwatch or fitness tracker was, most American consumers and British consumers answered Apple. Whether on Apple or other brands' devices, consumers have access to a wide range of fitness and sport apps to track their progress, such as fitpro and Da Fit, the two most downloaded fitness apps in early 2024." (Statista 2024)

Brand

- Mission: At KinetiCase, our mission is to power your phone, and your life, through movement. We have created a sustainable, energy-harnessing product line that charge through your everyday activity, encouraging a healthier lifestyle while reducing reliance on traditional energy sources. Our goal is to inspire people to earn their screen time by being active, promoting both physical wellness and environmental responsibility. At the heart of KinetiCase is the belief that energy should be earned, not wasted.



Brand

- Goal: Encourage people to earn their screen time through activity
- More than a tech brand, we are part of a movement that connects personal health with environmental responsibility
- Energy is earned, not wasted
- Supports eco-friendly lifestyle by converting physical activity into power that's clean and renewable



Product Line

- **Original KinetiCase** - \$79.99
 - Phone case w/ built in charger
 - Options for cases with college logos
- **KinetiPort** - \$49.99
 - External portable charger
 - Turn any case into a KinetiCase
 - Works with MagSafe
- **KinetiBand** - \$29.99
 - Wearable wireless charger
 - Band to wear around wrist

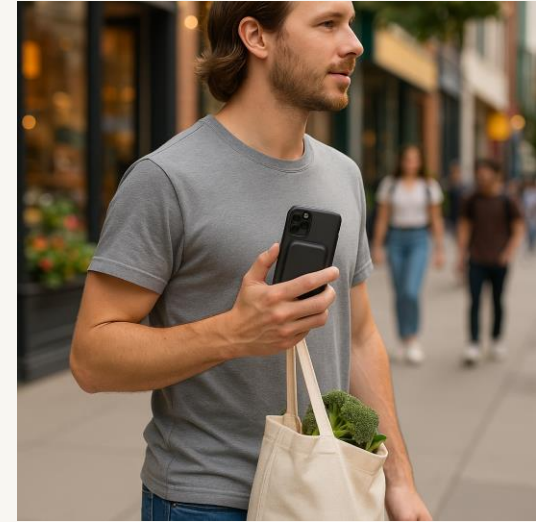
All products promote sustainability and encourage our users to be active!



Images generated by Grok AI & ChatGPT

How We Will Communicate With Our Market

- Commercials with everyday people doing everyday tasks
 - College aged
 - Going for a run, playing sports, running errands
- Fitness Influencers



Images created by Grok AI and ChatGPT



Create
Space/Design

Consumer Behavior

- **Operant Conditioning** - KinetiCase rewards users for being active by providing a tangible benefit (charging their phone through movement). This creates positive reinforcement, encouraging users to maintain an active lifestyle.
- **Cognitive Dissonance Reduction** - After making a purchase, the consumer wants to feel confident in their decision to buy the product. KinetiCase will help reduce post-purchase dissonance by aligning with values such as sustainability and health. This allows a buyer to rationalize their purchase because of its positive value alignment. This makes the purchase both responsible and beneficial, reinforcing satisfaction and loyalty.



Consumer Behavior

- **Self-Concept** -- Consumers tend to purchase products that reflect their self-concept. It is about how they perceive themselves or how they want to be perceived by others. In this situation, a phone accessory like KinetiCase becomes an extension of health and sustainability.
- **Lifestyle Segmentation**- Consumers like to align products with lifestyle factors such as Interests and activities. Our Product KinetiCase aligns with active, eco-conscious, and tech-savvy lifestyles. With our product appealing to consumers who value fitness, sustainability, and innovation, the product perfectly fits their routines and identities. Overall, this increases the appeal and relevance.



References

Bharadwaj, A. (2025). *Sustainability and Consumer Choices* [PowerPoint slides]. Unpublished lecture material.

Chatgpt, openai.com/chatgpt. Accessed 20 May 2025. (Portable Power bank in Matte Black Finish)

Chatgpt, openai.com/chatgpt. Accessed 20 May 2025. (iPhone Case with Built-in Wireless Charger)

Chatgpt, openai.com/chatgpt. Accessed 20 May 2025. (Person carrying iPhone with wireless charging case while grocery shopping)

Counterpoint Research. (February 22, 2023). Smartwatch market share worldwide from 2020 to 2022, by vendor [Graph]. In *Statista*. Retrieved May 14, 2025,

<https://www-statista-com.ezproxy.stthomas.edu/statistics/1296818/smartwatch-market-share/>

Grok, grok.com/. Accessed 20 May 2025. (Wearable Band with Built-In Portable Charger)

Grok, grok.com/. Accessed 20 May 2025. (Person running with wearable band with build in portable charger)

Hollister, Sean. "Ampy Move Review: This Kinetic Battery Pack Just Doesn't Squeeze Enough Juice." *CNET*,

www.cnet.com/reviews/ampy-move-review/. Accessed 19 May 2025.

IBISWorld, Inc. "IBISWorld - Industry Market Research, Reports, & Statistics: IBISWorld." *IBISWorld Industry Reports*,

www.ibisworld.com/. Accessed 19 May 2025.

Laricchia, Federica. "Topic: Fitness Trackers." *Statista*,

www-statista-com.ezproxy.stthomas.edu/topics/4393/fitness-and-activity-tracker/. Accessed 19 May 2025.

Lloy, M. (2024, December 31). Researching and Buying Technology Devices – US – 2024 – US. Mintel.

<https://clients-mintel-com.ezproxy.stthomas.edu/report/researching-and-buying-technology-devices-us-2024?fromSearch=%3FfreeText%3Dsustainable%2520technology%26resultPosition%3D2>

Statista. (July 10, 2024). Number of users of fitness/activity tracking wristwear worldwide from 2020 to 2029 (in millions) [Graph]. In *Statista*. Retrieved May 14, 2025, from

<https://www-statista-com.ezproxy.stthomas.edu/forecasts/1314613/worldwide-fitness-or-activity-tracking-wrist-wear-users>

Statista. (2024, July). Sustainability in the U.S. *Statista Research Department*. Retrieved from

<https://www-statista-com.ezproxy.stthomas.edu/study/66632/sustainability-in-the-us/>

U, J.-C., Zhang, X.-Y., & Huang, S.-Y. (2018). Key factors of sustainability for smartphones based on Taiwanese consumers' perceived values. *Sustainability*, 10(12), 4446.

<https://www.mdpi.com/2071-1050/10/12/4446>

Appendix

