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Functionland Marketing Plan

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Executive Summary

Functionland is a decentralized cloud alternative to storing and owning data. It removes the need for a middleman using the FxBlox towers. The original tower has up to three USB-C connection ports which allows you to connect and create a network to store data at home. They have launched a startup, which has done well generating \$1 million dollars in revenue, and have begun distributing their products within North America. The current target market for Functionland is technology-savvy individuals and individuals who are concerned about data privacy. Major benefits of Functionland's products are its sleek modern design, ease of use, the ability to personally own your data, and decentralized storage, which adds an extra layer of security to consumer data. Based on the situation analysis discussed, Functionland can increase their brand and product awareness within the decentralized storage community and technology communities by integrating themselves into the Ontario University fair to encourage discussions on decentralized cloud based solutions. The recommended key focus within the marketing mix is promotion, which will help achieve a higher brand awareness and customer reach. Functionland mainly wants to focus on targeting consumers who primarily reside in North America, targeting individuals who are technologically-savvy, individuals interested in data privacy, or new consumers who know nothing about the industry. The main focus is to spread awareness about the decentralization movement and spark interest in the youth today on alternatives to data storage. This document outlines key short term and long term goals Functionland should focus on in the next two to three years, including a social media campaign with two content creators



Rory Deen

Gaurav Goyal

Yanis Chowdhary

within the industry today, setting up a booth at the yearly Ontario University Fair presentations and online events. The implementation plan is offered displaying a calendar of events Functionland should aim to complete to strengthen their competitive advantage within the market. We believe with the recommendations we have discussed below Functionland can enhance their social media presence, customer relationships, and overall position in the marketplace.

1. Vision/Mission/Value Statement

1.1 Current Functionland Vision Statement / Mission Statement

Our vision is to enable the public to preside over and participate in the advancement of technology.

We put an end to the “Rental Web” by providing people with the infrastructure to own it, democratize access to cutting edge technologies like AI and Blockchain, and create an open ecosystem for software/hardware developers in all capacities to dedicate their time to building on these technologies, whilst sustaining and thriving. We design from the first principles for “privacy” and “ethics” to be the foundation, not an afterthought. (Functionland, Nov 15 2023)

1.2 Recommended Mission Statement

Functionland’s mission is to put full ownership of individuals' most important digital assets; data, photos, and files, back into their hands.



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1.3 Recommended Vision Statement:

Functionland aims to become the leading decentralized digital asset management application. Putting an end to the “Rental Web” by providing consumers with the infrastructure to own their data, democratize access to technologies like AI and Blockchain, and create an open ecosystem for software / hardware developers.

1.4 Core Values:

Functionland’s main core values include privacy, security, decentralization, independence, the voice of the people, and favoring peer-to-peer collaboration, a reward system proportional to value added, consumed or transferred within the Fula Network, equity of rewards and fundamental system fairness. (Functionland, 2022 Oct 6)

2. Situation Analysis

2.1 Porter’s Five Forces (See Appendix Figure 1.1 for detailed analysis)

2.1.1 Threats of New Entrants (Moderate)

Entry into Industry

Implications: The threat of new entrants into the cloud storage industry is moderate as the framework on how to create this service is easily accessible. However, the specific technology of having blockchain-attached decentralized storage is a strong entry barrier as an individual would need the technical expertise to develop the infrastructure and network for such a service.



Rory Deen

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Yanis Chowdhary

“Creating a decentralized storage system from the ground up is a very complex and time-consuming project. Developers need a high level of programming skills if they aren’t using any existing platform like Storj and its APIs.” (Davies, 2023)

2.1.2 Substitutes (High)

Implications: There are many general-use cloud providers like Google Cloud Platforms, AWS and Azure which are competitors to Functionland. However, they do not offer the same security, privacy, and decentralization that Functionland offers. Since Functionland is a decentralized storage, it offers a unique set of services that are able to retain and attract customers who are concerned with privacy and security not provided by streamlined cloud storage providers.

2.1.3 Competitive Rival (Strong)

Implication: Since these three companies take up the majority market share of the cloud storage industry, smaller companies will differentiate their products to make them more useful and unique compared to these larger companies. They will also undercut these companies with lower prices as a way to draw away consumers from staying loyal to them. This is a positive point for Functionland due to the fact that as they grow they will be able to take customers from these large companies due to their product differentiation. “Decentralized storage systems may grow in popularity in the future, as they offer numerous benefits over traditional centralized storage systems, such as increased security, data privacy and improved reliability. They also have the potential to reduce costs and increase accessibility to storage resources.” (Patairya, 2023)

2.1.4 Supplier Bargaining Power (low)

Implication: Suppliers in the decentralized storage services have low bargaining power as this is usually just a connection point that sends information through different servers, switches, or



Rory Deen

Gaurav Goyal

Yanis Chowdhary

other devices that can send and receive data. Due to this Functionland is able to negotiate favorable pricing for network participants and ultimately result in a cost advantage in the decentralized network. “A decentralized storage model doesn’t require significant investment in data centers, making it less expensive than centralized storage solutions. Further, there is a robust market of users willing to rent their unused disk space, which lowers the costs even more.” (Tripathy, 2023)

2.1.5 Consumer Bargaining Power (Moderate)

Implication: The moderate bargaining power for Functionland is favorable as they will be able to provide businesses and consumers with the storage services they need since they supply both a product and a service. Functionland is special compared to regular cloud services since they offer both a product and a service. The consumer can own the product to help with data storage for the company or they can just pay for the cloud storage service itself. They do not have to negotiate for a server or data center rather they have to invest in their product the Boxlite, Boxlite Plus, and Box XL

2.2 Competitor analysis (See Appendix Figure 1.2 for detailed analysis)

Functionland is a cloud computing that is contingent on Web3 principles, namely decentralized storage. Functionland’s focal emphasis is to provide a cloud storage solution that safeguards users’ full ownership of personal data. Currently, Functionland competes in a growing industry where there is no other real-time storage solution that exclusively focuses on decentralization. Functionland’s most direct competitors Google Cloud Platform, Amazon Web Services, and Microsoft Azure predominantly use hybrid storage solutions.



Rory Deen

Gaurav Goyal

Yanis Chowdhary

2.3 Website Site Audit/Social Media Audit

2.3.1 Website Audit: (See Appendix Figure 1.3 for complete website audit)

An analysis of Google Analytics shows that most visitors navigate towards the website through social media and direct searches. Of the users who come from social media, most come from Twitter. This is possibly due to the marketing budget for Twitter being higher than other platforms. The conversion rate for users coming from Twitter is of concern as the conversion rate is 0.00% with transactions only occurring on April 10th. Other social channels have lower traffic but are able to have slightly higher conversion rates.

Google Analytics shows possible opportunities for taking advantage of the conversion rates of platforms other than Twitter such as YouTube, YankDesign, or Meta, as these platforms have better conversion rates than Twitter.

2.3.2 Social Media Audit: (See Appendix Figure 1.4 for complete social media audit)

Functionland utilizes many social media platforms such as Twitter, Instagram, LinkedIn, and YouTube for marketing activities. The content posted through these platforms is not consistent with each other. The overall engagement of users on these platforms is concerning as most posts do not reach many users and likes and comments on posts are also very low.



Rory Deen

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Yanis Chowdhary

2.3 Pest Analysis (See Appendix Figure 1.5 for complete Pest Analysis)

2.3.1 Political

Guidelines: The Personal Information Protection and Electronic Documents Act (PIPEDA) is an example of how government policy can affect companies that have information technology solutions. The Government of Canada website states that “Regardless of where the cloud resources are physically located when data is stored in a cloud environment, the stored data may be subject to the laws of other countries.” (Secretariat, 2020) However “Files stored on a decentralized file service are resistant to the decisions of any centralized authority, such as a government who wishes to control and censor content. It also prevents having a private company enforce its own politics by refusing service or taking other action on the files it holds, such as sharing it with law enforcement.” (Stevens, 2023)

2.3.2 Economic

Price sensitivity is a concern as consumers will use a relatively cheaper option if they are price sensitive. Most companies offer similar services, but these will vary depending on the security and data privacy of the company. “Depending on the overall volume of storage and access patterns, potential usage costs can be up to 70% lower with decentralized storage due to lower prices for egress, storing data, and READ and WRITE operations.” (Taloflow, 2021) This is significant since companies in North America will be looking to store large amounts of data and decentralized storage options will be cost effective.

2.3.3 Social

People concerned with their data privacy will turn to such a service provider as they see their initiative to provide consumers with a secure place to store their data. “We may disclose to parties outside Dropbox files stored in your Dropbox and information about you that we collect



Rory Deen

Gaurav Goyal

Yanis Chowdhary

when we have a good faith belief that disclosure is reasonably necessary.” This policy by Dropbox shows that consumer’s data is not completely private and can be shared under the discretion of their company. (UT, Austin)

2.3.4 Technological

New innovations in technology will allow companies to store data in a more effective manner. The introduction of decentralized storage allows companies to use individual devices for data storage making their model cost-efficient. “The applications of decentralization in storage systems divide the files of a user and distribute them throughout different nodes on the network. With the data scattered across different nodes of the network, it does not have to face problems with a single point of failure.” (Howell, 2023) Also allowing for easier accessibility of data as there isn’t a centralized location where the data is stored.

2.4 SWOT Analysis Summary (See Appendix Figure 1.6 for complete SWOT Analysis)

Functionland demonstrates several strengths in the decentralized storage industry. Their adoption of Web3 principles and personal data options positions them to cater to the growing demand for decentralized applications and privacy solutions. Additionally, the company has taken the approach to fill a void that many centralized infrastructures deal with specifically security and privacy issues. Functionland supports developers by providing them with the necessary tools and infrastructure to create applications using decentralized storage creating a new ecosystem around their services.

One of the notable weaknesses identified is their lack of brand presence in the cloud computing industry, resulting in limited brand recognition compared to established competitors. Scalability



Rory Deen

Gaurav Goyal

Yanis Chowdhary

remains a concern for decentralized networks as addressing this issue involves a tradeoff between decentralization and security.

Being an early mover in the decentralized storage market could provide Functionland with a first-mover advantage, allowing it to attract and retain loyal customers before direct competitors emerge. Additionally, their developer-friendly interface positions them well to increase brand recognition and foster innovation. Furthermore, Functionland enables users to monetize their data, offering a competitive edge for those seeking value from their data

Their threats are that they must contend within a highly competitive landscape that includes tech giants such as Google Cloud Platform, Amazon Web Services and Azure which have significant resources and market presence. Adoption can be a challenge, as users may find it costly to switch from centralized solutions and the broader adoption of Web3 principles is impeded by a lack of awareness and education among potential users. Navigating these challenges and leveraging their strengths will be critical for Functionland's success in the decentralized storage industry.

3. Short-Term and Long-Term Marketing Goals

Short-Term Goals	Long-Term Goals
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Gaurav Goyal

Yanis Chowdhary

<ul style="list-style-type: none">- Increase brand / product awareness by 10% at the yearly University fair. By placing Functionland's product amongst university students who are not only concerned about data privacy but also in technology or computer science programs can learn about decentralized storage and Functionland's product benefits (Ontario University Fair website - https://www.ontariouniversitiesevents.ca/ for scheduling details on upcoming events and contact information)- Use social media engagement tools to bring 5% more users to the website through direct traffic and links embedded within posts. Using more features on applications like Instagram, TikTok, and Twitter for increased reach using the social media algorithms- Grow monthly sales through recommended social media advertising strategy with influencer collaborations with Anna T Nguyen on Instagram, and Rishab Kumar on YouTube. Both are technology informative content creators.(Contact Information; Rishab Kumar - rishabkumar7@gmail.com , Anna T Nguyen - hey@anguyenmedia.ca	<ul style="list-style-type: none">- Introduce the FxBlox tower in existing technology stores to get the word out to consumers by 2025. Using BestBuy's marketplace to sell products in stores and online. (Application Website - https://www.bestbuy.ca/en-ca/about/selling-on-marketplace/blt38484947eac725e) As well as Amazon market space to generate more sales. (Amazon Application Website - https://sell.amazon.ca/start?ld=SECA SOAGOOGadSell-SDT-search-10013)- Increase traffic to Fx.land by 10% for 2024 by adding the website link over social media posts as a "swipe up" or "click here" option for more information. Increasing viewer interaction within advertisements by using embedded features- Look to open up their own storefront after releasing their products in existing technology stores by 2025. Look for a prime location in Downtown Toronto that allows accessibility for customers to walk in and discuss about the product
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Rory Deen

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4. Marketing Strategy

4.1 Summary of Key Strategies/Recommendations

4.1.1 Overview

The key issue that Functionland is currently facing is its overall discoverability as a decentralized cloud storage company. Our marketing strategy will help them to facilitate increased brand awareness and product awareness. This will be done specifically through their social media channels as a way to foster a community that is inclined to purchase their products along with creating meaningful conversation related to decentralized storage, owning data, and the security benefits of their products/services. This will allow Functionland to create a dialogue between their new and existing customers to convey their expertise in the field of decentralized storage and explain why it is superior to streamline cloud storage solutions. Increasing their engagement with consumers will allow for their brand awareness to increase and result in more web traffic to their website.

4.1.2 Strategy

4.1.3 Strategy #1

The first strategy is to partner with well-known influencers who are already involved in this community. These strategic partnerships will foster consolidation and access to more resources, customers, and increase their user base as people will become exposed to a new company with unique products and services. This content would be more long-form content whether that be a review or even a podcast that would answer questions such as what unique features they offer and the contrast between Functionland and its competitors. Rishab Kumar (@RishabKumar7) and Anna T Nguyen (@Anna.TNguyen) are both individuals who create content that revolves around technology and have a significant following which is responsive to their reviews and product discussions. This will also help with articulating what products and services they offer in a way that's easier to comprehend for less tech-savvy individuals.



Rory Deen

Gaurav Goyal

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4.1.4 Strategy #2

The second strategy is to create short, engaging, and informative content as this will create a genuine connection with individuals interested in this community. It will also increase their discoverability as creative content will be shared with individuals who are looking for decentralized cloud-based solutions. This can be created by taking important aspects of the conversation had with content creators and made into short form clips for posting on TikTok or Instagram reels. Creating more blog posts highlighting key features such as privacy to increase website traffic. There is also a chance that this content will go viral which will further increase their brand awareness. Along with this would be to spend more time editing content, using better music, making sure posts fit to appropriate screen size, and creating custom thumbnails for social media posts to increase click rate on posts.

4.1.5 Strategy #3

The third marketing strategy would be to attend events like Techspo, Hack-a-Thons, TechTO and University fairs. This will help create brand awareness for Functionland as people will begin to see the Brand in a setting where like minded tech savvy individuals congregate. This will help build relationships with other key influencers and companies resulting in an increased brand awareness. Having a booth at such events will also allow for consumers to ask questions and for the Functionland personnel to promote their products to new customers. They could also giveaway Functionland merchandise at the booth which will raise overall consumer awareness of the company. Along with these tech events having a Functionland booth at Universities and Colleges will help reach a younger audience who is concerned about data privacy. This will also bring their product to consumers who may not be as tech-savvy.

4.2 Consumer Analysis

The consumer analysis section will provide a detailed target market profile and go on to explain future potential marketing segments.



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Customer Segmentation	Primary Target: Privacy Concerned Consumer	Secondary Target: Tech Savvy Consumer
Demographic	<ul style="list-style-type: none">● 20 - 50● Single or Married● Annual Income \$20000 - \$70000● Working class and Students	<ul style="list-style-type: none">● 25 - 40● Single or Married● High School Diploma, University Diploma, College Diploma● Employed Workers● Annual Income \$50,000 - \$75,000
Psychographic	<ul style="list-style-type: none">● Values their privacy● Have an online presence● Value ownership of information● Skeptical of large companies	<ul style="list-style-type: none">● Technologically advanced individuals who grew up with technology● Passion for understanding and using technology● Careful about purchase decisions and actively seek alternatives● Has a clear digital footprint● Quick to adopt new technology● Values brand reputation



Rory Deen

Gaurav Goyal

Yanis Chowdhary

		and website presentation
Geographic	<ul style="list-style-type: none">● North America● Suburban and Urban	<ul style="list-style-type: none">● North America● Suburban and Urban
Behavioral	<ul style="list-style-type: none">● Is careful about where they provide their information● Will not visit suspicious-looking websites● Will not click on random links	<ul style="list-style-type: none">● Looks for peer recommendations before purchases● Does research before making a purchase decision via social media and google searches● Check reviews on products before buying● Preference for online shopping● Will actively seek alternative products● Medium brand loyalty● Heavy social media user

4.3 Positioning



Rory Deen

Gaurav Goyal

Yanis Chowdhary

The positioning section will provide Functionland's value proposition along with the positioning of its products.

4.3.1 Value Proposition

The value proposition for Functionland is the creation of a product that provides consumers with the ability to own and store their data without having to rely on cloud service subscriptions from major corporations.

The major benefits of Functionland's product are its sleek modern design, ease of use, the ability to personally own your data, and decentralized storage, which adds an extra layer of security to consumer data. Functionland is the only company currently providing real-time storage solutions on the consumer level so there is very little competition. With Functionland being the only storage solution providing this kind of service, there is an open lane for them to thrive amongst consumers.

4.3.2 Primary Positioning: Data Ownership

Functionland's primary position is putting data back into the hands of the consumer. Nowadays with the rise of the internet, many companies are after user data so that they can exploit the consumer (Sadowski, 2016). Functionland takes a different approach by allowing users to have full ownership of their data. This positioning will comfort privacy-concerned consumers who can rest easy knowing they own all their information.

4.3.3 Secondary Positioning: Security over data



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Gaurav Goyal

Yanis Chowdhary

Functionland uses decentralized storage which fragments data and encrypts it (Fedirchuk, 2023). As a result, the data is more resistant to being stolen or lost (Caunt, 2023). With typical centralized storage, it's very common for data to be breached, resulting in many people's information leaking online. With Functionland's product, privacy-concerned consumers will rejoice knowing that their user data is highly fortified..

4.3.4 Sample Advertisement

The sample advertisement (Figure 2.1) can be used as an example for marketing this product. The advertisement is simple but makes use of Functionland's general color scheme by use of black, white, and mint green. The advertisement showcases the "FxBlox lite" and positions it right in the center to make it the focal point of the poster. The primary positioning is located right at the top of the poster, just below the company's name making it the second piece of text a consumer should see when viewing. The secondary positioning is located at the bottom right corner of the poster in a spot that the eye will catch as it travels down the poster. Both positionings are written in white so that they are easily made visible when contrasted with the dark background. The positioning of this ad aims to target privacy-conscious consumers.

5. Marketing Programs/Tactics

5.1 Product

5.1.1 Features, Functions, and Benefits

Functionland is carving out a new niche in the data storage market with its innovative decentralized cloud storage solution, powered by blockchain technology, presenting a compelling alternative to centralized giants such as AWS, Google Drive, and Microsoft Azure. At the heart of Functionland's offering is the 'Blox,' a Blockchain-Attached Storage (BAS) hardware that provides consumers with encrypted, on-premise file storage, ensuring that users retain full ownership and control over their personal data—a stark contrast to the models of large centralized corporations. Equipped with robust file and data sharing protocols that include Rust, LibP2P, IPFS, and IPLD, Functionland is not just a storage device but a full-fledged decentralized backend as a service. This enables seamless integration with a multitude of



Rory Deen

Gaurav Goyal

Yanis Chowdhary

blockchain networks, thereby fortifying the ecosystem's decentralization. The multichain orientation of the platform is further accentuated by a Layer 3 protocol that is set to synergize with various Layer 2 chains and prominent Layer 1 networks like Ethereum and NEAR Protocol, with tokenomics that support ERC-20 token integration, thus facilitating token swaps within its ecosystem. Functionland's functions are as diverse as its features, with rentable storage space allowing users to monetize their unused capacity and decentralized applications such as FXFotos and FXFiles that offer secure data management. The company's commitment to privacy and security is underlined by its encrypted and private data retrieval mechanisms, granting users quick and secure access to their data. Additionally, developer incentives are baked into the system to foster innovation and development within the platform. The benefits of Functionland extend beyond its features and functions, delivering tangible advantages like enhanced privacy, data sovereignty, and cost-effectiveness. The platform's commitment to unlimited, affordable storage services empowers users, upholding the values of the Web3 ethos and supporting a community-driven model. With Functionland, users gain not just a service but a stake in a decentralized and secure future for data management and storage, where privacy, accessibility, and user empowerment are not just ideals, but everyday realities

5.1.2 Supplementary Services

In order to improve its core products, Functionland offers a variety of supplemental services. In order to make the process of buying products more convenient and seamless for customers, they are providing a variety of payment options, including Shop Pay, Paypal, Apple Pay, and Google Pay. Functionland offers a flexible return policy for its after-sale services, replacing any defective products to guarantee customer satisfaction and offering a 7-day return policy, meaning you can request a return within 7 days of receiving your item. Functionland can offer free shipping which can Boost Sales and Conversion Rates. Offering free shipping to customers is a great way to win them over. In particular, if they are unsure, it might persuade them to finish the transaction. Conversion rates and overall sales may rise as a result. Given the significant financial commitment that consumers are making to these products, the company ought to provide extended warranty plans, which would offer customers peace of mind and safeguarding against potential future malfunctions or defects. They can also be Establishing a loyalty program where customers earn points with every purchase would be beneficial for those who make frequent purchases. One could exchange these points for exclusive access to new products, discounts, or special offers. This promotes a feeling of community and belonging among consumers in addition to encouraging repeat business.



Rory Deen

Gaurav Goyal

Yanis Chowdhary

5.1.3 Branding

The "FxBlox Lite" embodies a fusion of contemporary elegance and cutting-edge design. Adorned in a sophisticated matte silver finish, the product instantly radiates a sense of luxury and premium craftsmanship. Its slender vertical silhouette not only denotes a sense of minimalist elegance but also underscores its portability, making it a versatile addition to any setting, be it a bustling office workspace or a tranquil home environment. One of the product's standout design features is the central slot, which intriguingly beckons further exploration, suggesting either a ventilation mechanism or a functional interface. Ensuring stability and adding to its aesthetic appeal is its circular base, characterized by a distinct texture that provides both a tactile and visual contrast to the product's smooth finish. To enhance brand recognition, the name "FxBlox Lite" is prominently and boldly positioned, ensuring it captures immediate attention. Additionally, for the more technically-inclined audience, the subtle inclusion of the label "Rockchip RK3588" hints at the product's advanced technological underpinnings. The company visibility is extremely important as they should focus on creating a distinct and memorable visual identity that resonates with your target audience. This can be achieved through several key strategies. Design a logo that perfectly expresses the combination of modern style with refinement in your brand. To ensure easy recognition, this logo should be straightforward but unique. Make sure it's visible in a variety of environments, such as a workplace or a house, by placing it strategically on your product. Employ your company's color scheme and design motifs on the goods to incorporate your brand's colors and motifs. These can be modest color pops or patterns that are emblematic of your company. These graphic components will assist in forging a link between your brand identity and the product. Designing Products and Packaging, make sure the product's appearance and design align with the ideals of your brand. The "FxBlox Lite" should have a clean, simple design that complements your company's overall identity. Another important touchpoint is packaging, which ought to be made to enhance brand identification and go well with the product.

5.2 Price

5.2.1 Pricing Strategy

Functionland employs psychological pricing. Since consumers typically process prices from left to right, psychological pricing involves setting prices slightly below a round number, such as



Rory Deen

Gaurav Goyal

Yanis Chowdhary

\$499 instead of \$500. This technique is meant to make the price appear lower than it actually is. In addition, Price Anchoring is being displayed. A sense of urgency and higher value is created by first displaying the product's usual price and then selling it at a discounted rate. As an anchor, the higher "regular" price makes the discounted price appear like a great bargain, even though the "regular" price is not one that is frequently paid. Discounted pricing is also another strategy that Functionland uses. The product, "FxBlox Lite," shows a discounted price from the regular price of \$499 USD to a sale price of \$399 USD. This strategy is typically used to increase short-term sales, clear inventory, or attract price-sensitive customers. It can also be a response to competition or a way to introduce new customers to the product. Functionland consumers consist of middle-class individuals (\$50,000 to \$100,00), small to medium size businesses, application developers, and researchers. The product is set up as a high-tech product, which reflects upon the quality and the design of the product. In addition, there are various product sales currently taking place where buyers can save a significant amount of money. For instance, there is a current deal on the FxBlox Lite, which normally costs 499 USD. If customers use the website to buy the product, they can pay 399 USD instead, and save \$100 USD.

5.2.2 Pricing Adaptations

Since the company is targeting a lot of businesses, volume Discounts would be a really good idea as it would provide a discount on several units to entice customers to buy in quantity. For instance, purchase two and save 5%, or purchase three or more and save 10%. As a result, the average order value may rise. Bundling would also provide a discount on the FxBlox Lite in addition to any associated services or accessories. Consider bundling software, support services, or an extended warranty and offering a little savings over purchasing each item separately. Since the product also requires a PD2 or PD3 adapter to function, that would be a really good bundle pack to include for the consumers.

5.3 Distribution

5.3.1 Distribution Channels

Functionland has embedded a diverse distribution channel in its business plan. Functionland has a physical distribution space in downtown Toronto, but they have emphasized e-commerce to



Rory Deen

Gaurav Goyal

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account for how contemporary society is driven by online consumption. They have yielded positive results distributing products on the popular e-commerce platform Shopify, which allows them to scale their consumer base globally. Amazon has also leveraged a crowdfunding platform Indiegogo to raise funds and generate early interest for their products. Functionland does emphasize online shopping by selling directly to their customers, but their distribution channel has done a good job of managing products efficiently and is managed by a third-party logistics provider.

5.3.2 Multichannel distribution channel

Functionland has adopted a multichannel distribution channel strategy to distribute its products and services. Functionland uses both the online e-commerce platform Shopify and sells directly from its website. Moreover, Functionland has utilized the crowdfunding platform Indiegogo to raise funds to generate interest through validation. Crowdfunding is also a distribution channel in and of itself because it provides Functionland with the ability to pre-sell products and generate revenue. During the Indiegogo funding campaign, which ran for five weeks, Functionland sold out on both of their Box tiers and generated over 1 million in funds (Functionland, 2022). The consolidation of prepayments through a crowdfunding channel and efficient internal supply chain yields positive results for both suppliers and consumers (Jabbari, 2015). They also use a multichannel distribution by way of selling directly from their online stores and using their distribution center which is managed by a third party. Having a third-party managed distribution center facilitates several benefits including cost efficiency, and scalability, and allows them to focus on their core competencies. In short, Functionland leverages multiple distribution channels for scaling and flexibility.

5.3.3 Underutilization of Channels

Functionland uses various distribution channels to optimize their scalability and foster efficiency. These channels include online shopping, Shopify, and crowdfunding. However, there are many opportunities that Functionland can exploit and or leverage to optimize their preliminary distribution channels. Functionland can optimize their distribution through retail partnerships. By employing retail partnerships in their marketing programs and tactics Functionland can expand its reach by catering to customers who prefer in-person shopping. Forming a strategic partnership with The Source, a tech-based retailer, would enable Function to leverage The Source's customer base. While Functionland primarily focuses on B2C, there is an opportunity to broaden its product distribution through B2B markets. Inception of this distribution model, would require Functionland to provide decentralized storage to business and developers. This would yield



Rory Deen

Gaurav Goyal

Yanis Chowdhary

positive returns including improvement in research and development, innovation, and diversification.

5.3.4 Distribution Partnerships

Functionland can subsequently form distribution partnerships, as a means of collaborating with other companies within their tech industry to distribute and market their products. Functionland already has various distribution partnerships that were previously mentioned. The most notable one being Shopify which streamlines Functionland distribution plan and facilitates scalability. Shopify also allows Functionland to focus on their core competencies because they do not have to invest an immense amount of focusing on distribution and fulfillment. Geographically, Functionland wants to focus on targeting consumers who primarily reside in North America.

5.3.5 Recommendations

Maintaining a focus on its current distribution channel is imperative for current business and scalability, however the broader focus of this marketing plan advocates for additional distribution channels to leverage Functionland marketability. As Functionland continues to gradually scale, employing a B2B strategy would prove pivotal and parallels Functionland's steadfast goal of expansion. Developers and Business will provide a knowledge sharing platform that fosters innovation and resource expansion. This will allow Functionland to strategically reform their products and services. Venturing into strategic partnership, as through in-person retailing widens Functionland reach and leverages existing customer's base. Functionland will benefit through adaptability and elaborated customer-centricity. Given the emphasis on the North American market, Functionland should look to leverage this region through collaborations and forming new partnerships.

5.4 Promotion

The objectives that Functionland strives to achieve are to build awareness and lead generation. The purpose of lead generation is to gain the attention of possible customers and pique their interest through marketing efforts. In order to improve lead generation, improvements in marketing strategies, improvements to the website, and the quality of social media promotions



Rory Deen

Gaurav Goyal

Yanis Chowdhary

must be given attention. Improvements in these areas will improve the look of the organization through a visually appealing website/social media as well as help gain more traffic to the main Functionland website.

5.4.1 Paid media

Functionland already has paid media campaigns on platforms such as Twitter and LinkedIn. An analysis of Google Analytics shows that most visitors who navigate towards the website are directed there from social media. Most of these visitors come from Twitter, possibly due to the marketing budget being higher for Twitter. Although there are a large number of users coming from Twitter, the conversion rate is 0.00%. Due to conversion rates being 0.00%, funds should be allocated to other social avenues where the conversion rate is higher such as YouTube or YankDesign where the conversion rates are above 1.10%. Paid media on LinkedIn is also not desirable as Functionland's promotions on the platform are underperforming compared to the platform's average of 0.39% - 0.65% click-through rate. Improvements that can be made to increase these rates would be to improve the quality of final posts to gain the attention of more users. Researching hashtags can also improve the reach of promotions as well as ensure they reach the right audience. Examples of popular hashtags that relate to Functionland are, #FxBlox, web3, #securestorage, and #cybersecurity. A free resource to research more hashtags is to use Instagram. Navigate to the search bar on the discovery page and type #, followed by possible hashtags to see how often the hashtag is used. The hashtags with the larger number of posts are the most used and located at the top of the list of related hashtags.

5.4.2 Owned media

There are many areas for improvement on the Functionland main website that can help make the organization look more appealing. One area of improvement would be that the mobile



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version of the website is not optimized. On pages such as the Apps page where text is unreadable (Figure 3.1) or the menu button on the community page is placed too high to be clicked. The PC version of the website could also see improvements in the quality of images used. An example of this would be the large main image on the Blog page is very blurry as well as having the organization logo cut off. Fixing visual issues such as these will help the organization appear more presentable.

5.4.3 Earned media

Functionland already has earned media campaigns that consist of posts created to raise awareness as well as to provide information about products. Areas for improvement across all earned media platforms would be to have consistent posts. Some platforms such as Twitter have consistent posts while other platforms have multiple days or weeks without posts. This can be avoided by reusing posts on multiple platforms. An example of this would be using the same video for Instagram reels on YouTube shorts as the same video can be used on both platforms. Engagement on posts across all platforms is very poor with very low likes and comments. Improvements to the low engagement would be to focus on higher quality content rather than quantity of content. This is very crucial for platforms such as YouTube as all of the videos on the Functionland channel are very poor quality. The Ask Me Anything (AMA) sessions could also be edited to highlight the most important parts of the sessions rather than having the entire stream posted. These suggestions will help improve engagement through earned media posts and increase interest in products.



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6. Implementation Plan

6.1 Content Calendar

1 Month Social Media Content Calendar						
Platforms: Instagram, Twitter, Youtube, Linkdin, and Twitter						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Contact @rishabkumar7 and Anna.Tnguyen and Negotiate deals	Instagram countdown teaser for a new content	No action	Post visuals of the Box tier product; highlight key features and benefits on Instagram	@rishabkumar7 as a guest and podcast. Then post the most prevailing part in short on TikTok	Twitter post on privacy concerns Research hashtags to use. Ex.,#Blockchain	Post a story on Instagram with link to the discussion block and ask them to
Post on a compelling article on LinkedIn about the benefits of decentralized storage	Share a milestone related to the Box Tiers on Instagram and LinkedIn	Analyze and gauge on reception on all social media platform	Sponsor a Youtube video with @Anna.Tnguyen	Behind the scenes Q&A post on TikTok with employees	Poll on privacy concerns with on Twitter	Repost relevant media on LinkedIn
No Action	Launch a a teaser and countdown for a prospective FxBlox Youtube video	Share the FxFiles premiere on Twitter and Instagram	Post a TikTok detailing FxBlox most compelling features	Youtube video premiere countdown on Instagram and Twitter	Launch Youtube video	No Action



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Example of Social Media Content Calendar - April 2024						
Legend: Instagram Post, Instagram Story, TikTok						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Engage in conversations with relevant groups on LinkedIn	Launch a teaser and countdown for a prospective FxFotos Youtube video	Join the blog discussion board post on Instagram	Share reviews Educational video	Compelling TikTok video detailing FxFotos differentiated features	Post a tip about decentralized data on twitter with relevant emoticons and using researched hashtags	Launch Youtube Video
Share a interview-esque customer review video on TikTok	Close ended poll question on Youtube and Instagram to gauge on engagement	No Action	#Techtips type vidoe on TikTok demonstrating how to use FxBlox	Linkdin posts detailing milestones if applicable	#Techtips type video on TikTok demonstrating how to use FxFiles	Collab with a video editor to create a action filled manufacturing journey video on Instagram

Twitter, Youtube, Instagram and LinkedIn are effective platforms that Functionland should use to leverage their digital marketing. However, Twitter and Youtube yield the highest engagement rates (Agrawal, 2021). Platforms such as TikTok require more consistent posts in order to gain more followers. TikTok has great potential to reach consumers but it relies on consistent posts. TikTok is the fastest growing social media platform and can be a very useful tool for growing your business's clientele, exposure, and engagement. TikTok and Instagram are very effective and Functionland should focus on educational snippets, behind-the-scenes content, and public interviews. LinkedIn is effective for generating leads, networking, and building relationships with other professionals (Agrawal, 2021). Youtube is effective for succinct connect and comprehensive content Functionland should focus leveraging both however, ad campaigns should be posted on Youtube. Podcasts are also providential in that they will allow Functionland



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appeal to their niche audience and they provide more depth which would allow Functionland to expound their value proposition. Partnering influencers during podcasts would allow Functionland to leverage their brand awareness initiatives and garner collateral reach.

Research the optimal times to post on each of the chosen social platforms. This can be done by accessing the analytics page on any social media platform. This menu contains insights about followers and others who interact with the organization's social pages. This information can be used to determine peak times to post. This page can also be used to find what users searched for before. Developing content creation skills is essential to gain attention and increase conversion rates.

Steps for Functionland to take to improve social media posts includes, using the entire available space and not leaving empty black/blank space, Using appropriate hashtags to make your post more visible, look up popular hashtags related to the business sector and come up with original hashtags. Provide original and captivating content that appeals to the community. User-generated content, behind-the-scenes peeks, product demos, and even funny skits about your products could fall under this category.

Sample tweet with hashtags:



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 **Functionland**
 @functionland

 **DATA OWNERSHIP MATTERS!** What is your top concerning regarding privacy issues in cloud storage? Vote now and share your thoughts in the comment section [#Privacy](#) [#Blockchain](#) [#Dataprotection](#)

12:00 PM · Dec 1, 2023

1.2K Retweets **440** Quote Tweets **7.2K** Likes

Free resources on Google and YouTube regarding color theory may prove useful as a basic understanding of color theory can be used to gain attention and influence consumers, which will lead to increased traffic on social platforms and the main website. According to Tom Nash (2019) The best color combinations include black and yellow, blue and green, and Yellow and red. Before adopting color combinations it is of the utmost importance to discern which colors are congruent with the intrinsic nature of Functionland.

6.2 Content Cost Break-down

Platform	Cost-Breakdown	Month 1	Month 2	Month 3
Twitter	Cost Per Click \$0.38 Cost Per	\$400	\$300	\$300



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	Thousand Impressions \$6.46			
Youtube	Cost Per Click \$3.21 Cost Per Thousand Impressions \$9.68	\$30	\$40	\$50
Instagram	Cost Per Click -\$0.55 Cost Per Thousand Impressions \$7.91	\$200	\$200	\$150
TikTok	Cost Per Click \$1 Cost Per Thousand Impressions \$10	\$180	\$200	\$180

6.3 Implementation

6.3.1 Promotion

Marketing Program/Tactic	Activity	Timing	Cost
Influencer Collaboration	Initiate Influencer negotiations Send them each a product sample	1-2 collaborations for duration of	1-2 units or negotiated dollar value for



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	<p>Contact @rishabkumar7 and Anna.Tnguyen and Negotiate deals to review products or to conduct zoom calls where the product is discussed</p> <p>Chop videos and turn into short-form content</p>		collaborations
SEO	<p>Create frequent social media (TikTok, Instagram) post</p> <p>Create more blog posts highlighting key features such as privacy to increase website traffic</p> <p>Using related hashtags to optimize reach</p>	<p>Regular posts on social media channels (1 post every 2 or 3 days)</p> <p>Weekly/Bi-Weekly blog post</p>	The only cost associated with SEO is the time spent creating posts
Free Shipping Week (figure 4.1)	<p>Give consumers access to free shipping on all products for a week</p> <p>Promote the free shipping for the week via newsletter and social media</p>	Free shipping is to be implemented at the end of the first month of the content calendar cycle	The cost of shipping per unit
Website Optimization	<p>Hire someone to optimize the website</p> <ul style="list-style-type: none"> - Make it more user-friendly on mobile devices (add a 	Begin website optimization as soon as	Cost of hiring a web developer Cost of the



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	<p>link to shop)</p> <ul style="list-style-type: none">- Fix design on some pages (“Apps” page has issues with font color and text alignment)- Color coordination on the shop page	<p>possible</p> <p>Website optimization should take a week at the most</p>	<p>work is dependent on contract</p>
Events	<p>Appear at events such as hackathons</p> <p>Have a booth</p> <p>Build connections with other tech industry players</p> <p>Advertise the main benefits of the product</p> <p>Promote products to new customer</p> <p>Give away merchandise</p>	<p>Attend events throughout the year, particularly during holiday season which is large for tech</p>	<p>Cost includes:</p> <p>Merchandise</p> <p>Acquiring a booth</p>

6.3.2 Price

Marketing Program/Tactic	Activity	Timing	Cost
Volume Discount	<p>Products that are purchased in bulk can be purchased at a discounted price</p> <p>E.g. (10% off for</p>	<p>To be implemented at the start of the new year</p>	<p>The cost associated with programming discounts into the website</p>



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	a purchase of 2 'Blox')		10% loss in profits associated with the use of a discount
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7. Financial Information

This content cost-breakdown will incorporate the influencer partnerships with Rishab Kumar and Anna T Nguyen for the first year. Along with the cost for promoted social media posts for Twitter, Instagram, Youtube and Tiktok for years 1-3.

Platform	Cost-Breakdown	Year 1	Year 2	Year 3
Twitter	Cost Per Click \$0.38 Cost Per Thousand Impressions \$6.46	\$4800	\$3600	\$3600
Youtube	Cost Per Click \$3.21 Cost Per Thousand Impressions \$9.68	\$360	\$480	\$600



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Instagram	Cost Per Click -\$0.55 Cost Per Thousand Impressions \$7.91	\$2400	\$2400	\$1800
TikTok	Cost Per Click \$1 Cost Per Thousand Impressions \$10	\$2160	\$2400	\$2160
Total		\$9720	\$8880	\$8160

Appendix

Porter's Five Forces (Figure 1.1) Threats of New Entrants (Moderate)

Entry into Industry

- Due to the availability of cloud storage software and infrastructure it is generally easy for a new company to start up a cloud storage service
- Cloud storage providers with a large consumer base will benefit from their investment in their infrastructure and overall data center which will make it unfavorable for newly introduced companies.



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- Must comply with rules and regulations of countries they are operating in. They must invest in efforts related to a country's governing policies.

Implications: The threat of new entrants into the cloud storage industry is moderate as the framework on how to create this service is easily accessible. However, the specific technology of having blockchain-attached decentralized storage is a strong entry barrier as an individual would need the technical expertise to develop the infrastructure and network for such a service.

“Creating a decentralized storage system from the ground up is a very complex and time-consuming project. Developers need a high level of programming skills if they aren’t using any existing platform like Storj and its APIs.” (Davies, 2023)

Substitutes (High)

Alternate Cloud Providers

- There are many companies that offer cloud storage services, some even offer a certain amount of memory for free in order to gain customers.

Implications: There are many general-use cloud providers like Google Cloud Platforms, AWS and Azure which are competitors to Functionland. However, they do not offer the same security, privacy, and decentralization that Functionland offers. Since Functionland is a decentralized storage, it offers a unique set of services that are able to retain and attract customers who are concerned with privacy and security not provided by streamlined cloud storage providers.



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Competitive Rival (Strong)

Rapid growth in the industry

- “Amazon Web Services has 32% of the market share, Microsoft Azure has 22% and Google Cloud has 11%” (Richter, 2023)

Implication: Since these three companies take up the majority market share of the cloud storage industry, smaller companies will differentiate their products to make them more useful and unique compared to these larger companies. They will also undercut these companies with lower prices as a way to draw away consumers from staying loyal to them. This is a positive point for Functionland due to the fact that as they grow they will be able to take customers from these large companies due to their product differentiation. “Decentralized storage systems may grow in popularity in the future, as they offer numerous benefits over traditional centralized storage systems, such as increased security, data privacy and improved reliability. They also have the potential to reduce costs and increase accessibility to storage resources.” (Patairya, 2023)

Supplier Bargaining Power (low)

Many companies offer resources for cloud storage

- Essential components needed for cloud storage infrastructure are offered by many companies, specifically servers and storage devices.
- Another aspect is physical data centers themselves, if a company is in a region with an abundance of data centers they will be able to negotiate a favorable deal since they have the resources to back their terms.



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Implication : Suppliers in the decentralized storage services have low bargaining power as this is usually just a connection point that sends information through different servers, switches or other devices that can send and receive data. Due to this Functionland is able to negotiate favorable pricing for network participants and ultimately result in a cost advantage in the decentralized network. “A decentralized storage model doesn’t require significant investment in data centers, making it less expensive than centralized storage solutions. Further, there is a robust market of users willing to rent their unused disk space, which lowers the costs even more.” (Tripathy, 2023)

Consumer Bargaining Power (Moderate)

Business needs

- A company with lots of data will need sufficient storage for their information. This will affect buyers as they will be able to negotiate deals on their terms due to the amount of information they will need to store on the cloud.

Consumer needs

- However individuals and small businesses will have less bargaining power as they will be seen as a small portion of the overall data the service houses.

Price Sensitivity/Low Switching cost

- Consumers in general are very price sensitive and this industry thrives off of this as many individuals are prone to switching their service provider if they offer a price lower than their current provider.



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Implication: The moderate bargaining power for Functionland is favorable as they will be able to provide businesses with storage services they need along with consumers since they provide both a product and a service. This is why Functionland is special compared to regular cloud services, they offer a product and a service where the consumer can own the product to help with data storage for the company or they can just pay for the service itself being the cloud storage. They do not have to negotiate for a server or data center rather they have to invest in their product being the Boxlite, Boxlite plus and Box XL

Competitor analysis (Figure 1.2)

Competitor's analysis

Functionland is a cloud computing that is contingent on Web3 principles, namely decentralized storage. Functionland's focal emphasis is to provide a cloud storage solution that safeguards users' full ownership of personal data. Currently, Functionland competes in a growing industry where there is no other real-time storage solution that exclusively focuses on decentralization. Functionland's most direct competitors Google Cloud Platform, Amazon Web Services, and Microsoft Azure predominantly use hybrid storage solutions.

1. **Google Cloud Platform:** GCP is a publicized cloud platform that offers a plethora of computing services from data management, AI, machine learning, video over the web. GCP leverages its scalability provides services that accommodate for small and large enterprises
2. **AWS:** Amazon Web Services (AWS) is a subsidiary of Amazon that primarily focuses on cloud computing. AWS is regarded as the most comprehensive and the most broadly used



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cloud computing platform today. They provide storage and APIs to individuals, governments, and companies

3. **Microsoft Azure:** Microsoft azure is a cloud platform that is designed to be accommodating and flexible. Azure's tools and frameworks are structured so that users can use features that are most compatible with their needs and they provide scaling options that account for varying business models.

Competitors Analysis

Target Market	Functionland (Client)	Google Cloud (GCP, 2023)	AWS (AWS, 2023)	Azure (Microsoft azure, 2023)
Geographic	Primarily, focus on North America for streamlined distribution	Google cloud infrastructures are in North America, South America, Europe, Asia, Middle East, and Australia	32 geographic regions around the world (overview,2023)	35 regions including various countries in Asia, Europe, North America, South America, Middle East and North America
Demographic	Customers age ranging 20-50 living in North America	Mid to high income earners aged 25 to 55. Startups and large enterprises (Stasocial, 2020)	Primarily serves corporate companies, startups, and IT developers	Primarily serves developed, developing enterprises, and developers
Psychographics	Tech-savvy and privacy concerned individuals who	Caters to businesses and developers who are interested in	Innovative data-driven companies who have a	Innovation driven consumers who are looking for



	value ownership of personal data	digital transformation	willingness of accessing exclusive information and value making informed decisions.	freedom and flexibility when building their computerized infrastructure
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Competitors Analysis (part two)

	Functionland (client)	Google Cloud	AWS	Azure
Target customers	<ul style="list-style-type: none"> •Target’s customers range from 20-50 years. Ideally middle-upper class individuals who are looking for a subscription-free data storage system 	<ul style="list-style-type: none"> •Targets upper to middle class individuals •Small to medium size business, app developers and researchers 	<ul style="list-style-type: none"> •Primarily targets corporate companies who are looking to cultivate their consumer profile to make informed decisions. •Developers are also a focal point for AWS. 	<ul style="list-style-type: none"> •Primarily targets large and small enterprises •Including developers
Positioning	The basis of Functionland’s positioning is encompassed by Web3 principles and the rightful ownership of personal data.	Google cloud positions itself as a broad and innovative cloud platform that works along with Google to help customers	AWS positions itself as the most comprehensive and broadly used cloud computing software	Microsoft Azure positions as a transformative and innovative cloud platform with the most trusted products and services



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	Emphasis efficiency, fast and secure performance	digitally transform		
products /services	<ul style="list-style-type: none"> •Box tier: Lite and XL •FxFiles •FxFotos 	<ul style="list-style-type: none"> •GCP •Google, Google Drive •Google Photos, Youtube 	<ul style="list-style-type: none"> •Cloud computing services •Machine Learning 	<ul style="list-style-type: none"> •Azure AI services •Machine learning •Azure datasets
Pricing	Psychological pricing and discounted pricing	Free tier and pay-as-you-go-	Pay-as-you-go-pricing	Pay-as-you-go pricing and free trial and free tier
Promotion	Social media marketing, influencer marker and crowdfunding seminars	Digital advertising	Digital advertising and seminars	Digital advertising
Distribution	Distributes products online mainly on Shopify and Direct selling	Cloud computing services are offered on GCP	Operates in regional data centers located around the globe and offers services digitally on AWS	Vast array of data centers globally with services being offered on Microsoft Azure

Website Audit (Figure 1.3)



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Major strengths of the website:

- Responsive design: both desktop and mobile versions load pages very quickly.
- UI: mostly consistent style throughout both versions of the website.
- Community Page: consumer questions are answered with detailed explanations.

Areas for improvement where UI/UX can be enhanced:

- Apps Page: on the mobile version of the website, the text at the bottom of the apps page is black instead of white. This causes the text to blend into the background and be unreadable.
- Community Page: the menu button on mobile is placed too high causing users to tap the search bar.
- Blog Page: on the desktop version of the , the “Why use hardware for blockchain?” the image is blurred, and the logo at the bottom right of the image is cut off.

An analysis of Google Analytics shows that most visitors navigate towards the website through social media and direct searches. Of the users who come from social media, most of them seem



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to come from Twitter. This is possibly due to the marketing budget for Twitter being higher than other platforms. The conversion rate for users coming from Twitter is of concern as the CVR is 0.00% with transactions only occurring on April 10. Other social channels have lower traffic but are able to have slightly higher CVRs.

Google Analytics shows possible opportunities for taking advantage of the CVR of platforms other than Twitter such as YouTube, YankDesign, or Meta, as these platforms have better CVRs than Twitter.

Social Media Audit (Figure 1.4)

Functionland utilizes many social media platforms such as Twitter, Instagram, LinkedIn, and YouTube for marketing activities. The content posted through these platforms is not consistent with each other. The overall engagement of users on these platforms is concerning as most posts do not reach many users and likes and comments on posts are also very low.

Areas for improvement:

- Instagram:
 - Use of custom thumbnails to make reels stand out.
 - Making videos fit to screen. (many videos do not take up the full available space)
 - Regular posts could also be fit to screen for better visibility.
 - Some hashtags are good but, researching better hashtags can improve reach.



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The use of the link in the bio is very useful for helping consumers connect with the company through other social media platforms as well as having a link directly to the main website. The collection of stories is very organized and helps consumers find information they may be looking for, however, some of them are outdated containing past discounts that are no longer available.

Posts are consistent but do not get much engagement. Most posts do not get many views which may be due to the use of hashtags. Instagram hashtags show how many posts have that hashtag on them. Many posts by FunctionLand use Hashtags with very low usage with some of them only being used in less than 100 posts throughout Instagram.

Areas for improvement:

- YouTube:
 - Use of custom thumbnails
 - More consistent posts on both regular videos and shorts
 - Edit AMA session videos to highlight important details and eliminate moments of silence.
 - Proper editing of videos. (fitting videos to screen, music choice, too much empty space)
 - Creating community posts

The use of links in the description of the channel is useful for consumers, however, the link to the main website should be the first link that consumers see. Currently, the link on the FunctionLand YouTube channel's main page goes directly to Telegram. Videos do not look enticing to click on as there are no customer thumbnails.

Videos do not get much engagement from viewers with some of the engagement being negative. The quality of editing has negatively affected the performance of some videos. Utilizing



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YouTube shorts more can help to increase reach, this can be done by posting Instagram reels onto YouTube shorts. This will give each Instagram reel more value as the video can be posted on other platforms.

Areas for improvement:

- Twitter:
 - Researching better hashtags can improve reach.

The link to all other social media platforms and the main website is useful for consumers to connect to FunctionLand. New posts are made very consistently however engagement on these posts seems to be very low. Posts do not seem to be able to go over 20 likes and reposts are also very low. This could be due to reach being low, reach could possibly be increased with better hashtag usage.

Areas for improvement:

- LinkedIn:
 - Fix homepage links as they lead to a 404 page error (learn more button, contact info link)

An Analysis of FunctionLands LinkedIn shows that they face similar engagement issues as other platforms. FunctionLand seems to get more engagement when they repost other user's posts.

With regards to the marketing campaigns through the LinkedIn platform, the average CTR is slightly below the average for advertisements on LinkedIn. The average CTR on LinkedIn is



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between 0.39% - 0.65% (Mitchell, 2022). This may be due to the quality of the advertisements being low or may not be reaching the right users.

PEST Model (Figure 1.5)

- Political

Guidelines : The Personal Information Protection and Electronic Documents Act is an example of how government policy can affect companies that have information technology solutions. The government of Canada website states that “Regardless of where the cloud resources are physically located, when data is stored in a cloud environment, the stored data may be subject to the laws of other countries” (Secretariat, 2020) However “Files stored on a decentralized file service are resistant to the decisions of any centralized authority, such as a government who wishes to control and censor content. It also prevents having a private company enforce its own politics by refusing service or taking other action on the files it holds, such as sharing it with law enforcement.” (Stevens, 2023)

Implication : Government agencies may impose fines against the company, lawsuits or investigations depending on the severity of the infraction, loss of business due to issues with government and overall damage to the brand image of the company.

- Economic



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Price sensitivity is a concern as consumers will use a relatively cheaper option if they are price sensitive. Most companies offer similar services but will vary depending on the security and data privacy of the company. “Depending on the overall volume of storage and access patterns, potential usage costs can be up to 70% lower with decentralized storage due to lower prices for egress, storing data, and READ and WRITE operations.” (Taloflow, 2021) This is significant since companies in North America will be looking to store large amounts of data and decentralized storage options will be cost effective.

Recession : Even though companies and individuals must use cloud storage due to their work or school, we are seeing a slowdown in the economy.

Implication : Due to budget constraints companies will try and save money wherever they can and this can result in them reducing the amount they spend on their cloud storage services.

Price Sensitivity: As individuals vary the provider they want to use for cloud storage they will choose the one with the most services whether that be file sharing/saving, photos and videos or other data.

Implication : The company may feel pressured to reduce their prices as a way to generate new customers however this could affect their overall profitability in the long run.

Inflation rate: Canada’s inflation rate increases to 4%



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Implication : This will result in the rise of prices for cloud storage computing. Cloud storage providers will have to change their offerings in order to offset the increase in operational costs. This will result in companies engaging in cost-benefit analysis as a way to determine whether or not to keep the specific cloud storage provider.

- Social

People concerned with their data privacy will turn to such a service provider as they see their initiative to provide consumers with a secure place to store their data. “We may disclose to parties outside Dropbox files stored in your Dropbox and information about you that we collect when we have a good faith belief that disclosure is reasonably necessary.” (UT, Austin) This policy by Dropbox shows that consumer’s data is not completely private and can be shared under the discretion of their company.

Data Privacy : Many people are concerned with data privacy as many companies with large amounts of data can be prone to cyber attacks.

Implication : If cloud storage providers don’t convince their customers that their data is in safe hands we will see a shift in where they store their data.

Cultural Preferences : This can influence the preferences for certain cloud storage companies

Implication : Companies will have to tailor their services for the liking of people in a specific culture as they will be more responsive if done correctly

- Technological



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New innovations in technology will allow for companies to store data in a more effective manner, the introduction of decentralized storage allows for companies to use individual's devices for data storage making their model cost efficient. "The applications of decentralization in storage systems divide the files of a user and distribute them throughout different nodes on the network. With the data scattered across different nodes of the network, it does not have to face problems with a single point of failure." (Howell, 2023) Also allowing for easier accessibility of data as there isn't a centralized location where the data is stored.

Innovation in Data Storage technology : New forms of storage that are more efficient and effective in storing data.

Implication : The company will have to change their current hardware so that they are on par with the demands of their consumers.

Introduction of blockchain storage : Companies emerging that have a decentralized storage service.

Implication: This threatens the regular 4 ways of cloud computing as these companies have no large server and will result in providing consumers with cloud storage at a lower price.

Artificial Intelligence: The rise of AI tools will be incorporated into cloud storage programs

Implication: Companies will be able to enhance their data management skills along with offering customers data analytic tools as a way to rationalize their data



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SWOT Analysis (Figure 1.6)

Strengths	Weaknesses
<ul style="list-style-type: none">● Diverse distribution channel that allows them to reach a broader customer base● Success with crowdfunding campaigns illustrates (generated over a million) the presence of demand and customer approval● E-commerce partnership with Indiegogo and shopify highlight Functionland's adaptability to modern consumption trends● Streamlined distribution through Shopify● Differentiation in their product design confines the effect of the competitive landscape● First mover in the consumer Web3/Blockchain hardware	<ul style="list-style-type: none">● Dependency on third-party distributors. Logistical dependency can exacerbate efficiency during unfavorable periods● Finite brick-and-mortar presence confines customers shopping experience and market reach
Opportunities	Threats



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<ul style="list-style-type: none">● In-person presence leverages marketability● Vertical integration will improve distribution efficiency● North American market has a vast array partnership opportunity that can streamline brand awareness	<ul style="list-style-type: none">● Competition from established adversaries and emerging competitors● Volatility in the tech industry requires hastened adaption● Logistical challenges posed by third-party dependency
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Figure 2.1 (Sample Ad)



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Functionland

Primary

Own your data



Safeguard your future

Secondary



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Figure 3.1

(Current Website)

The screenshot shows a dark-themed website layout. On the left, there is a section for 'FxFotos' with a colorful icon of a folder containing photos. Below the icon is a paragraph of text describing the app as the first native mobile dApp, highlighting its decentralized storage and connection to Blox hardware. At the bottom of this section are two buttons: 'Download on the App Store' and 'GET IT ON Google Play'. On the right, there is a section for 'FxFiles' with a green icon of a folder containing documents. Below the icon is a paragraph of text describing it as an open-source file manager for Android, Windows, and macOS, mentioning its use of IPFS and various connectivity features like Wi-Fi Direct and NFC. At the bottom of this section are two buttons: 'GET IT ON Google Play' and 'Get it from Microsoft Store'.

(Website Post Changes)



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The first native mobile dApp ever to be published to an app store is Functionland's FxFotos dApp. FxFotos is a media gallery app to back up and sync media files. It can use any decentralized wallet for user authentication. FxFotos connects to Blox hardware. When the decentralized photo storage and management dApp is connected to Blox, no other back end is required and the data is stored locally and (optionally) across the entire Fula Network. The FxFotos dApp doesn't store any of your data, it only accesses it when you give it permission (by connecting). FxFotos is designed for privacy, reliability and ease-of-use. Available in the IOS Apple App store and the Google Play Store. Try it today!

FxFiles is an open source file manager for Android, Windows, and macOS. If connected to Functionland's hardware via the \$Fula network, it stores the files in a decentralized network of validated storage providing nodes. Fx Files uses ipfs based protocols from Protocol Labs to offer decentralized storage. You can find FxFiles in the Google Playstore and on the Microsoft Webstore. Some of the new and exciting features of FxFiles include "FX Connect" which lets use transfers files from phone-to-phone with Wi-Fi Direct. FxFile also supports NFC to connect two phones by physically touching their backs together (requires FX+)! Last but not least, "Web Access" which enables transfer and management of files and media from your computer's web browser and even lets you can drag-and-drop! This Web3 user friendly File Manager dApp is available in the Google Play Store and the Microsoft Webstore download it today! See Demo here on [Youtube](#)

Download on the **App Store**

GET IT ON **Google Play**

GET IT ON **Google Play**

Figure 4.1



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Free Shipping Week



Limited Time Offer



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