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My work

Selected cases

Hello.

I'm a product and business strategy professional with extensive hands-on experience in building disrupting products through **Business Strategy** and **Design Thinking** methodologies. The unique combination of these methods allows my clients to be part of a process that **blurs the lines between strategy and creativity.**

My specialty is to crystallize a company's product strategy and offering, so my clients can bring differentiating value to the market, build magnetic products, and amaze their users.



PEPPER.

Bank Leumi, one of the largest banks in Israel, knew that developing a radically different kind of banking was key to their future success. That's how this 100% mobile bank was born.

The process

I collaborated with the leadership team to define, design, and implement every aspect of product discovery and delivery phases. Our work took the project all the way from user research, market research, insights development, product ideation, and venture design through to the launch of two groundbreaking mobile products.

Impact

Launched in 2017. In less than a year, we acquired hundreds of thousands of users, with a high customer satisfaction rate and continual growth.

Industry

FinTech

Capabilities

Venture Design

- Business Strategy
- Product Strategy
- Product Discovery
- Service Design

User Research

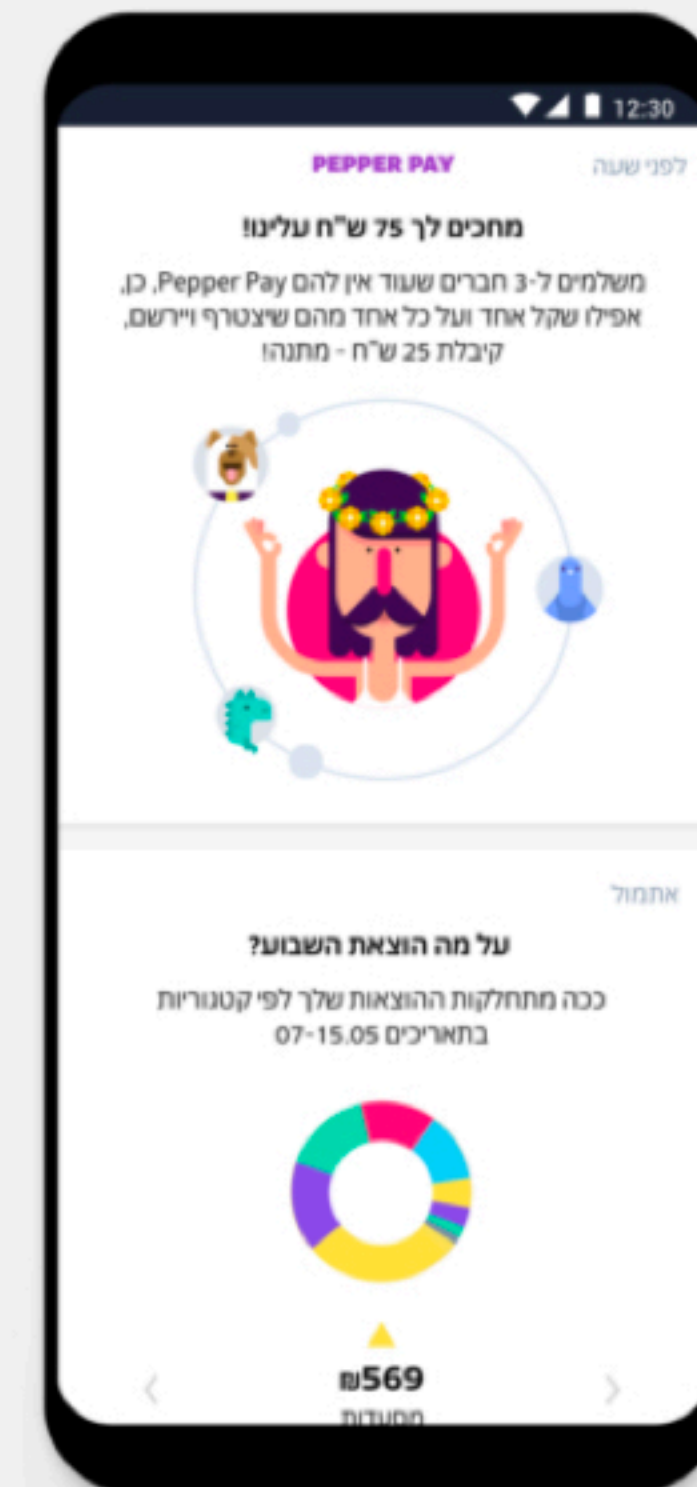
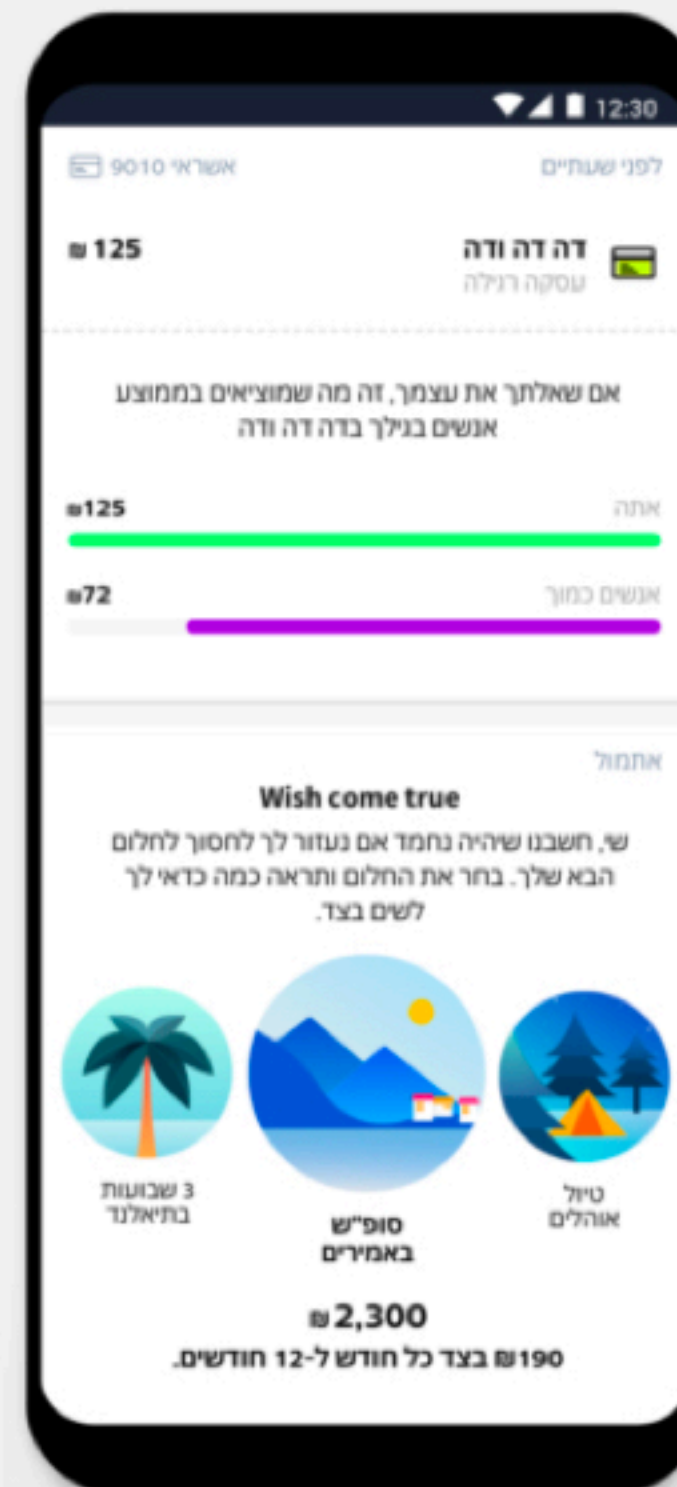
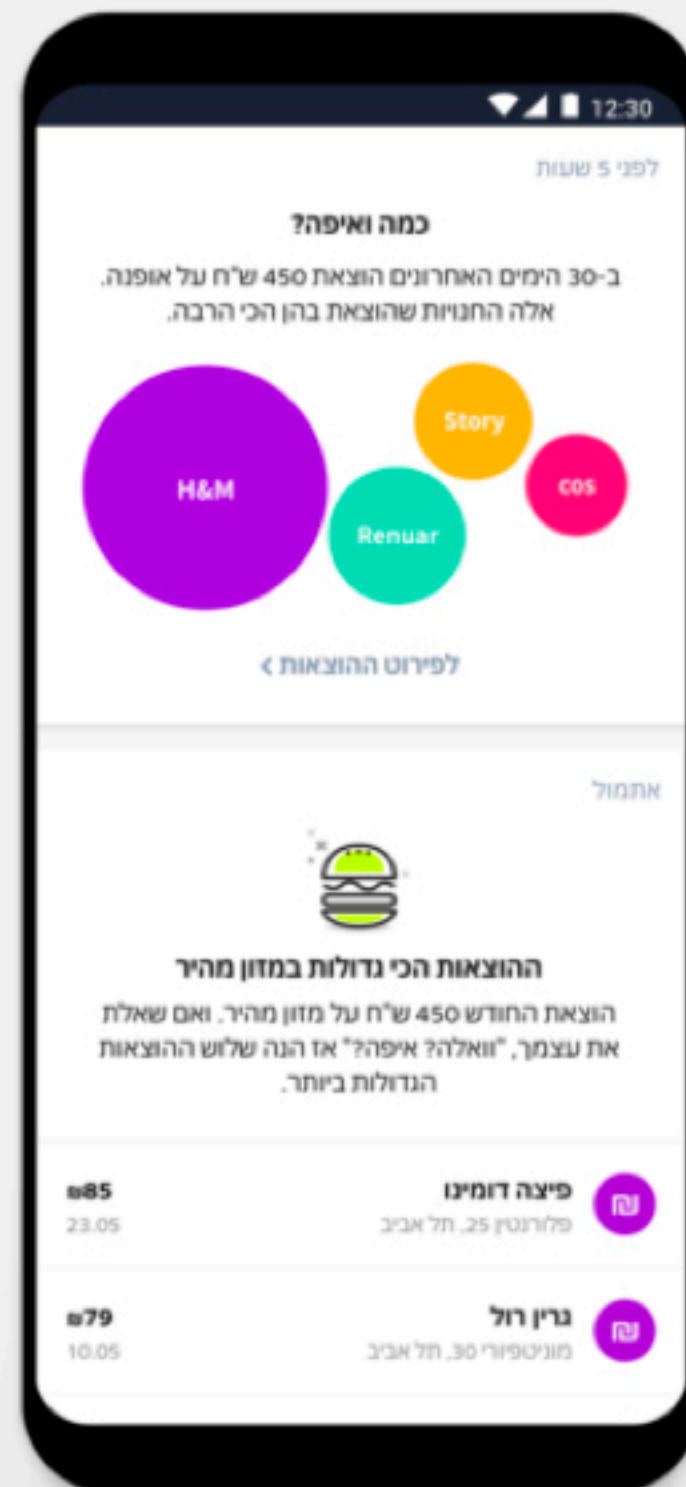
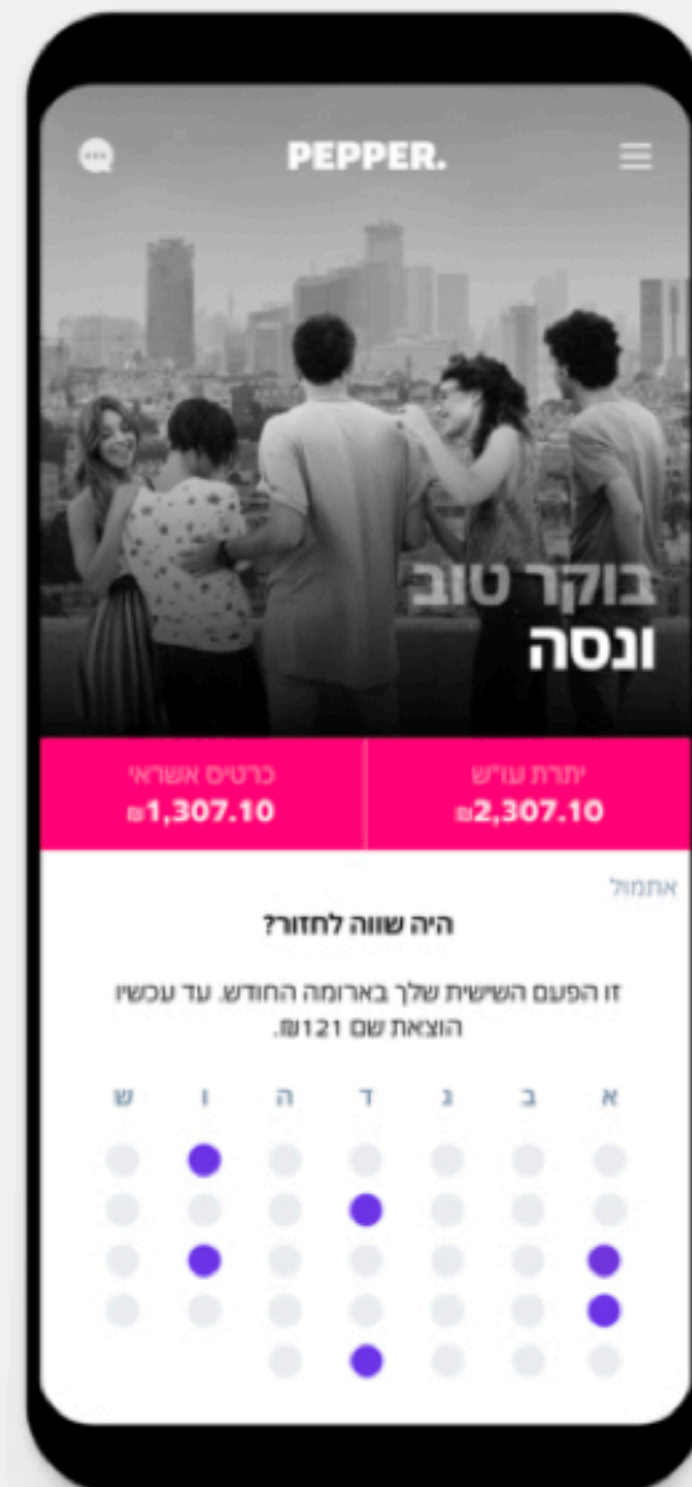
Market Research

Product Management



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Selected screens



PEPPER.



One of the world's top messaging app, with over 15 million monthly active users, Kik made a pivot in its strategy, in a response to the challenge of competing with larger social networks such as Facebook. The new strategy was to build a B2B2C division to reimagine mobile apps monetization.

The process

I worked directly with the GM and led Kik's product and global go-to-market strategy to grow its ecosystem of apps, including vertical-market strategies. To support strategic partnerships development, I provided ongoing business analysis services, product ideation workshops, and built the company's first product playbook.

Impact

In under three quarters Kik's digital-money became one of the top 10 used currency worldwide with an overall reach of more than 15M MAU.

Industry

Social network
Messaging

Capabilities

Venture Design

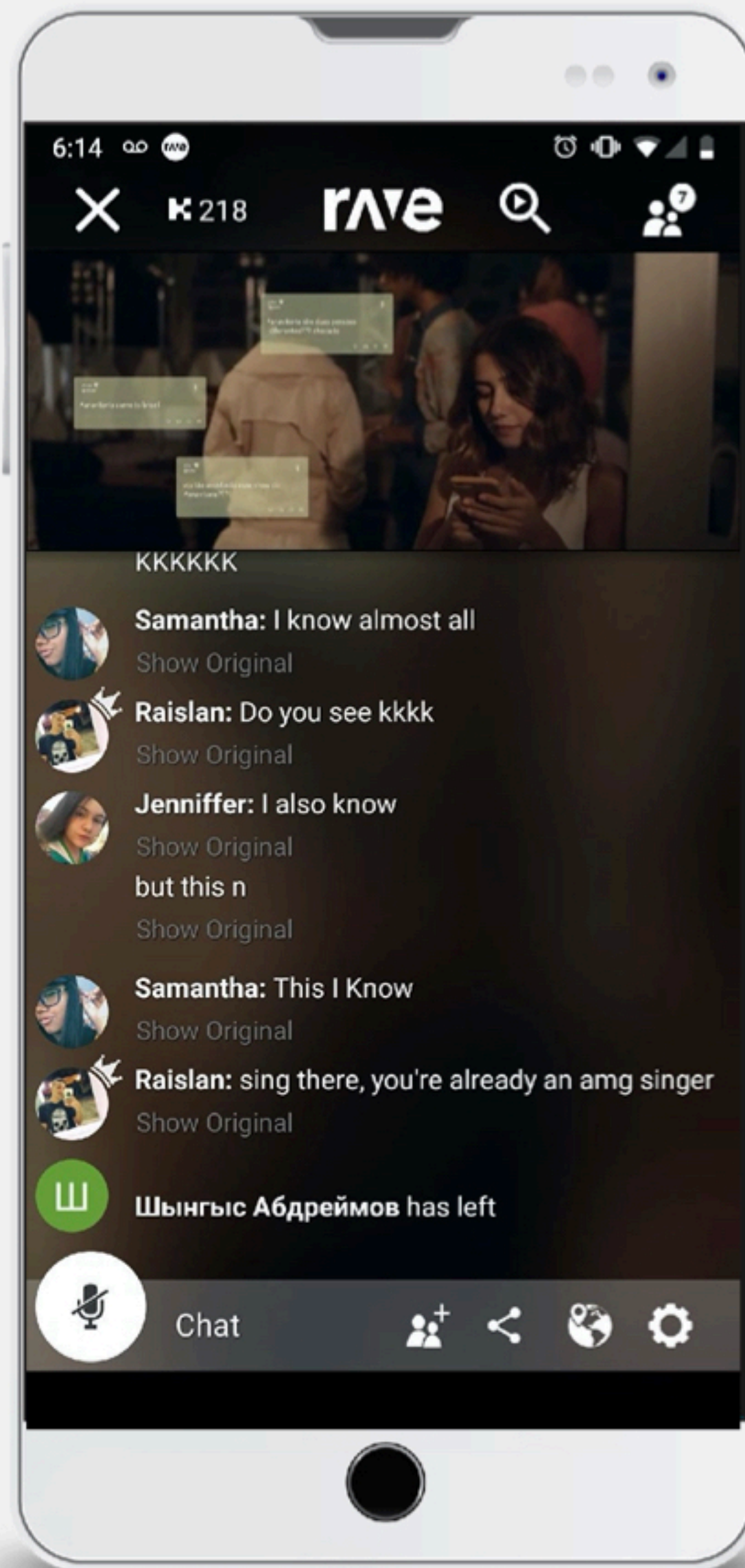
- Business Strategy
- Product Strategy
- Brand Strategy
- Go-to-Market Strategy

User Research
Market Research
Product Management

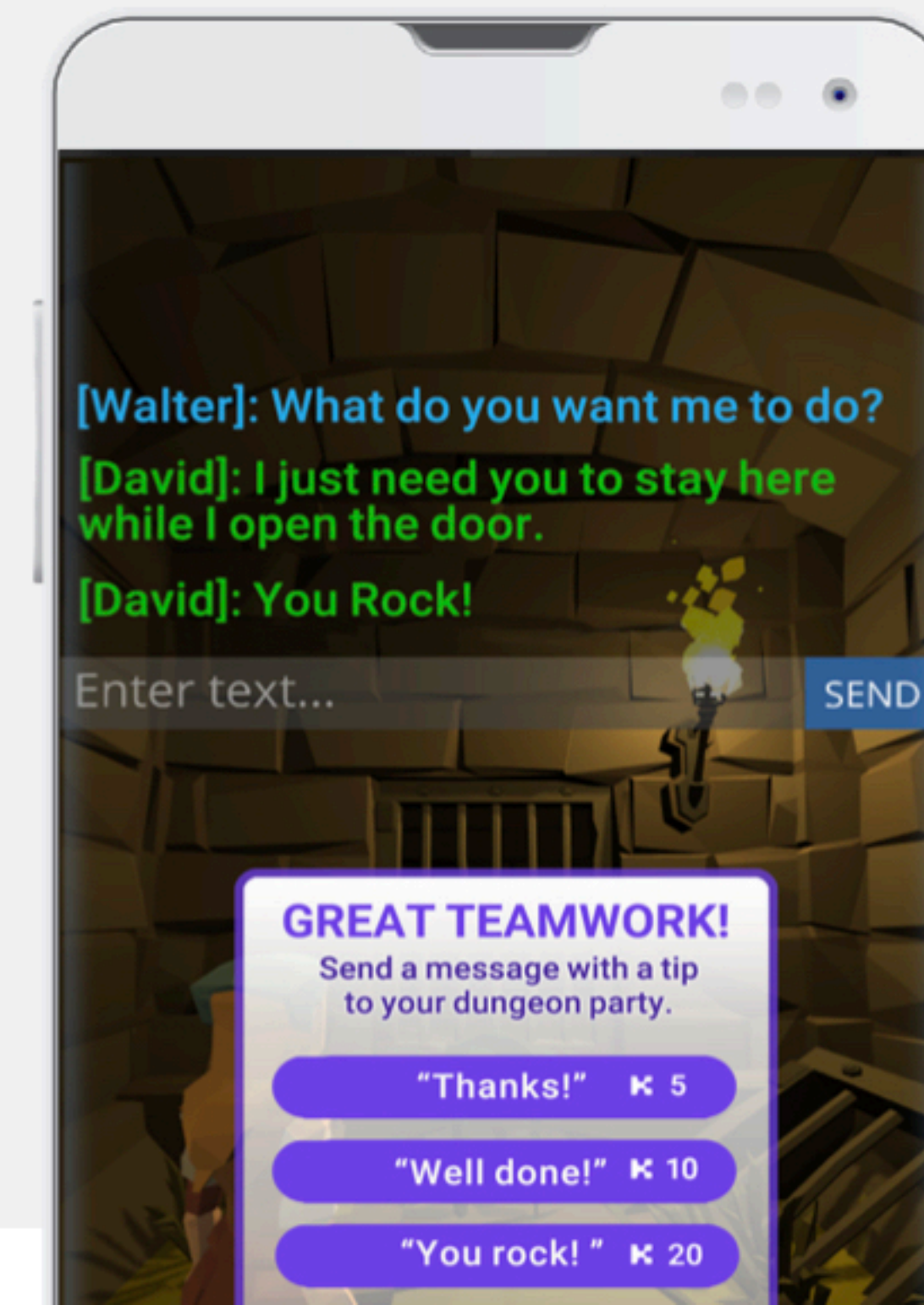
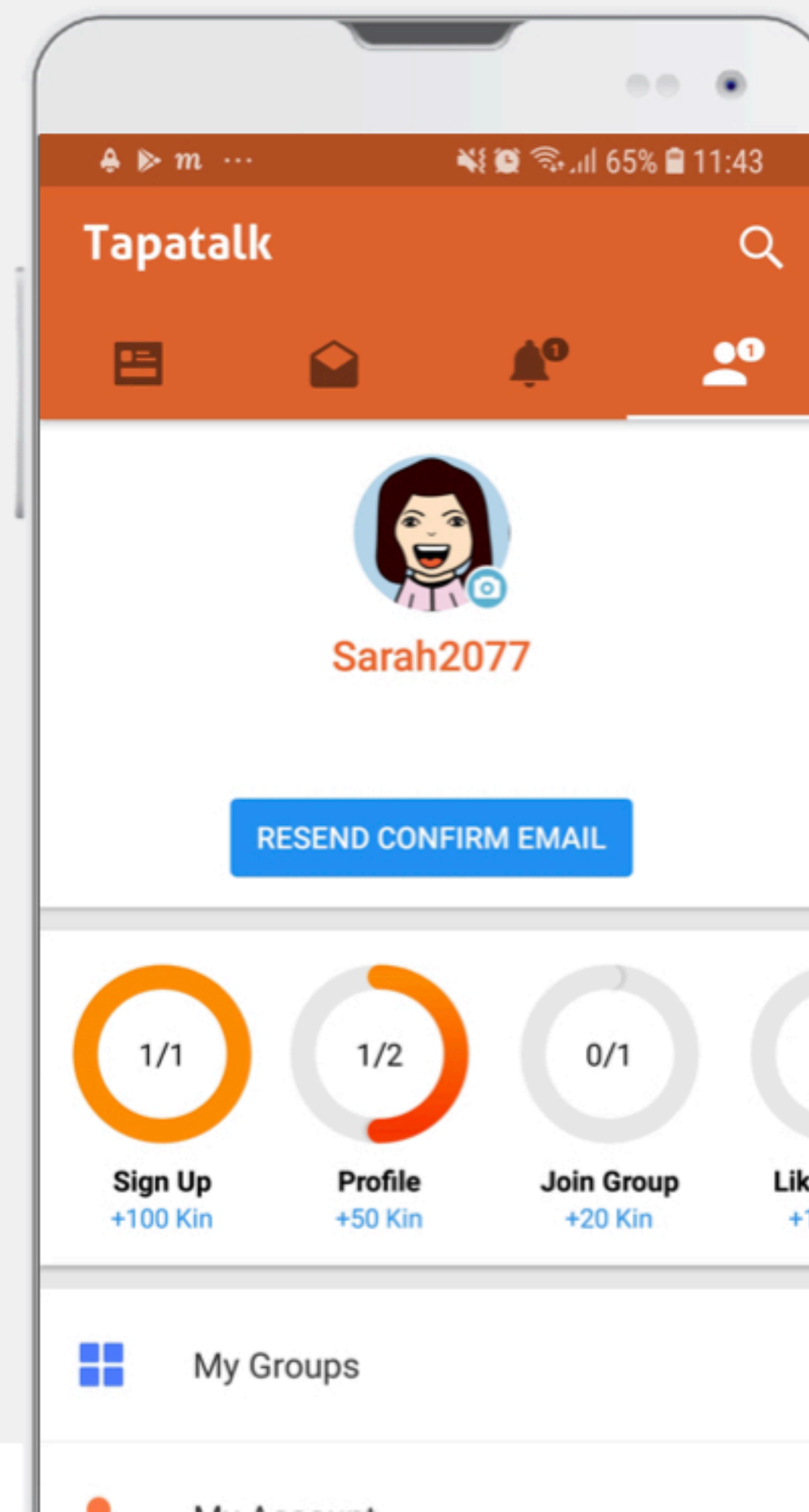


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kik.



Selected P2P user experiences



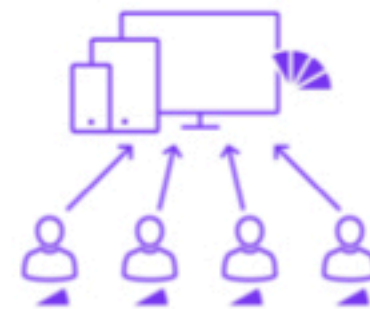


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Product playbook

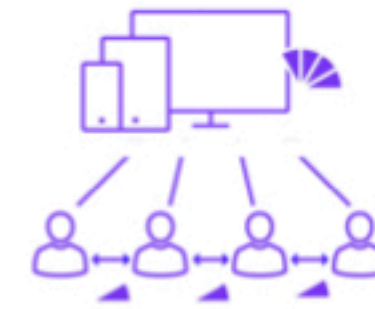
How Value Is Created with Kin

Kin creates an opportunity to monetize in a fundamentally new way, which aligns developers with users.



To Date: Extract Value

Developers have to collect more pieces of the pie to sustain themselves.



Crypto: Facilitates the Exchange of Value

Developers are incentivized to make the pie bigger by empowering users to create value for each other.

There is a new era. The Kin era.

Kin unlocks new types of both user-to-user and user-to-app engagement that make users active participants in the experience rather than passive consumers.



You are who your **friends** are.



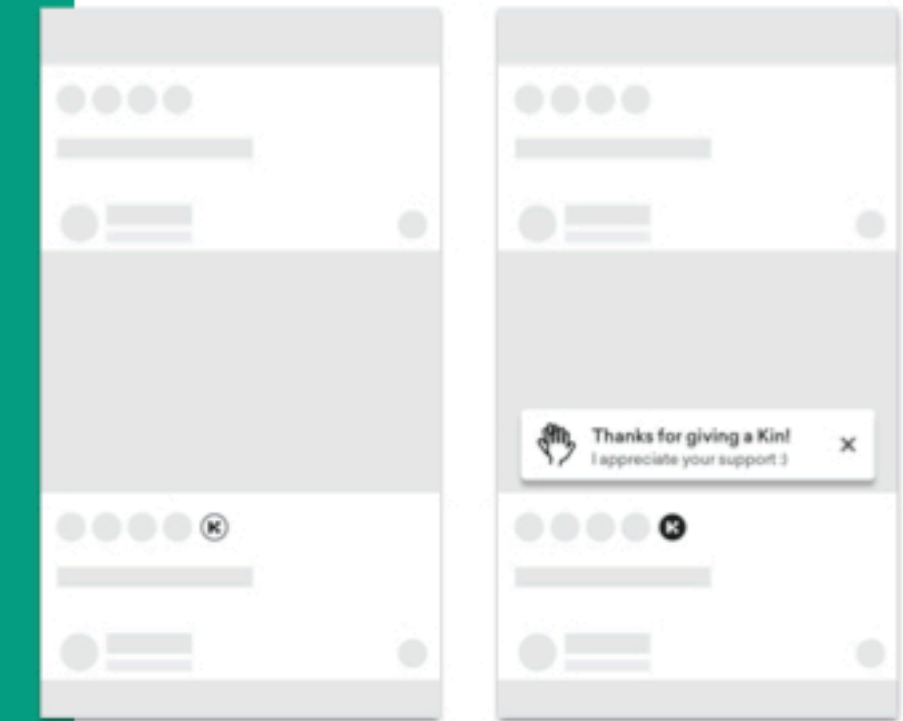
You are who you **follow**.



You are what you **contribute**.

kik.

Maximize the Kin experience by following our best practices



P2P Design Principles

You can help your users to capture value and maximize their Kin experience by simply keeping in mind these 4 principles when designing a solution.



Fun

It's not about money, it's about new and fun experiences



Simple

The user should always be only a few steps away from his goal



Addictive

Make it an entertaining experience to show appreciation and motivate users to repeat the action

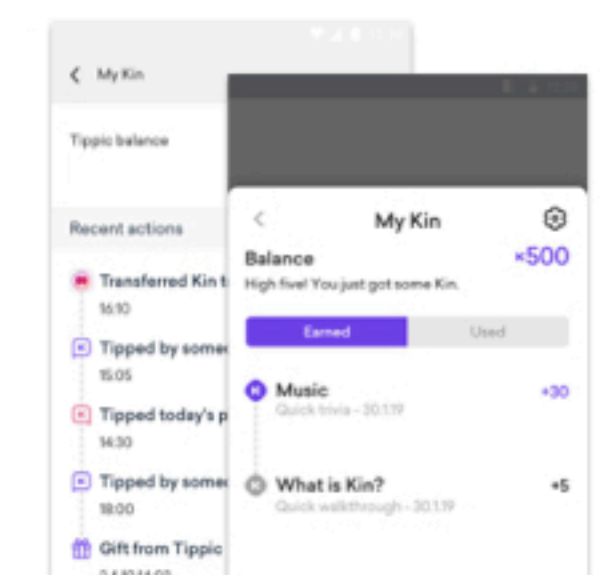


Immediate

Embrace fast feedback cycle loops to celebrate Kin's added value for each P2P interaction

Give Users Access to Their Kin Wallet

Give the users control of their digital assets. Allow them access to their Kin wallet to perform basic financial actions. These include wallet backup & restore, view transaction history, and send their Kin to other wallets they have across the ecosystem.





Watchful is building a deep-tech competitive intelligence solution for digital product and strategy teams. After forming successful relationships with Fortune 500 companies, Watchful's leadership decided to rebrand the company and raise additional capital for growth.

The process

I worked directly with the founder and led a process to review the market and target audience while building the company's strategic story. The next step was to use the insights generated in the discovery phase to create an investor presentation, one pager, website, brand book and core messaging documents.

Industry

Competitive Intelligence

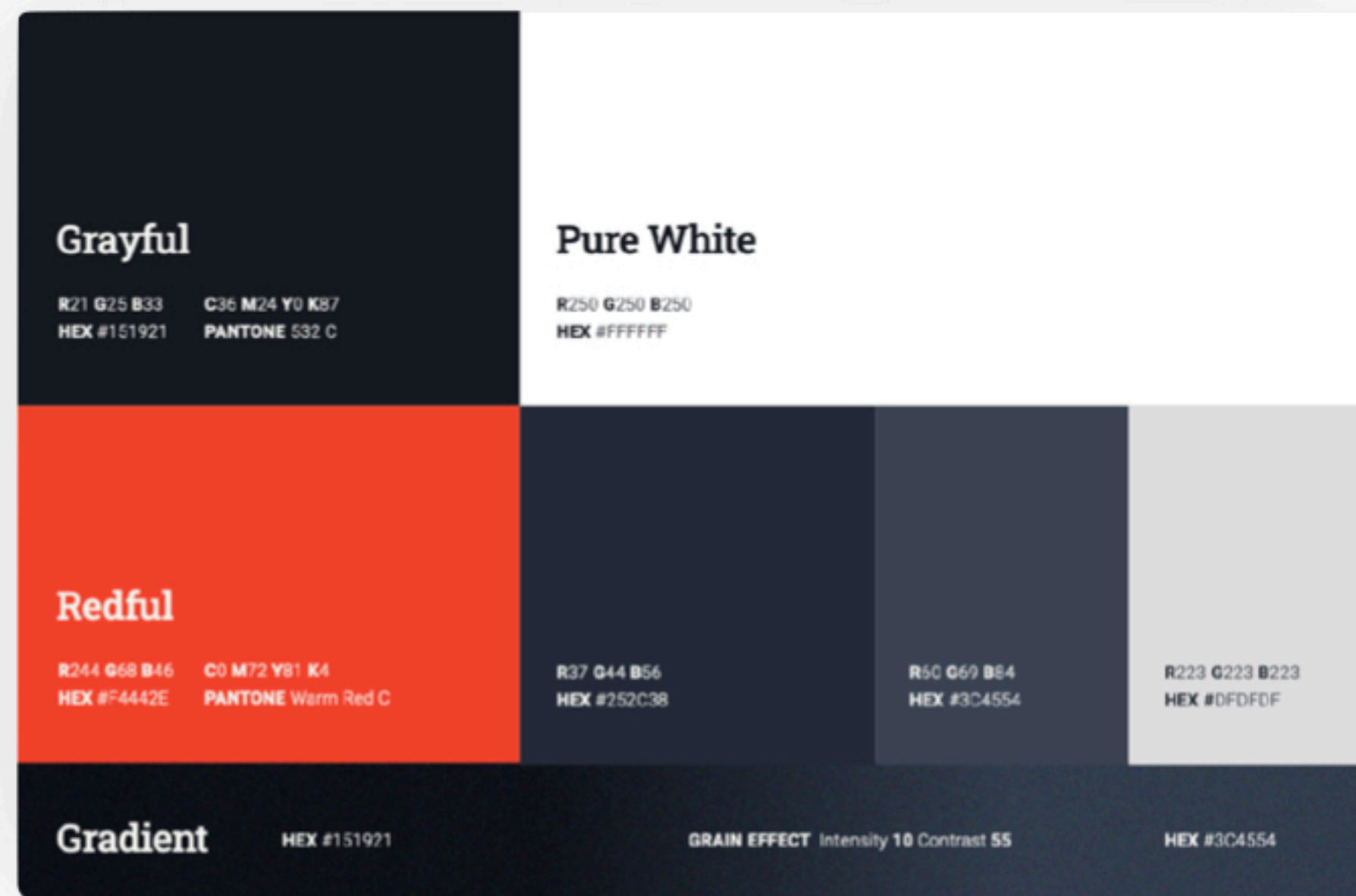
Capabilities

Brand Strategy
Product Strategy
Storytelling
Market Research
User Research

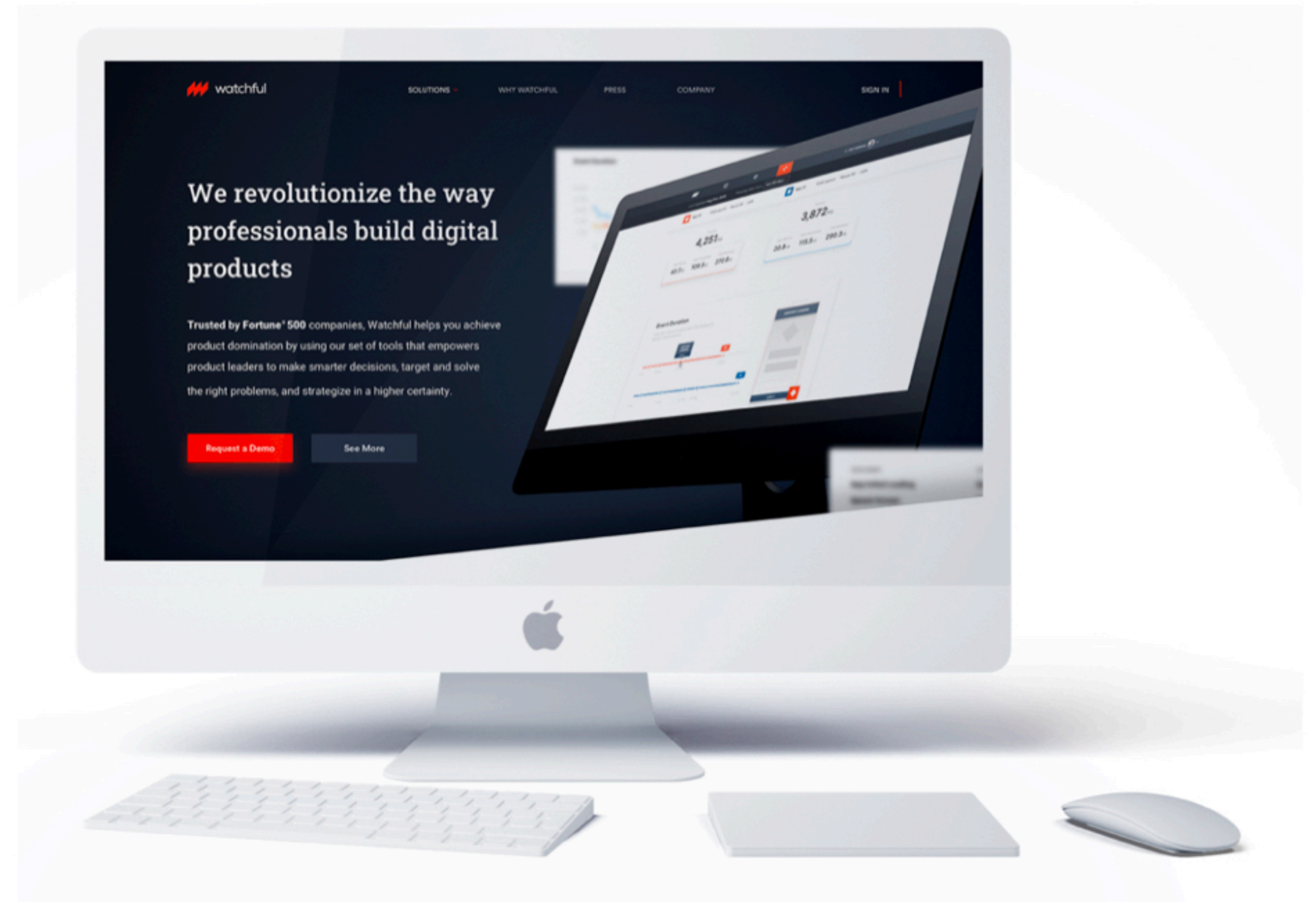


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Brand strategy and visual identity



Website copy





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Investor deck

01. The Problem

Great **products** enable great companies.

Great products provide companies with competitive advantage and enables them to lead innovation in the entire category.

Confidential

amazon

Uber



Dropbox



Spotify



NETFLIX



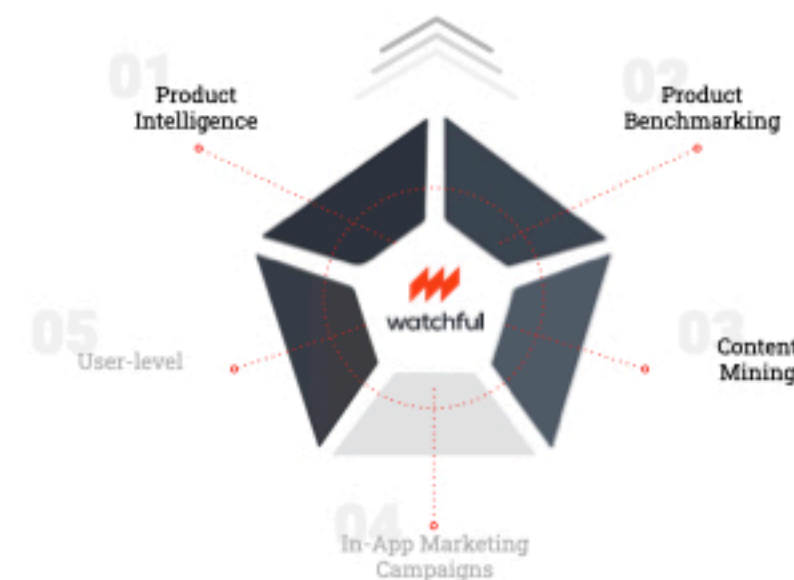
03. The Solution

Watchful **automates** and **amplifies** product competitive research.

Our solutions enable product & strategy leaders to answer **why** their competitors are outpacing them and **what** they need to do to beat them.

Confidential

Competitors' Product Strategy



03. The Solution

We **exposed** Amazon's future plans, and provided **five months advantage** to its competitor.

January, 2019

Watchful Platform



5 Months

June, 2019

News Sources



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03. The Solution

To date, we've generated more than **2,000 insights** and answered questions that **existing technologies can't answer**

970

A/B Tests Revealed

47

Early Stage Indications

203

New Features

1,102

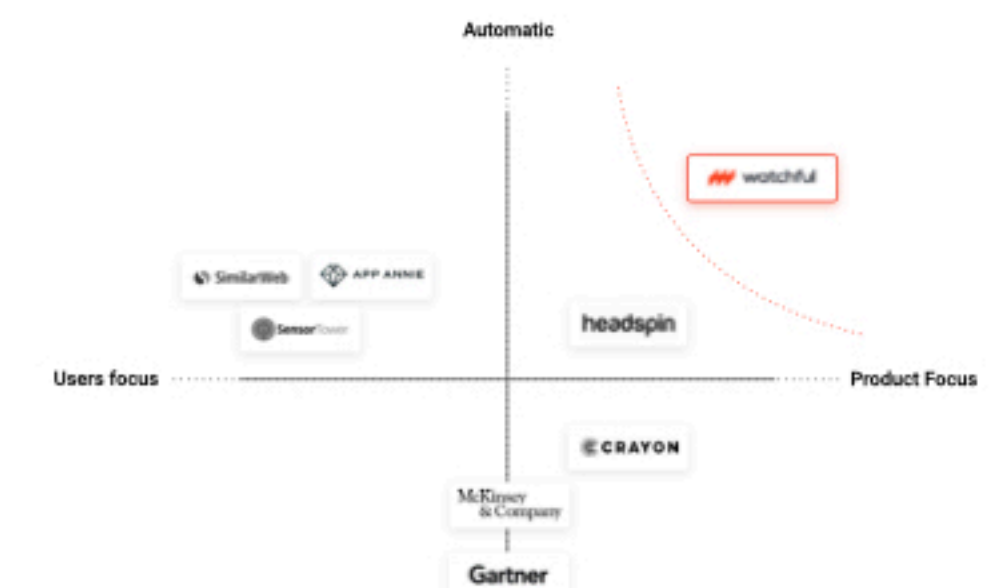
UX/UI Changes

Confidential

05. The Opportunity

We have the **1st mover** advantage.

Watchful is the only company that offers a deep tech holistic intelligence solution. This significantly differentiates its value proposition in the market.





Trigo set out to redefine the grocery shopping experience by building a frictionless checkout and retail operating system solution for tier 1 retailers. After raising \$32M in 2 rounds, Trigo's leadership was ready to move toward its 3rd round of investment to drive scale.

The process

I worked directly with the founders and the management team to shape and give a voice to Trigo's big vision.

Together with the client, we built a compelling strategic narrative that safely led us toward a crystallized round B investor presentation that left no room for doubt about Trigo's ability to win the market.

Industry

Retail-tech

Capabilities

Storytelling

Product Strategy



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Investor deck

How it works and **why** we are the 1st to convert a fully operating 3,000 ft² supermarket



Sensors*

Automatically collect data on everything that takes place in the store

*Cameras and shelves



3D Engine

Data is forwarded to generate a 3D model of the store from 1/2 billion images per day



Cloud

The structured data is processed to unlock our retail OS capabilities



Trigo Apps

We extract in-store data to generate realtime insights on **any customer, any product, anytime**

Confidential



Built for **extremely high accuracy in crowded environments**, simultaneously analyzing hundreds of consumers' behaviors

trigo

Moreover, physical grocery stores are here to stay

July 2020, post Covid-19

97%

of Europeans and Americans are buying food and beverages in physical stores

An average % (97.8% EU, 96.3% US), calculated based on Goldman Sachs & E-Marketer analysis

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According to McKinsey

Due to the high delivery and picking costs, online grocery isn't profitable

Profitability **per basket**, % of sales (without corp. overhead)



Page 5

trigo

Here's **why** the world's leading grocery retailers are **coming to us**.

Confidential

Page 3

trigo

In two years we have **outpaced** our competition and built a **gold standard solution**



We are scaling and raising a **series B** to disrupt retail

Trusted by the world's top grocery retailers

Powered by an exceptional team of professionals

Designed and delivered a live gold standard

Driven by a multi-billion opportunity

trigo

Let's — talk.

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