



Case Study

 **entrymapper™** **IVALO.COM**

How EntryMapper redefined sustainable fashion platform IVALO.COM's strategic expansion

SUMMARY

This detailed case study delves into IVALO.COM's strategic alliance with EntryMapper for market expansion within Europe, against the backdrop of prior in-house efforts including a market analysis led by an intern from a global top 10 business school.



As it approached a pivotal fundraising phase, IVALO.COM had already undertaken significant preliminary market analysis, enlisting an MBA intern from a prestigious business school. This initiative involved test marketing across various European markets to gauge the reception of their sustainable fashion offerings and the effectiveness of their marketing strategies. However, initial investor meetings highlighted the insufficiency of these efforts in providing the comprehensive insights required for strategic scaling. Matti Lamminsalo reflects,

"Despite our diligent preliminary work, the feedback from our first investor meetings made it clear that we needed a deeper, more strategic approach. We soon realized that our initial efforts, although significant, were not compelling enough to communicate our future vision."

Matti Lamminsalo,
CEO & Co-Founder of IVALO.COM

OUR APPROACH

Acknowledging the limitations of their initial analyses, IVALO.COM engaged EntryMapper, whose approach addressed the complexities of market expansion through 4 pillars:



1 **Advanced competitor landscape analysis**

This involved a comprehensive review of the market, identifying competitive gaps and opportunities for IVALO.COM to scale and innovate. It also included the identification of potential acquisition targets within the sustainable fashion and sustainability validation sectors.

2 **Customer Segment and B2B opportunity identification**

EntryMapper's in-depth analysis not only pinpointed high-potential customer segments but also unveiled a lucrative B2B opportunity in providing sustainability validation services for fashion brands, a previously untapped market segment.



3 **Strategic Country and Market Prioritization**

The approach included a systematic evaluation of expansion-worthy countries, incorporating comprehensive market, consumer trend, and competitive analyses.

4 **Holistic Go-to-Market Strategy Formation**

The synthesis of these insights into a strategic document facilitated clear communication with various stakeholders, enhancing alignment and decision-making.



RESULTS

Outcomes and strategic advancements:

This partnership equipped IVALO.COM with a robust framework for European market expansion and diversification into new service areas, including sustainability validation. The strategic insights from EntryMapper not only clarified the competitive landscape but also identified viable acquisition targets, significantly impacting IVALO.COM's strategic positioning and growth trajectory.

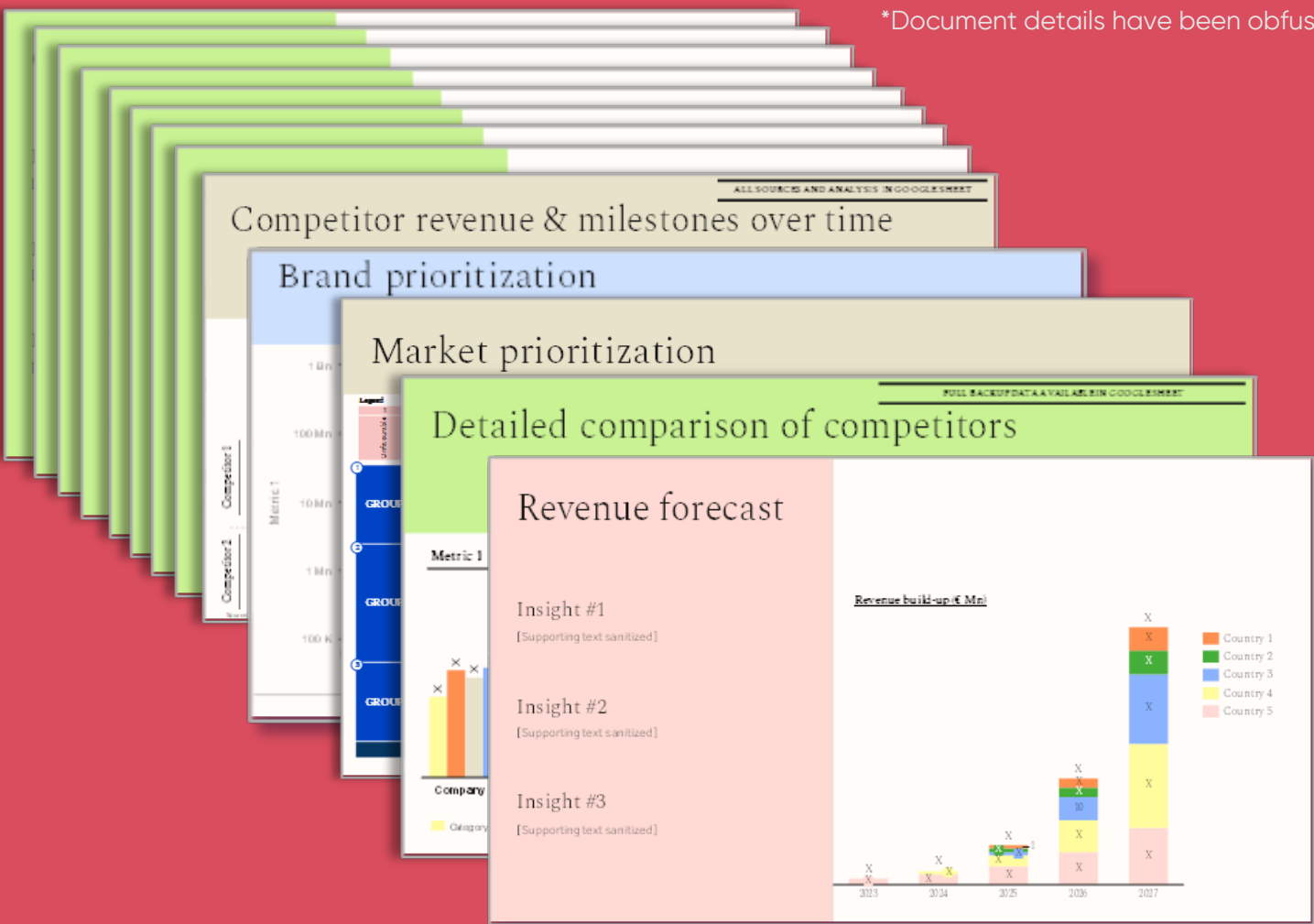
Investor engagement & strategic validation

The transformation of complex analytical insights into an investor-ready strategic plan marked a pivotal moment in IVALO.COM's fundraising efforts. This clear, data-backed go-to-market strategy resonated with venture capital investors, validating the strategic direction and facilitating successful funding rounds.

DELIVERABLES & RESOURCES

The engagement culminated in a detailed 100-slide report, providing a strategic overview, in-depth market analyses, and actionable recommendations. This comprehensive deliverable, along with all related data and detailed sources, served as a cornerstone for strategic decision-making, investor engagement, and internal team alignment, offering a blueprint for IVALO.COM's continued growth and market innovation.

*Document details have been obfuscated



REFLECTION

This case study underscores the necessity of a multifaceted approach to market analysis and strategy development, particularly in complex, competitive sectors. IVALO.COM's journey from initial test marketing to strategic market expansion with EntryMapper highlights the value of combining in-house initiatives with advanced, external analytical expertise to uncover new opportunities and navigate growth challenges effectively.

THOUGHTS FROM THE CO-FOUNDER



"EntryMapper's approach has been an enlightening and transformative experience for IVALO.COM. Their go-to-market product did not just surpass expectations – it propelled us into a future where we navigate the European market with unprecedented clarity and strategy. EntryMapper's innovative analyses and foresight revealed to us how to outpace our competitors and even helped us pioneer an exciting new service that will redefine our industry. The glowing endorsement from VC investors is a testament to EntryMapper's revolutionary product and the insights it generates. EntryMapper's approach has been instrumental in charting a course for IVALO.COM's success by aligning our teams, our existing and potential investors, and potential new hires to one unified go-to-market vision."

Matti Lamminsalo,
CEO & Co-Founder of IVALO.COM

GET IN TOUCH

Inspired by IVALO.COM's success story?
Get in touch with us to start your journey
toward outstanding results.



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