

# SyGrow Life Solution - Product requirements

To do add link to data source inputs

## Life solution - Building

For the initial SyGrow MPV for LS, the following segments and systems are in scope:

### Heating & Cooling - Heat pumps

- Commercial background: market making – enter new market to explore growth opportunities

### Plumbing & Sanitary - Plumbing

- Commercial background: keep existing marketing leadership in an increasingly competitive but known market

## SyGrow MVP product requirements

### Heatpumps

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MVP SyGrow will focus on an initial version for a prioritized set of applications:

#### Prioritized applications:

- Water lines
- Valves
- Back-up heater
- Flow Sensor/Meters
- Scroll Compressor
- Rotary Vane Compressor
- Buffer Tanks

#### Use-cases

##### Opportunity finder:

- **Heat map:** heat maps are provided by the business teams
- **Value potential:** *TBC*
- **Prioritization:** see ideal customer profile (ICP) with corresponding weights in table below

##### Product recommender:

Relevant product recommendations:

1. Most likely to convert
  - a. Dimensions still to be defined
2. Better performing
  - a. Dimensions still to be defined
3. Most cost efficient
  - a. Dimensions still to be defines

**Pre-meeting reports:** see relevant section in table below

### Plumbing

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MVP SyGrow will focus on an initial version for a prioritized set of applications:

#### Prioritized applications:

- Faucet
- Fittings

##### Opportunity finder:

- **Heat map:** generated heat maps based on SFC DevPool, SFDC Samples
- **Value potential: Production logic** - rule based segmentation of existing customers - *similar approach as for SpP transportation*
  - **Clustering dimensions**
    - Company size
    - Application
    - Region

- Product Group
    - Metric: **Median of the DevPool expected value Y+3**
- **Prioritization:** see ideal customer profile (ICP) with corresponding weights in table below

**Product recommender:**

Relevant product recommendations:

1. Most likely to convert
  - *Dimensions still to be defined*
2. Better performing
  - *Dimensions still to be defined*
3. Most sustainable
  - *Dimensions still to be defined*
4. Most cost efficient
  - *Dimensions still to be defined*

**Pre-meeting reports:** see relevant section in table below

## ICP - Ideal customer profile

For the MVP, we will only focus on the **priority 1, 2** for the ideal customer profile used to prioritize the AI prospects. Please find the respective weights needed for the prioritization

Variable	Description	Data source	Heat Pump Priority	Weight	Plumbing Priority	Weight	Complexity
Company size	Company size based on revenue	ZoomInfo	1	13%	1	13%	Medium
Existing Syensqo relationship	Existing Syensqo customer	SFDC Accounts	1	13%	1	13%	Low
Number of contacts	Number of existing contacts at Syensqo	SFDC Accounts; SFDC Contacs; SFDC meetings	1	13%	1	13%	Low
Metal – SP replacement	Openness to replacing metal with SP	Meeting reports, company website	2	5%	1	13%	High
Appetite for innovation	Interest in new innovations, e.g., Trade shows participation	SFDC DevPool	3		1	13%	Medium
Sustainability focus	Highlighting sustainability as strategic priority for given end use	Press release, annual reports	3		1	13%	Low
Existing discussions	Is the application x product combination already discussed in another account/region	SFDC Sample request,;SFDC Meetings, SFDC Dev Pool	Not relevant		1	13%	Low
Competition/ market disruptor	Competitor and competitor products currently used by customers	SFDC meeting report	Not relevant		1	13%	Low
Strategic priority	Announced expansion into one of Heat pump/plumbing strategic growth priorities	Annual report, earning calls	1	13%	3		Low
Market outlook	Operating in growing, emerging market	Market reports	1	13%	3		Low
Value chain position	Position in the value chain (OEM, Tier 1, Tier 2)	BBC reports	1	13%	Not relevant		High
Application region	Application availability in the region	BBC reports	1	13%	Not relevant		TBD
Product launch	Launched new product/system type	Press release, reports, company websites	2	5%	Not relevant		TBD

## PMR - Pre-meeting report sections

For the MVP, we will only focus on the **priority 1, 2** for the PMR template.

Section	Topic	Heat pumps Priority	Adjustments required compared to existing PMR form transportation	Plumbing Priority	Adjustments required compared to existing PMR form transportation
Customer view and strategic priorities	Value chain position	2	None	2	None
	Recent financials	2	None	2	None
	Company update	1	Focus on metal replacement; Emphasis on metal replacement to plastics	1	Focus on metal replacement; Emphasis on metal replacement to plastics
	Competitive insights	1	Competitive insights on metal replacement strategy	Not relevant	

<b>Customer existing relationship</b>	Meeting summary - Recent discussions	1	None	1	None
	Historical transactions	1	None	1	None
	Forecasted outlook	2	None	2	None
	Complaints & overdues	Not relevant		Not relevant	
	Past successes & failures;	1	Insights in what worked well for historical sales (SFDC Meetings)	Not relevant	
<b>Customer growth opportunities</b>	AI prospects	1	None	1	None
	AI Product recommendation	1	None	1	None

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