



Business Modelling - Honeycomb.TV Platform

Objective: SaaS platform launch for video ad distribution

Challenge. Strategy development and introduction of a SaaS platform for the distribution of digital advertising videos in Western and Central Europe. The challenge was on the one hand the existing competition with their mature products, which made it difficult to enter a niche market. Getting the support of potential customers and convincing broadcasters and publishers to accept another provider, which entails more administrative work, added significantly to the level of difficulty.

Approach:

We focused on three areas:

1. Developing a platform with an unmatched user interface and user experience that is simple and requires no training or learning curve.
2. A simple and compelling pricing model, disruptive and in favor of customers.
3. A clear focus on digital video

Result:

Break-even after 12 months in the DACH region and acquisition by the No. 2 in Europe after 17 months from launch.

