

## Toledo Advises Successful GTM Launch of Montreal Startup: \$25K Pre-Sales Creation in 2 months & \$50,000 in Actual Sales at FY2020



### The Client

Making Your Life Easier (MYLE) is a Montreal-based startup founded by three entrepreneurs with a mission of providing homeowners the gift of time by managing their personal assets.

### The Problem

MYLE hired TCA for advice on setting up a business plan, defining its target market, creating a sustainable business model and outlining a successful marketing strategy.

### The Solution

Toledo first crafted a business plan based on the ultimate passions and goals of the entrepreneurs. We defined what the team's passion was - what value they wanted to provide to consumers which preceded their company name "Making Your Life Easier". They wanted to provide an easier lifestyle to households from the click of a button.

Ultimately, their goal was to provide leisure to consumers via the gift of free time and in a clean environment. We then defined what offering the team can currently excel at and what they cannot at this point of time. This commenced the phase of defining their Minimum Viable Service Offering - cleaning services. Cleaning services presented an easy way to establish trust with the test market, such that a quality cleaning of the household would enable consumers to eventually order other services for their homes.

Once the business model was established, we needed to derive a marketing strategy that was directly relevant to MYLE's target market. Our first step was creating three different buyer personas, with emphasis on what were their needs, how do they make a purchase decision & how they consumed information. Once personas were created, we identified 2 mediums to connect with our audience: Direct Mail campaigns in selected neighborhoods and social media (Instagram) campaigns focused on promoting the importance of spending quality outdoors time with family and keeping your household clean during a pandemic.

### The Value

- Client reached +\$25,000 in pre-sales in the first 2 months of operations.
- MYLE reports Toledo's demand generation program resulted in \$50,000 actual sales at FY2020.
- MYLE continues to designate Toledo Capital as the driver for its early success.
- Client continues to refer to Toledo Capital as their preferred marketing consultants of choice.

### Paul Vital, Founder of MYLE



*Toledo brought MYLE to the next level. Their demand generation program & marketing advice were the the key to unlocking \$25,000 in pre-sales in our 2 months pre-launch phase & \$50,000 in new actual sales by end of FY2020.*