

**DAHLIA+**  
**AGENCY**

**CASE STUDY**



**Kubify**

Event Tech  
Consulting

## Industry

Event Tech / Edutech



## Services

- ✓ Insight Analysis
- ✓ Messaging
- ✓ Buyer Personas Defined
- ✓ Competitive landscape
- ✓ Whitespace / Partnership Opportunities

## Current Brand State

Kubify is a Dutch software company based in Utrecht, The Netherlands, and founded in 2018. Their award-winning product, Learning Toolbox, provides a Software-as-a-Service platform that helps companies, institutions, and researchers share knowledge more effectively. It is a popular solution for scientific meetings as it is more interactive and cost-effective than paper posters and other eposter solutions.

Kubify founders turned to DAHLIA+Agency for advice on how to expand into new markets by realigning the company's messaging, value proposition, and product position with the needs of a broader array of customers.

## Challenge

Kubify found itself entrenched in a market that, while lucrative, was slow to adopt new technology. The eposter product was typecast, preventing Kubify from crossing into new or adjacent markets with the same product features but more use cases. Buyers were unable to perceive the Learning Toolbox as a must-have technology.

## Strategy + Execution

The DAHLIA+Agency team took several steps to understand Kubify's current customer base, how the company expressed its value proposition in marketing and sales collateral, and how to re-position it for entry into new market verticals. The process included:

- **Baseline insight:** Perform a deep dive into how the founders and current clients perceived the value of Kubify
- **Buyer personas:** Create a profile of current and potential customers
- **Brand positioning:** Determine where Kubify fit within the existing technology ecosystem
- **Brand strategy:** Redefine Kubify for a new customer set
- **Whitespace:** Examine potential new markets.
- **Messaging:** Develop a messaging framework for existing and new market verticals

The DAHLIA+Agency team compiled a report with actionable short-term and long-term recommendations based on the research and discussion.



# Results

After an intensive examination of the current challenges and future potential, DAHLIA+Agency made three key recommendations:

- 1 Focus the marketing and sales messaging on a broader value proposition (and away from the perceived limitations of ePoster-only terminology), enabling customers to think about Kubify in new ways
- 2 Place Kubify in new technology categories, including content creation and distribution, and community-building
- 3 Consider new potential markets (and use cases), such as those in need of innovative ways to propagate and share knowledge in addition to those that use eposters

## Results

After completing the process, the Kubify team found the insights critical to their future business plan. Tamsin Treasure-Jones, a co-founder of Kubify, said, "Both the process and the end result helped to confirm and firm up some of our existing ideas and plans and also highlighted some new areas to explore."