



Cloud Seat

sit on clouds, not hard chairs

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What is Cloud Seat About?

VISION STATEMENT

Create comfortable environments to build work efficiency in academic and professional settings.

MISSION STATEMENT

Build an affordable and convenient inflatable seat cushion for high school students to use daily or as needed.

OPERATIONS

- Step-by-step inflatable cushion production
- Sourced materials delivered direct to buyers
- Sold via website & school partnerships

HOW DID WE COME TO BE?

Cloud Seat was born from the idea that students spend hours in uncomfortable school chairs. We set out to create a simple, portable solution that fits in any backpack and transforms any seat into a cloud.



KPIs — Customer



<\$10

CUSTOMER ACQUISITION
COST (CAC)



4.5/5

CUSTOMER SATISFACTION
SCORE (CSAT)



60%+

CUSTOMERS MAKE
REPEAT PURCHASES



40%+

COMPLETE QR FEEDBACK
SURVEY

KPIs Operations

- Employee satisfaction (surveys)
- On time delivery schedule
- How smooth products are made
- Number of referrals

KPIs Market

- Brand Awareness: Reach 50,000 impressions on student focused social media tags (#SchoolHacks)
- Market Penetration: Secure “Official Comfort Partner” status with at least 3 regional student councils
- Achieve 3-5% of viewers turning into customers
- Gain 5,000+ followers across social media platforms



Customer & Problem

BASED ON GOOGLE FORM RESPONSES

High school students and young adults with desk jobs struggle with discomfort during long sitting periods.

Lower back pain and general discomfort are common issues.

Customer comfort and convenience is at the forefront of our company's goals.

85%

report chair hardness as a problem

60%

experience discomfort leading to fidgeting

KEY IMPACT

Comfort strongly impacts focus, productivity, and stress — making Cloud Seat a necessity, not a luxury.

 PACKAGING FEEDBACK LOOP

QR code survey on packaging creates a feedback loop with a 10% discount incentive for completion.

 DIRECT TO CONSUMER

Sales driven through social media shops for frictionless student purchasing.

 "FLOAT THROUGH FINALS" CAMPAIGN

Shows stressed students experiencing instant relief — relatable, shareable, student-first marketing.

<\$10
CAC target

4.5/5
CSAT goal



Product



WHAT IT IS

Sleek, self-inflating memory foam hybrid seat cushion — lightweight and clips onto a backpack.



BENEFITS

Provides instant ergonomic relief in rigid school chairs — improves student comfort and focus.



MVP VERSION

Manual-inflate with nylon cover + basic foam padding for classroom durability testing.



BRANDING

Soft blues and whites palette. Logo: a stylized cloud shaped like a cushion seat.

◆ Marketing ◆



PESTEL FACTORS

- P** Regulations on textile safety & flame-retardant materials for school products
- E** Low-cost materials allow for "allowance-friendly" pricing
- S** Growing awareness of "Text Neck" and posture issues
- T** Advanced TPU (Thermoplastic Polyurethane) for lightweight, airtight durability
- E** Sustainable transportation & greener protocols in operations
- L** Patenting the "clip-and-fold" mechanism to prevent design theft



COMPETITIVE ADVANTAGE

Portability. Unlike bulky office cushions, Cloud Seat deflates and clips to a bag in seconds — giving us an edge over competitors who prioritize bulky memory foam pillows.



COMPETITIVE LANDSCAPE

Most ergonomic cushions target office workers (ages 30–50) and are too wide for standard high school desk chairs. No market leader focuses on quick setup/pack-up for students.



Marketing 2 — Goals & Porter's Five Forces

🏁 GOALS



Brand Awareness: Reach 50,000 impressions on student-focused social media tags (#SchoolHacks).



Market Penetration: Secure "Official Comfort Partner" status with at least 3 regional student councils.



PORTER'S FIVE FORCES

High

Threat of new entrants — low barrier to entry for cushions

High

Bargaining power of buyers — students have limited budgets & many alternatives

Low

Bargaining power of suppliers — many fabric & foam manufacturers available

Med

Threat of substitutes — rolled-up hoodies or sweaters

Low

Intensity of rivalry — no one currently branding for high school desks

Marketing

SWOT Analysis

Strengths: Strong customer communication, reliable services

Weaknesses: Due to Cloud Comfort being a new brand there could be low awareness

Opportunities: Potential partnerships with schools, and corporations

Threats: Cheap competitors and alternatives, Copycat products, design theft

\$ Pricing Strategies



VALUE BASED PRICING

Using customer insight and feedback on Cloud Seat to understand a reasonable, profitable price.

Customer surveys and online ratings.



PROMOTIONAL PRICING

Using discounts — Buy 1 Seat, get one 25% off — and limited time offers to appeal to a fast-paced, quick-moving generation.



REFERRAL ADVANTAGES

"Refer a friend to get 25% off their first seat purchase!"

Word-of-mouth growth powered by student networks.

NULL HYPOTHESIS (H_0)

There is no significant difference in student comfort levels when using a seat cushion versus a standard school chair. Students would not be willing to pay more than \$15 for a portable seating solution.

ALTERNATIVE HYPOTHESIS (H_1)

High school students experience significant discomfort in standard school chairs, and a majority (>50%) would be willing to pay \$20 or more for an affordable, portable seat cushion.

TESTING METHOD



Survey Design

Google Form distributed to high school students (13–18) and adults in December 2025



Sample Size

n = 48 respondents; 87.5% within our target age group (13–18)



Variables

DV: Willingness to purchase & max price. IV: Seat comfort experience



Significance Level

$\alpha = 0.05$ — used to determine if results support or reject H_0

87.5%

of respondents willing
to pay \$20+

33.3%

said YES outright to
purchasing the product

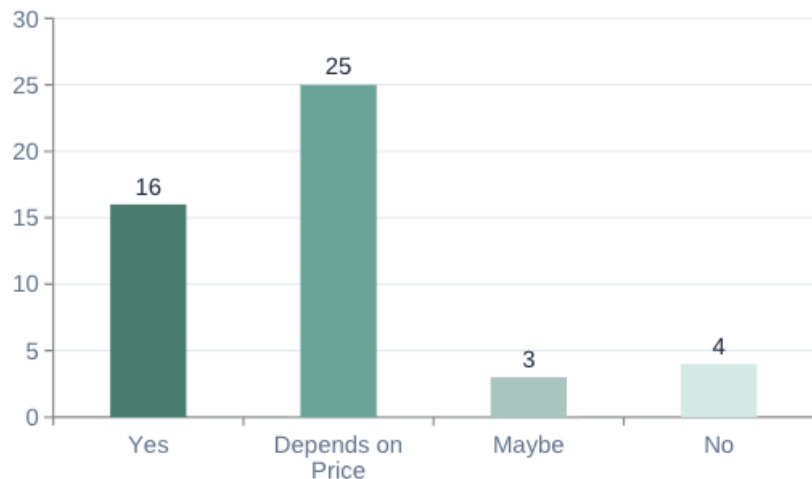
52.1%

said it depends
on price (primed buyers)

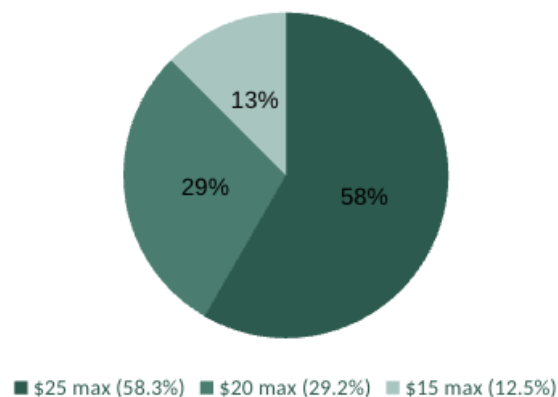
n = 48

total survey
respondents

Purchase Interest (n=48)



Max Price Willingness



REJECT H_0 — Data supports H_1 : Students are willing to pay \$20–\$25, validating our pricing strategy.



Skills Testing



Market Research

Designed and distributed a 7-question Google Form survey. Analyzed 48 responses to identify target customer pain points and pricing thresholds.



Financial Literacy

Calculated CAC targets ($< \$10$), projected profit margins, and built a value-based pricing model anchored to survey WTP data.



Marketing Strategy

Developed the 'Float Through Finals' campaign concept, identified social media channels (TikTok/Instagram) as primary reach tools based on survey discovery data.



Hypothesis Testing

Applied null/alternative hypothesis framework to survey data. Computed rejection of H_0 at $\alpha = 0.05$ confidence level using proportion testing.



Collaboration & Communication

Divided roles across product (Kuba), marketing (Anika), and operations (Hannah). Presented findings in structured AP Business format.



Product Development

Iterated from concept to MVP (manual-inflate nylon + foam). Applied PESTEL and Porter's Five Forces to refine go-to-market positioning.