

kybun 
Switzerland

Doctor kybun Joya

walking  **together** worldwide

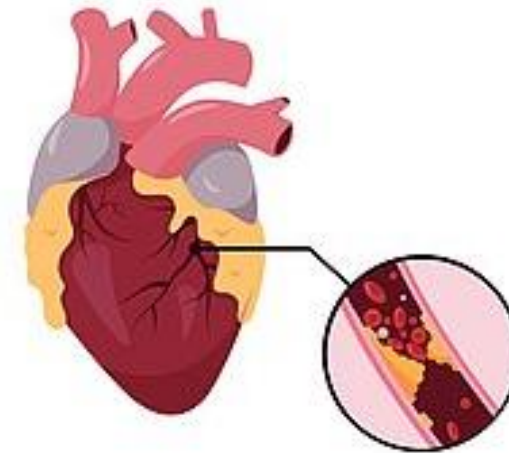
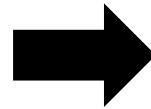
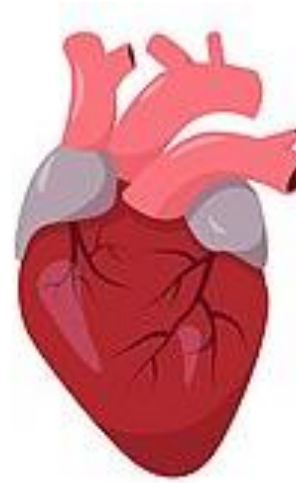
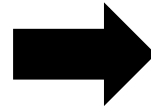


- What makes us different from traditional shoe brands?
- «Why should I buy such an expensive shoe when I can buy another shoe for a fraction of the price?»

- $X + Y = \text{Health}$
- $X = \text{Nutrition}$
- $Y = \text{Movement}$

Our unique selling point - medical expertise

X = Nutrition



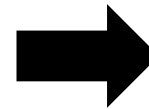
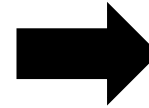
Our unique selling point - medical expertise

X = Nutrition



Our unique selling point - medical expertise

Y = Movement



Our unique selling point - medical expertise

Y = Movement (k**Y**bun & Joya shoes)



Our unique selling point - medical expertise

Rules:

1. We have to be conscious of our strength.

Lifestyle product



vs.

medical health shoe



Our unique selling point - medical expertise

Rules:

2. We have to use our strength

Product sale

vs.

Service



Rules:

3. We have to present our strengths

Distinction from traditional shoe trade

- Expert advice in the shop
- Events and consultation hours
- Active advertising with positioning as a health shoe

Our USP:

**Health shoe, medical solutions,
medical retail**



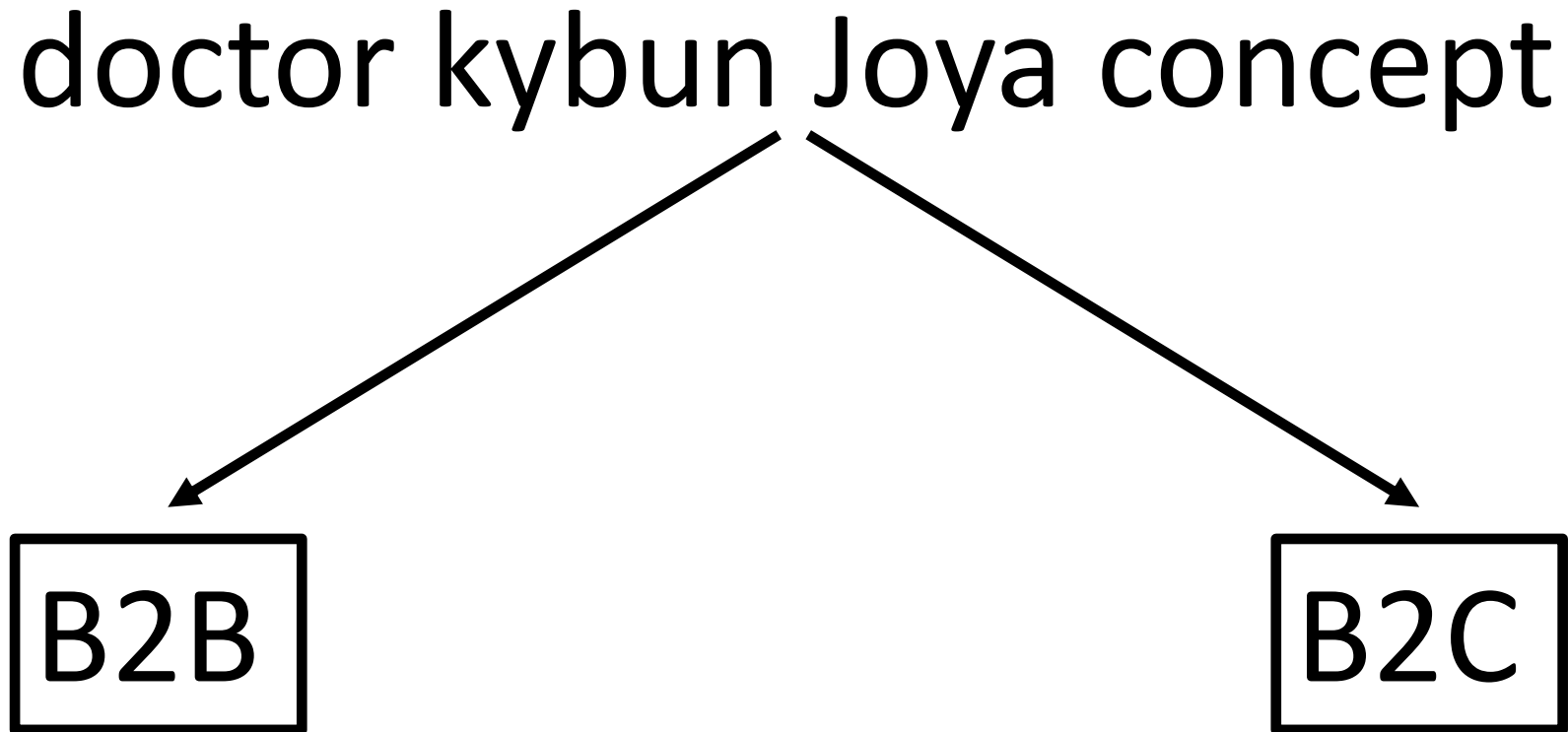
Our approach:

- More clear positioning
kybun med → Dr. kybun Joya
- Strengthening of our USP
- Improving and extending our know-how



Our goal:

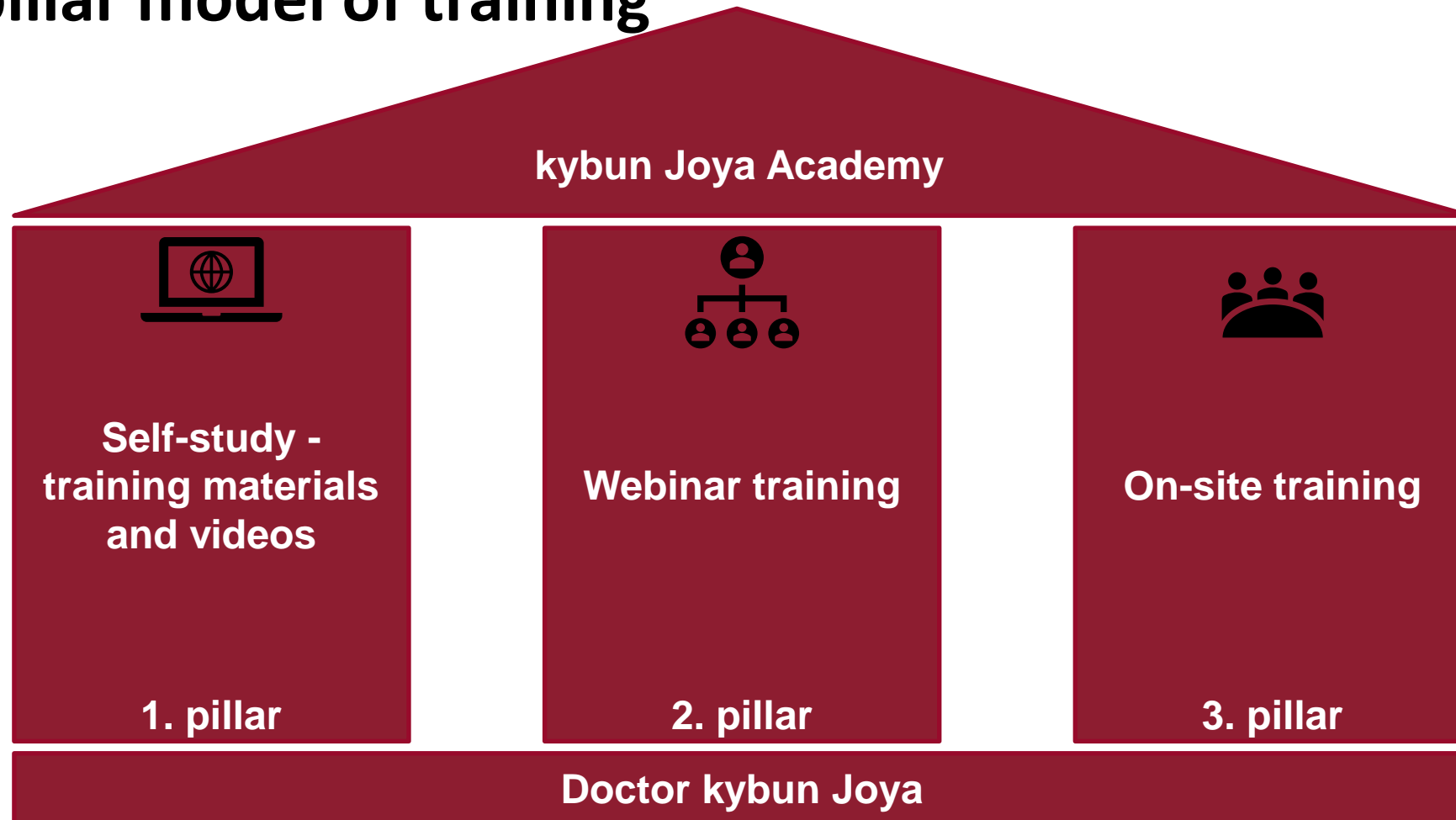
- kybun Joya as a point of contact for musculoskeletal complaints
- Medical support for our partners
- Offering added value to our customers
- Increase sales and reduce returns



B2B shop partner

- The 3-pillar model of training
- Data
 - Indication booklet
 - Indication videos
 - Anamnesis customer journey
- Consultation and event concept
- Partner newsletter

The 3-pillar model of training

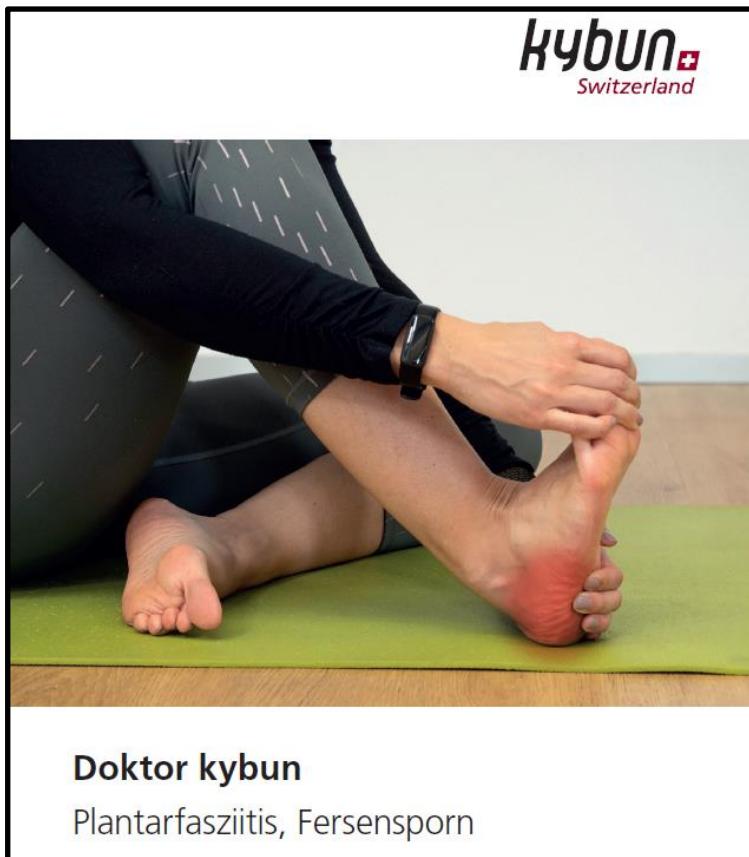


Data



- Indication booklet
- Indication videos
- Anamnesis customer journey
- And more...

Indication booklet



- Definition
- Causes
- Symptoms
- kybun Joya effect
- Exercises


Indication videos

i

Durch Anhebung des hinteren Beines trainieren Sie zusätzlich die Stütz Muskulatur

Ausführung:

- 30-60s halten
- 3x wiederholen mit kurzer Pause
- 3x täglich durchführen



- Definition
- Causes
- kybun Joya effect
- Overall information
- Exercises

Anamnesis customer journey

- Medical consultation guide
- Medical history form
- Important questions for better client care
- Can be used according to the consultation concept

Consultation and event concept

**medical
basis
consul-
tation**

**medical
plus
consul-
tation**

**Consul-
tation day**

**experience
day**

Doctor kybun Joya

Partner newsletter

Doktor kybun: Gesundheits-Update

Hier finden Sie spannende Themen rund um die Gesundheit sowie wertvolle Informationen über die Wirkungsprinzipien von kybun als Therapie-Baustein.



Hallux Valgus. Können Hallux-Schmerzen mit kybun Lösungen gelindert werden? [Mehr erfahren](#)



Venenleiden. Krampfadern, schwere Beine und Venenleiden mit kybun bekämpfen. [Mehr erfahren](#)



Prävention. Andi Egli und Karl Müller sprechen über die Wichtigkeit von präventiven Massnahmen im Spitzensport. [Mehr erfahren](#)



Die Wirkung von kybun. Dank der elastisch-federnden Lösungen wurden bereits Millionen Menschen schmerzfrei. [Mehr erfahren](#)

B2C

- Data
 - Indication booklet
 - Indication videos
- Package leaflet
- Consulting and event concept
- Customer newsletter
- “Which sole suits me”

The doctor kybun Joya concept



Thank you for your
attention!