
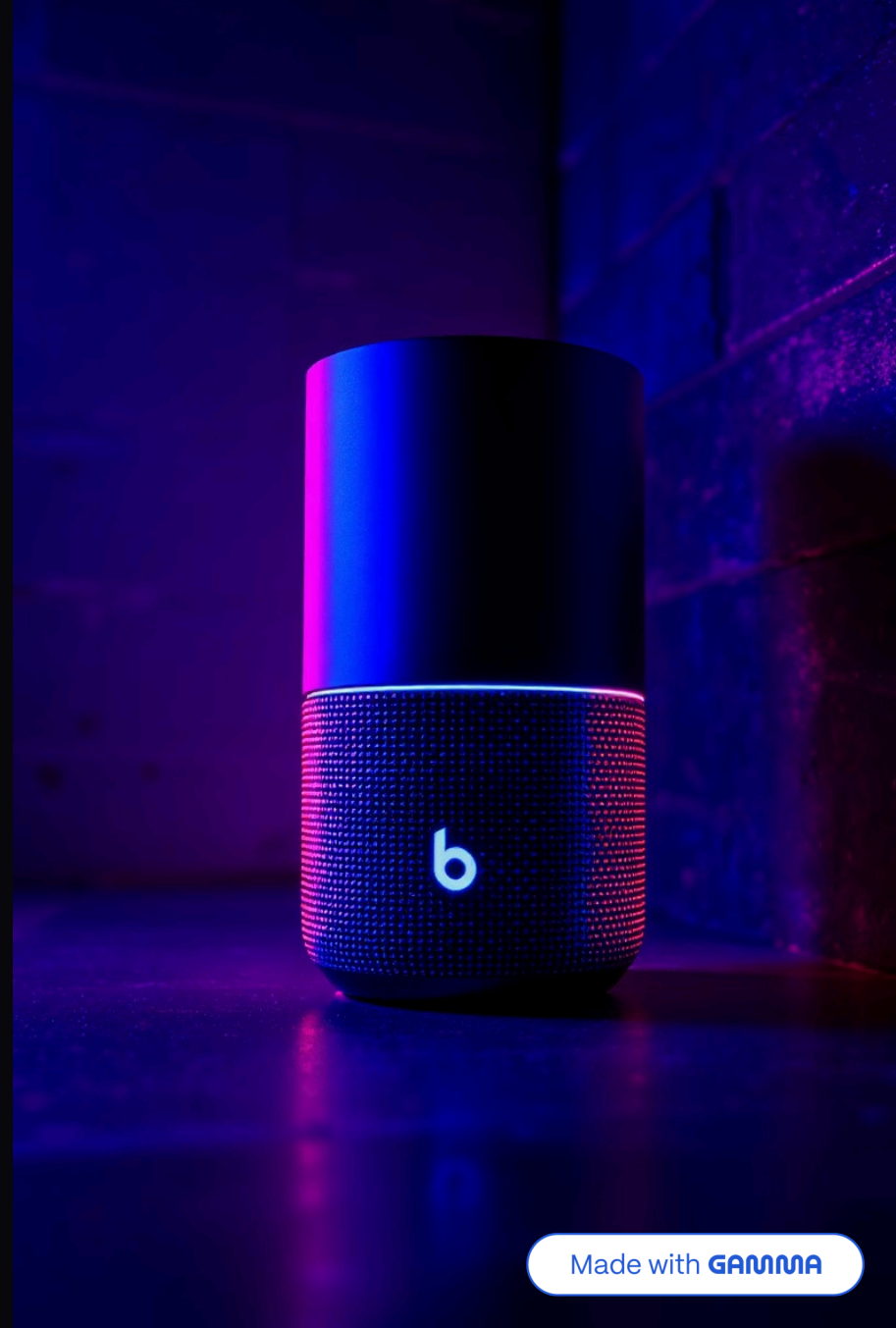


Beats by Dre – Insights and Executive Strategy Presentation

Final recommendation

 by Sumaiya Alvi



Agenda

- 1 — Final Recommendation
- 2 — Why This Product, Why Now
- 3 — Competitive Snapshot
- 4 — Customer Insight
- 5 — Who We're Building For
- 6 — Product Vision + Go-to Market
- 7 — Risks & Strategic Payoff

Launch a Smarter, More Reliable Beats Pill Studio Edition

In this section, we'll focus on three key areas that set the Beats Pill Studio Edition apart:

Durability - The Pill Studio Edition is built to last, with a rugged design that can withstand the rigors of everyday use. Whether you're taking it to the beach or the gym, you can count on it to deliver reliable performance.

App-enabled customization - The companion app gives you full control over the Pill's settings, allowing you to fine-tune the audio experience to your personal preferences.

Premium audio - Powerful drivers and advanced audio processing technology combine to bring your music to life in rich, detailed clarity.



A Growing Market and a Timely Opportunity

A Booming Market

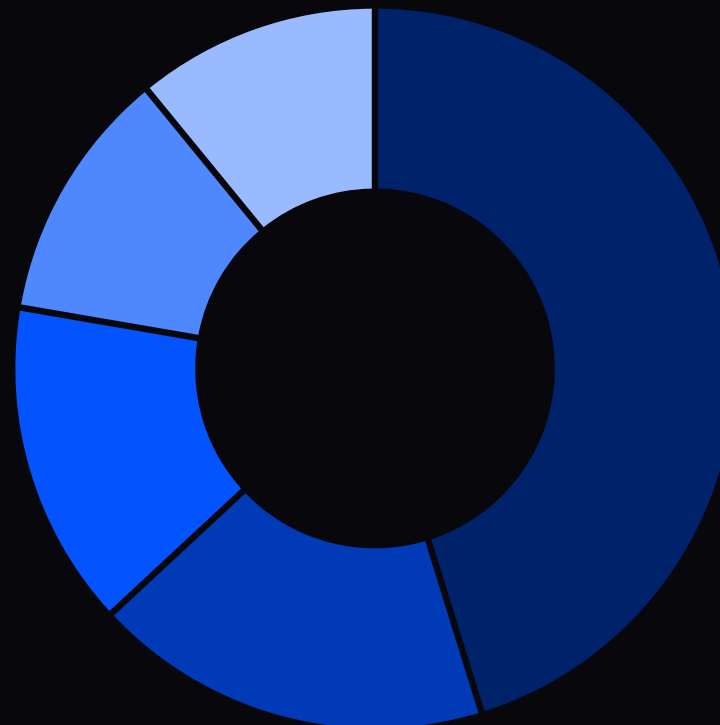
The global speaker market is valued at a staggering **\$34 billion** and growing at an incredible **23% CAGR**.

Trending Products

Growing adoption of smart home devices, the rise of on-demand music streaming, and heightened consumer focus on audio quality are driving demand for premium speakers.

High Speaker Usage

60%+ of users use their speakers multiple times weekly — a clear sign of high engagement and repeat value.



■ Several times a week

■ Daily

■ 1-3 times a month

■ Rarely (fewer than once per...)

■ Never

*Based on analysis of 213 survey responses

Where Beats Stands in a Crowded Market



Strengths

- Design excellence
- Apple integration



Weaknesses

- Control features
- Consistency issues

They Love the Sound — But Demand More Control

1 Frustrating Limitations

Users have reported missing key features like EQ (equalization) controls and app integration - limiting their ability to fine-tune the audio experience.

2 Distortion at High Volumes

At max volume, the audio quality can become distorted, diminishing the premium listening experience Beats is known for.

3 Connectivity Challenges

Inconsistent Bluetooth pairing has caused headaches for some customers, disrupting the seamless connection they expect.



Meet Our Core Customer

Demographics

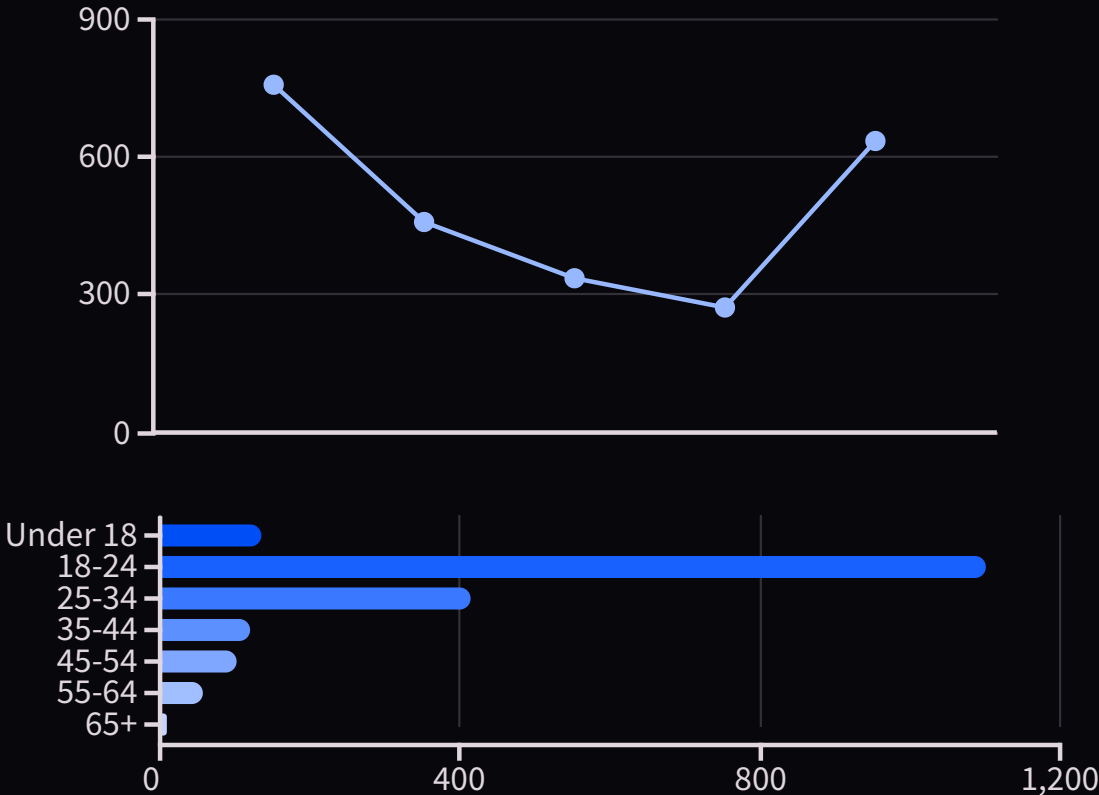
- 18-34 years old
- \$75K+ income

Traits

- Creative
- Mobile-first
- Apple ecosystem

Use Cases

Music, video, WFH, social listening



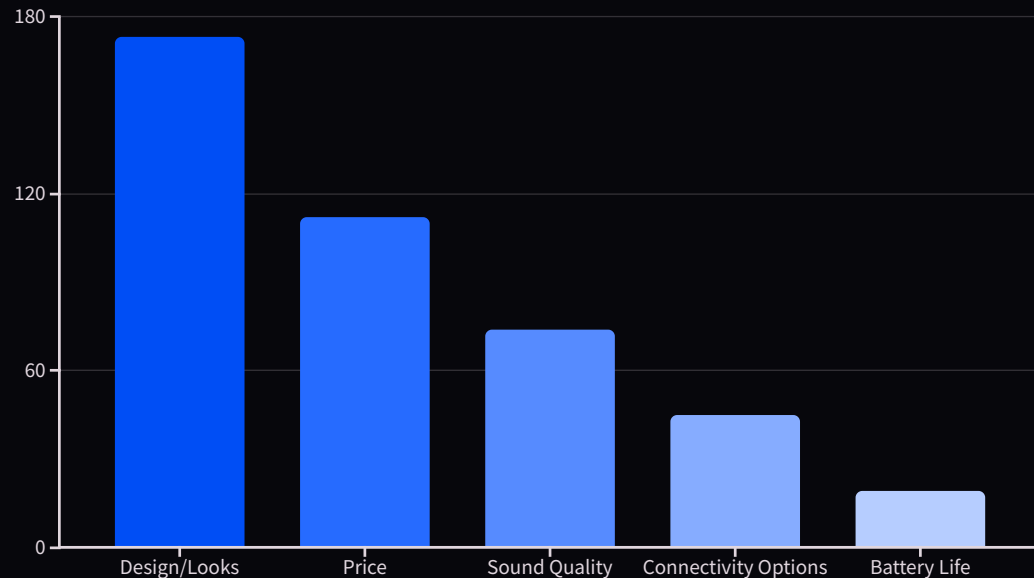
*Based on analysis of survey data

Beats Pill Studio Edition: Features + Launch

Product Features

- App-enabled EQ (equalization) control
- Upgraded DSP
- Sleek Design, IP-rated

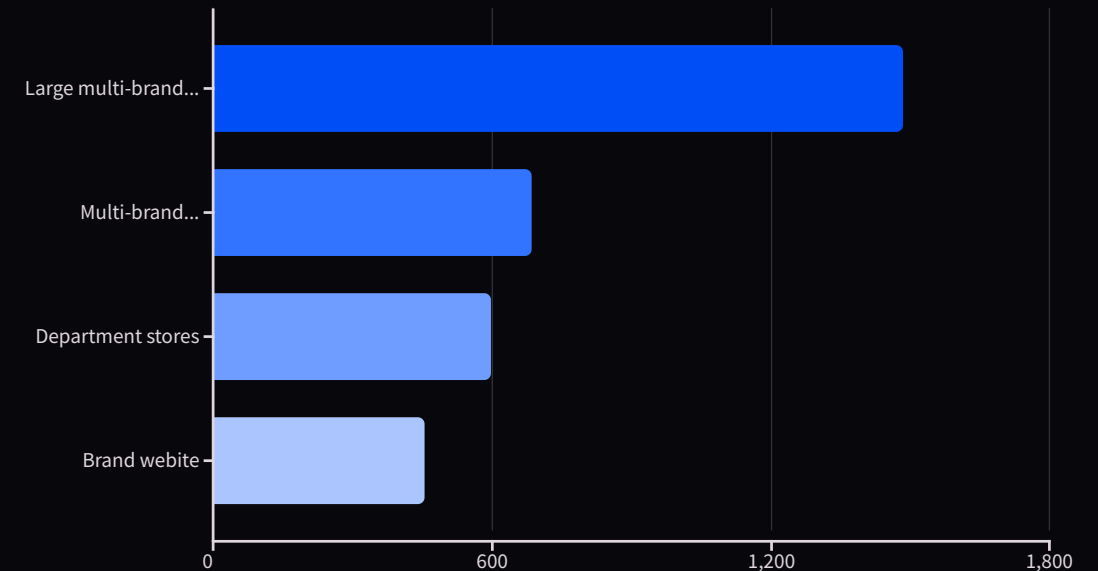
Target Price: \$129-149



*Based on analysis of survey data

Go-to-Market

- Digital-first promotion
- TikTok, Youtube Shorts
- Influencer partnerships
- **Online retail:** Amazon, Apple.com, BeatsbyDre.com





Risk-Aware Execution, Strong Brand Reinforcement

Potential Risks

Android users may perceive second-tier support

Negative reviews if firmware issues persist

Mitigations

Ensure full feature parity on Android

Include firmware update pipeline in launch plan

Strategic Payoff

If executed right, the Beats Pill Studio Edition can redefine Beats as not just stylish, but smart, reliable, and built for creators.

Thank You!

2026

Launch Year

Beats Pill Studio Edition coming soon

We're excited to redefine the Beats experience with smarter features and reliability that our creative, mobile-first customers demand.