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Solvay Brussels School
Economics & Management

SOLVAY x iXi

iXi Pricing Strategy

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Agenda

01 Context

02 Methodology

03 Results

04 Recommendations

A growing market, driven by electrification and premiumisation.

We target a fast-growing premium segment with strong potential for international expansion

1

BELGIUM
Launch Market



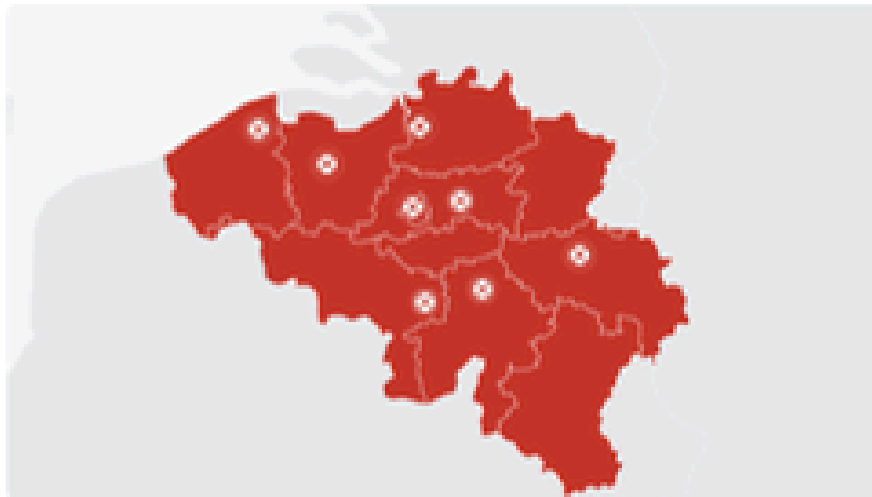
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EUROPE
Next Expansion



3

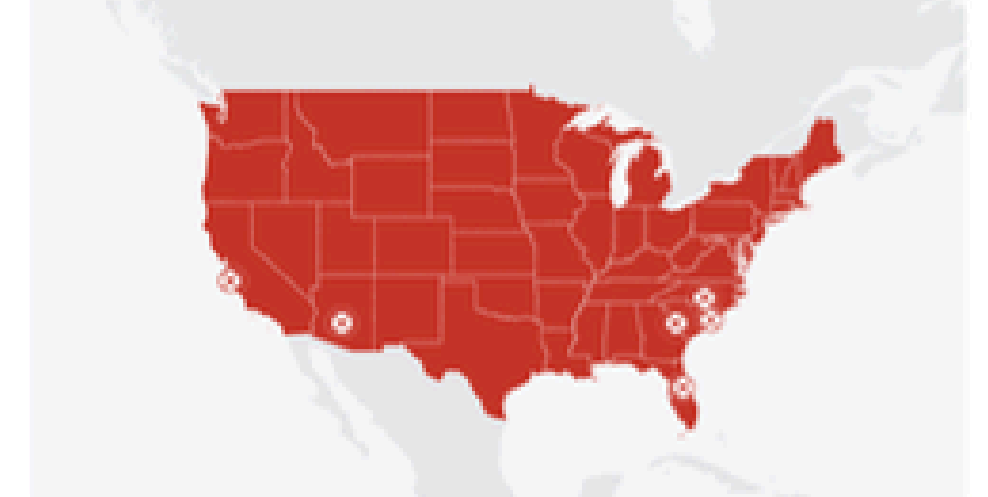
USA
Long-term Opportunity



- ~70,000 Golfers
- 80 Golf Courses
- Premium electric segment growing



- ~4.1M Golfers
- ~6,800 Golf Courses



- ~47M Golfers in the US in 2024
- ~16,000 Golf Courses (~40% of world total)



LARGE AND GROWING MARKET



PREMIUMIZATION TREND

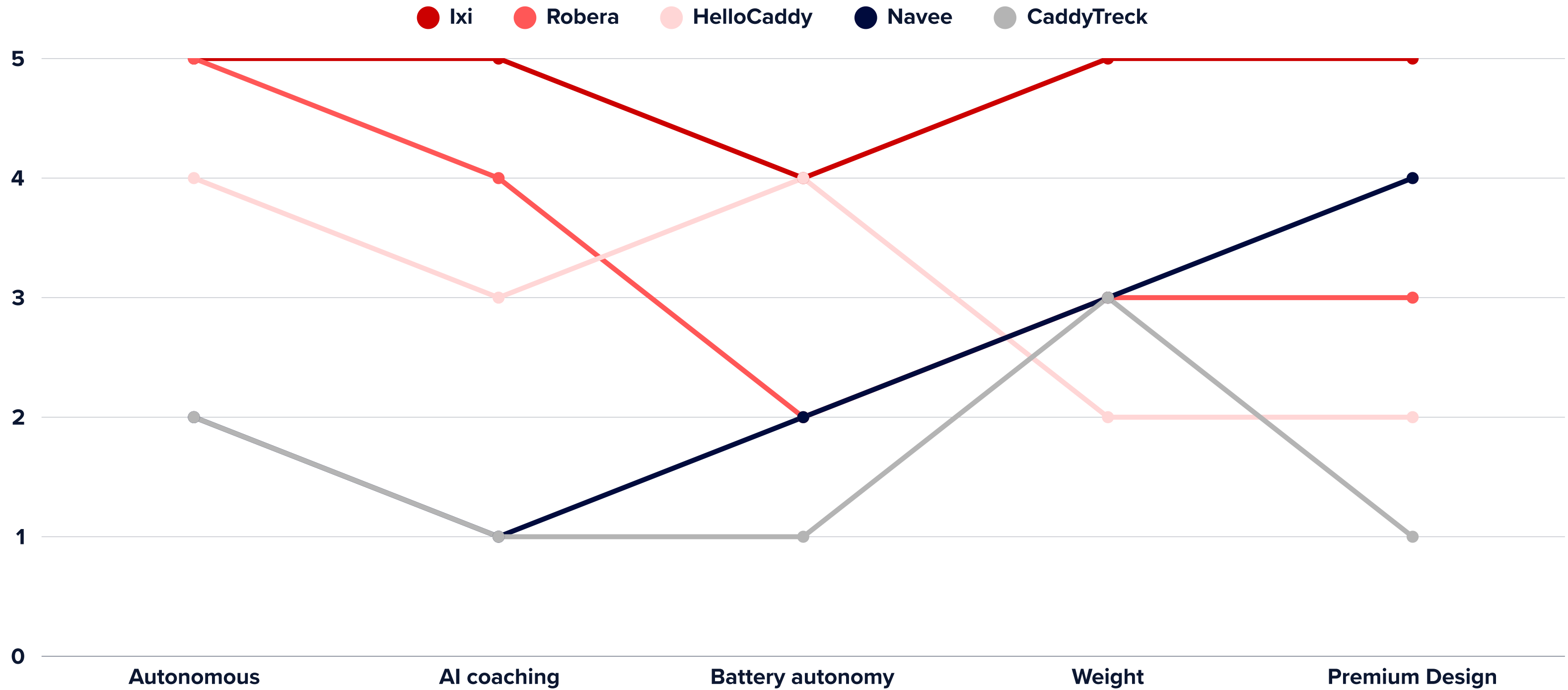


FIRST-MOVER ADVANTAGE

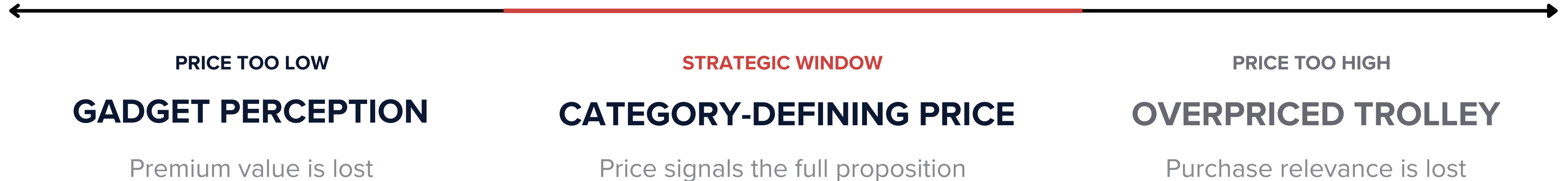
iXi combines autonomous mobility, AI coaching and premium design in a category without a direct equivalent.



iXi creates a new category: the intelligent autonomous premium.



Without a reliable reference price iXi risks being perceived as either a gadget or an overpriced trolley



Price determines how the market interprets iXi.

OUR KEY QUESTION

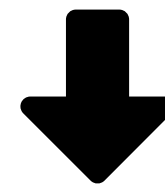
What will target customers **pay,
while maintaining a **premium**
positioning?**

The optimal launch price lies where these four dimensions converge

COMPETITION

Sets **price ceiling**

iXi competes on identity, not specifications

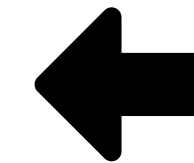


What will target
customers **pay,**
while maintaining a
premium positioning?

CUSTOMER VALUE (WTP)

Determines the **maximum price
customers accept**

*Premium golfers (45-75), high
income, early tech adopters*

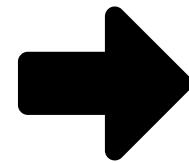


STRATEGIC POSITIONING

Determines **premium perception**

COST STRUCTURE (PRICE FLOOR)

Determines the MVP



We built a three-phase methodology progressing from perception to stated demand and real behaviour.

01

VAN WESTENDORP

Perception of acceptable price

Price corridor

02

GABOR-GRANGER

Stated purchase demand

Demand curve

03

NEXT STEP

PROPOSED A/B TEST

Real behaviour validation

Live conversion signal

Survey evidence defines the range, live testing should lock the final price.

Our methodology combined market research, field data collection and pricing analysis



1. Design of the questionnaire

Define with the client the key pricing questions and target respondents.



2. Field data collection

Survey in clubs, shops and networks to better assess their habits, product interest, willingness to pay and purchase intention



3. Pricing analysis

Identify acceptable range and revenue-maximising price



4. Market validation

Validate shortlisted prices through A/B testing

Key insight: The questionnaire generates the data, Van Westendorp and Gabor-Granger transform these responses into pricing insights.

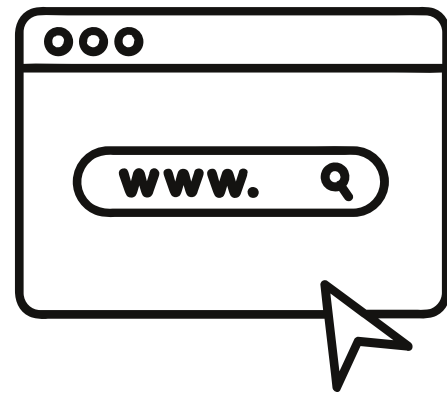
Multiple touchpoints to reach and understand our target audience

Collection channel	Respondents	Purpose
Golf clubs	Golfers and club visitors	Capture opinions in the real usage environment
Golf shops	Golfers and equipment buyers	Reach respondents familiar with golf equipment
Personal networks	Golfers within the team's extended network	Increase the number and diversity of responses

Note: The sample provides useful directional insights, although it may not fully represent the Belgian golfer population.

We did not just run a survey we built a live pricing platform.

A custom bilingual website collected responses, analysed them live, and gave the client direct access to the pricing evidence.

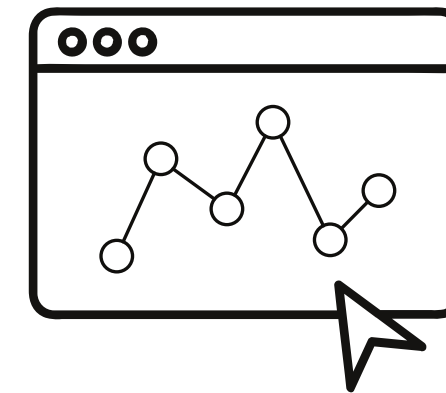


Public survey site

- Bilingual questionnaire for English and French respondents
- Covers pricing, purchase intent, features, competitors and subscription interest
- Captcha-protected to keep response base healthy



Answers Become
Decisions



Private analytics dashboard

- Live response table and headline KPIs
- Automatic pricing, persona and competitor dashboards
- Board View turns live data into client-ready slide to share with their peers

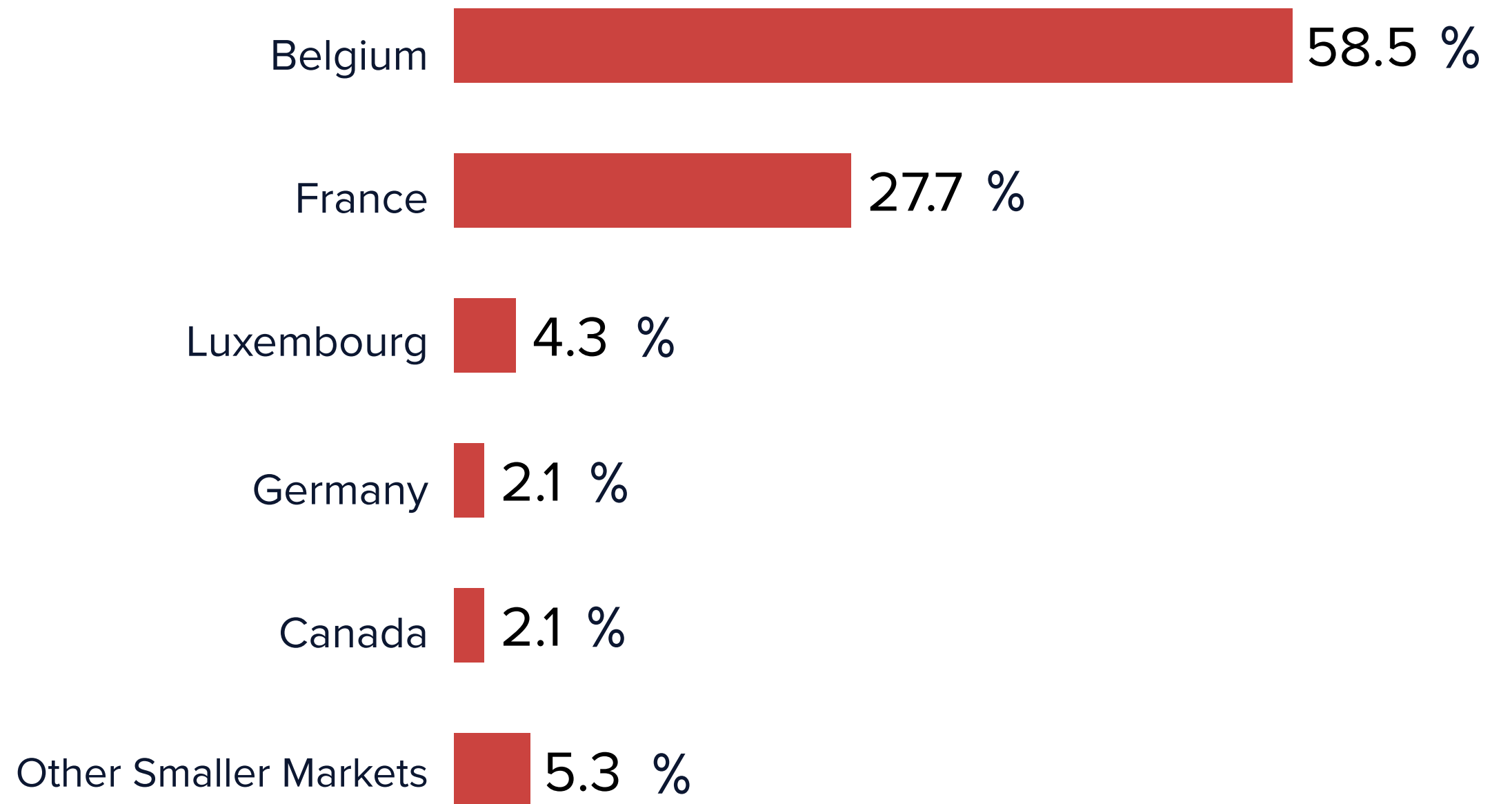


The final report is not a static export, the numbers update as responses come in, and the client can explore the evidence at any time

The completed survey capture 94 valid responses concentrated in Belgium and France with a broader international tail

94
VALID RESPONSES

Fieldwork window
26 May - 24 June 2026

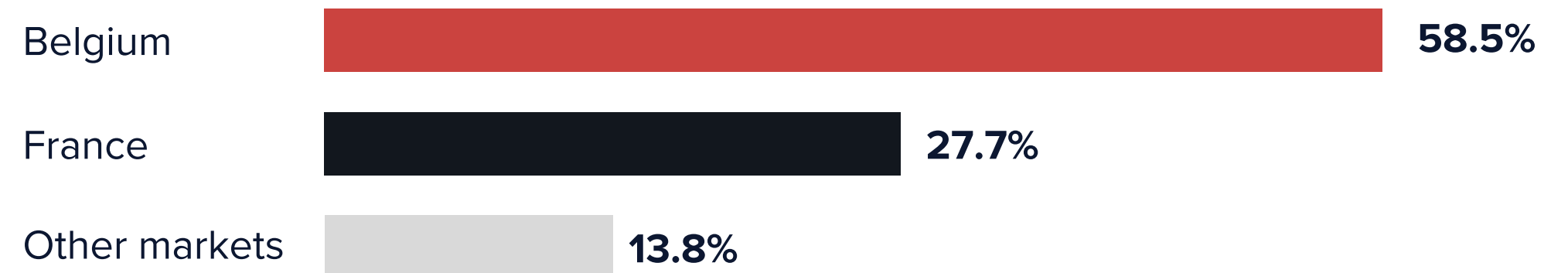


The sample closely reflects iXi's intended market: frequent, engaged golfers concentrated in Belgium and France.

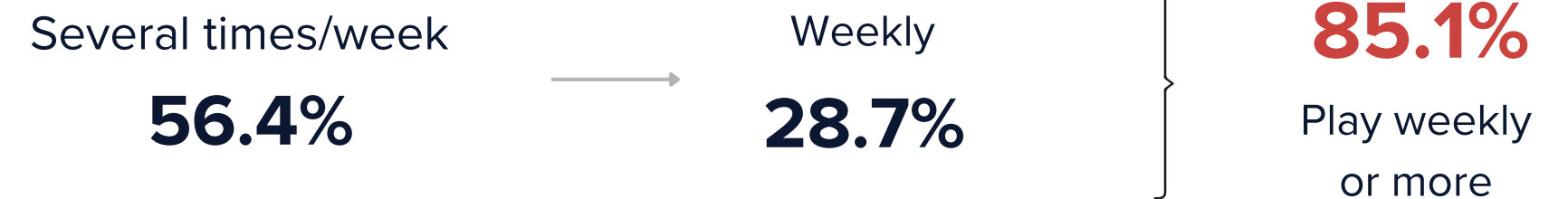
The respondent base is concentrated where iXi should first validate price and positioning.

WHY THE SAMPLE FITS

Country concentration



Engagement profile



Target Age



Customers perceive an acceptable price corridor between €2,191 and €3,757, centered near €2,500



PRICE CORRIDOR

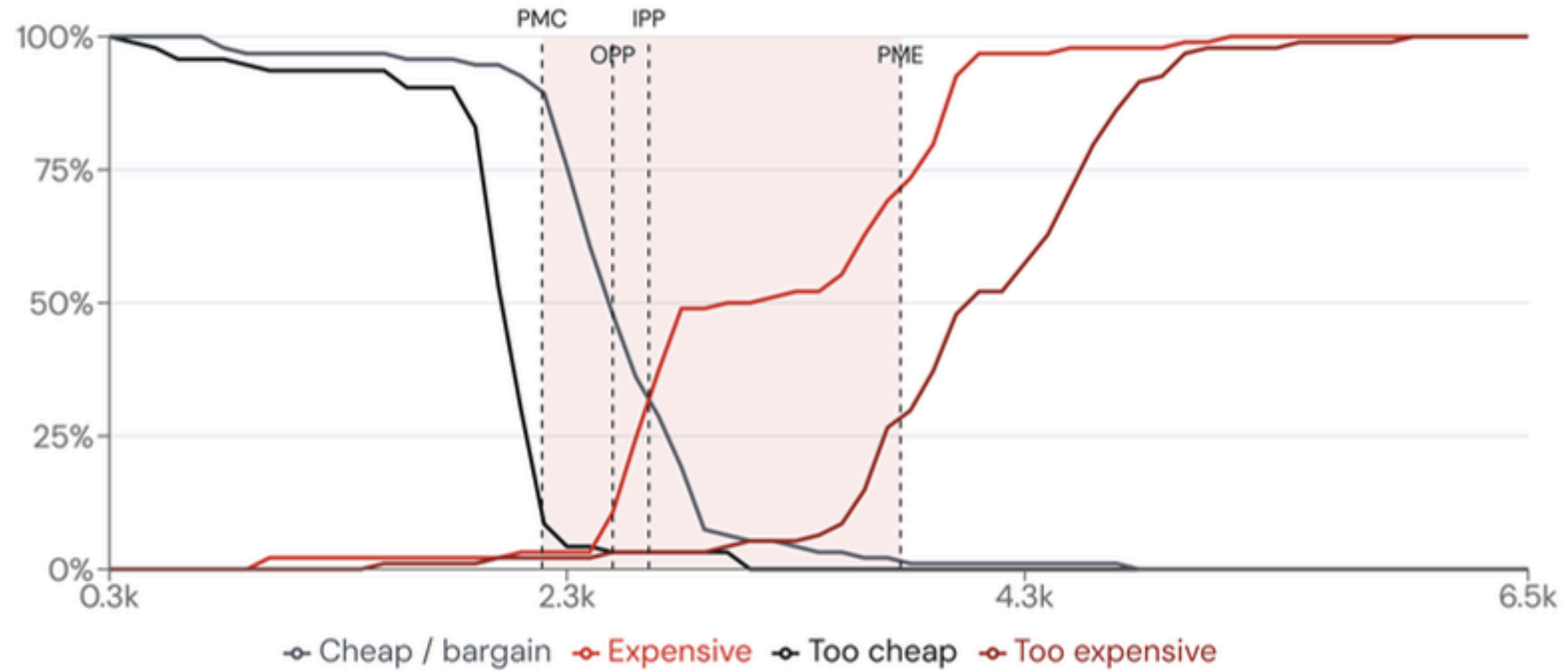
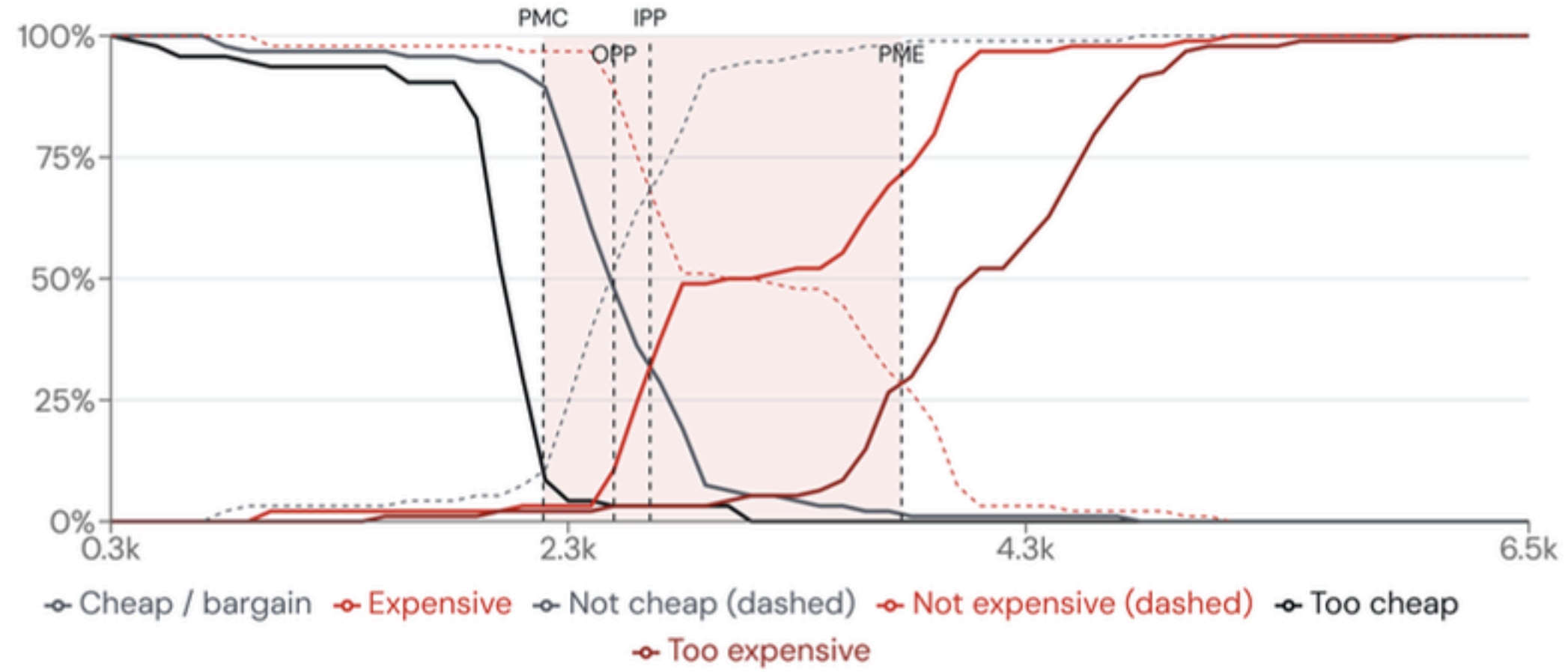
Lower bound	€2,191
Centre point	€2,500
Upper bound	€3,757
ACCEPTABLE CORRIDOR	€2,191 - €3,757

WHAT THIS MEANS

- 01 Premium is credible
- 02 €2,500 is the strongest anchor
- 03 Above €3,757 requires caution

The evidence supports a premium launch price, but not an unlimited premium.

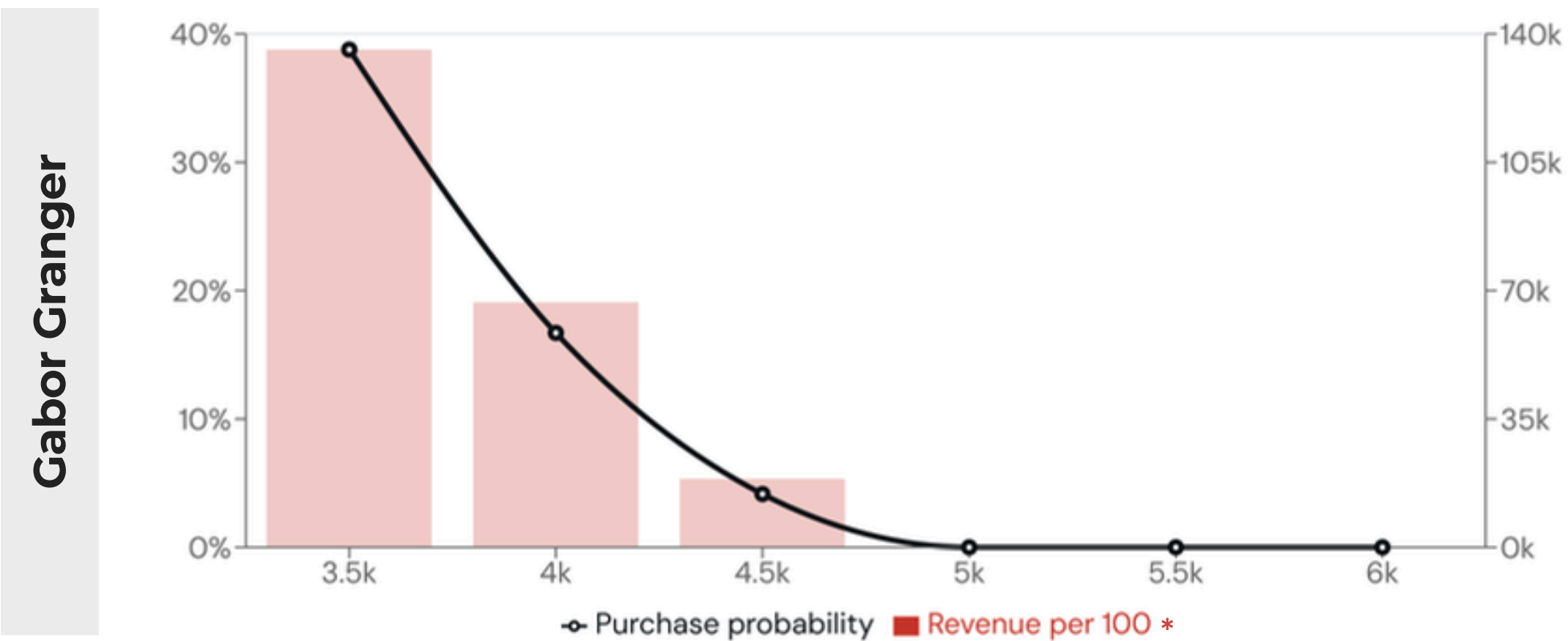
Van Westendorp



However, purchase intention declines sharply above €3,500, revealing the study's central pricing tension.

Purchase intention by price point

Share of respondents indicating they would purchase



What this means

- 01 Strong interest at €3,500**
Nearly one in three would purchase
- 02 Demand starts to erode at €4,000**
More than half the potential buyers drop out.
- 03 Minimal demand above €4,500**
Price becomes a major barrier.

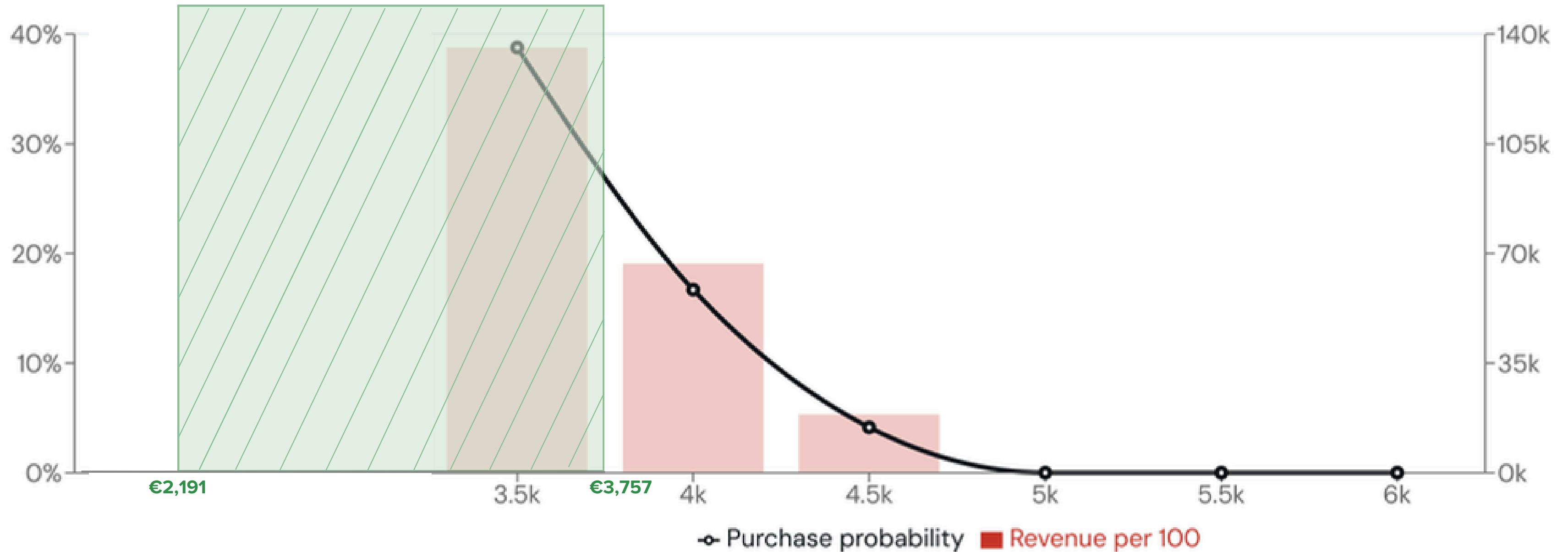
The tension : the acceptable price corridor extends above €3,500, but stated demand collapses beyond that point.

This gap must be resolved through real purchase behaviour (A/B price test).

Both methods narrow the decision to the upper end of the acceptable price corridor.

Price Corridor & Revenue Curve per 100 respondent

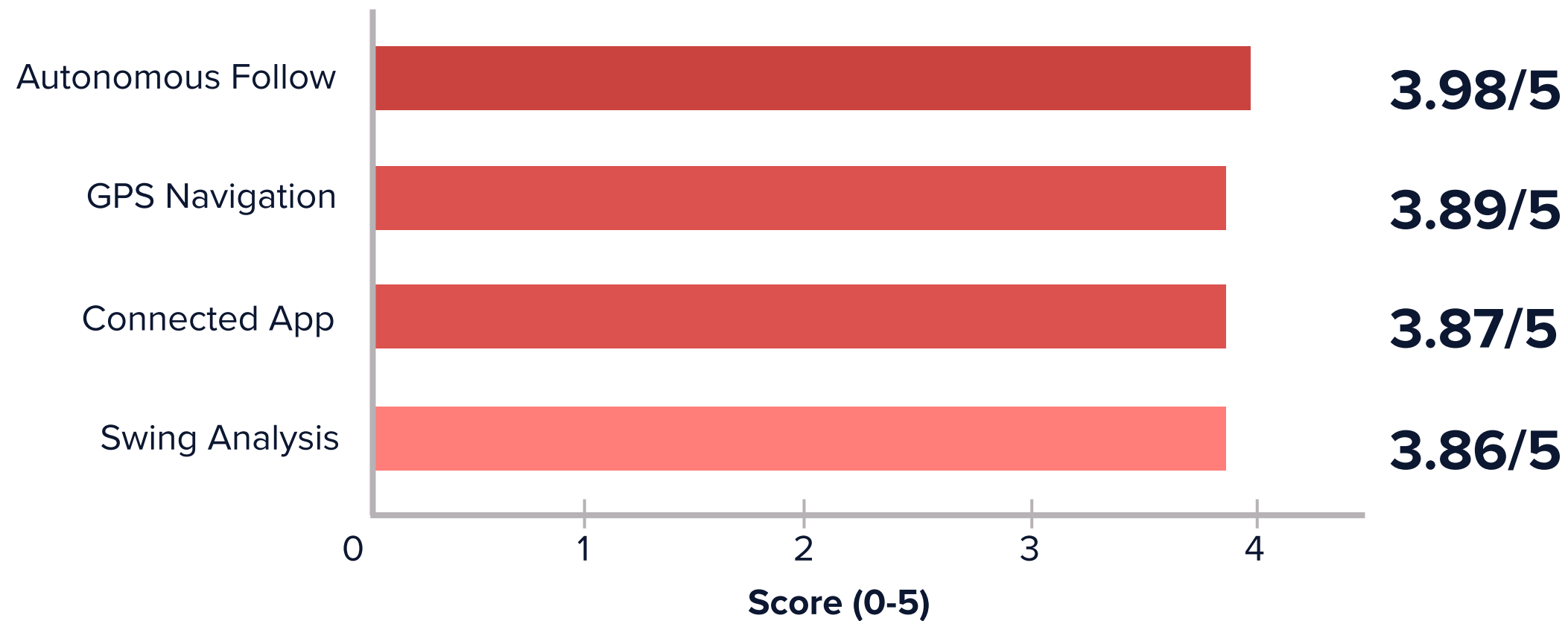
Van Westendorp sets the acceptable range, Gabor-Granger finds the revenue-maximizing price within it.



The shaded band is what the market will accept, the peak is what it will pay most for

Customers value the complete iXi experience rather than one dominant feature.

Feature importance is almost flat



Only 0.12 points separate the top and bottom feature

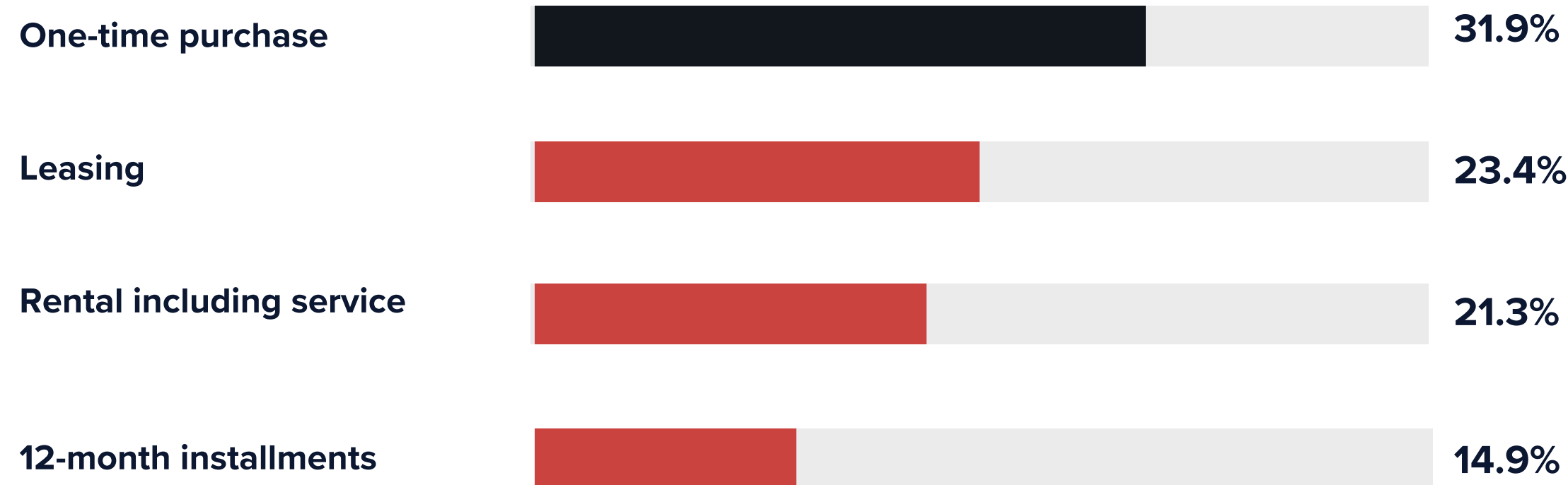
Purchase Driver Split

Autonomous Follow	21.3%
Swing Analysis & coaching	19.1%
GPS navigation	19.1%
Premium build quality	16.0%
App connectivity	13.8%

iXi should be sold as an integrated premium experience, not as a single hero feature.

Packaging matters almost as much as price: 52.1% show interest in subscription model

Preferred payment/financing methods



52.1%

interested in paid advanced features
through subscription program

Average WTP: ~€ 12.6/month

What this means

- 01 Upfront price is not the only lever
- 02 Monthly access can soften the friction
- 03 Premium positioning should remain intact

The offer should combine a one time purchase and subscription option for advanced features

Frequent Club player and premium golfers represent three quarters of the initial opportunity.

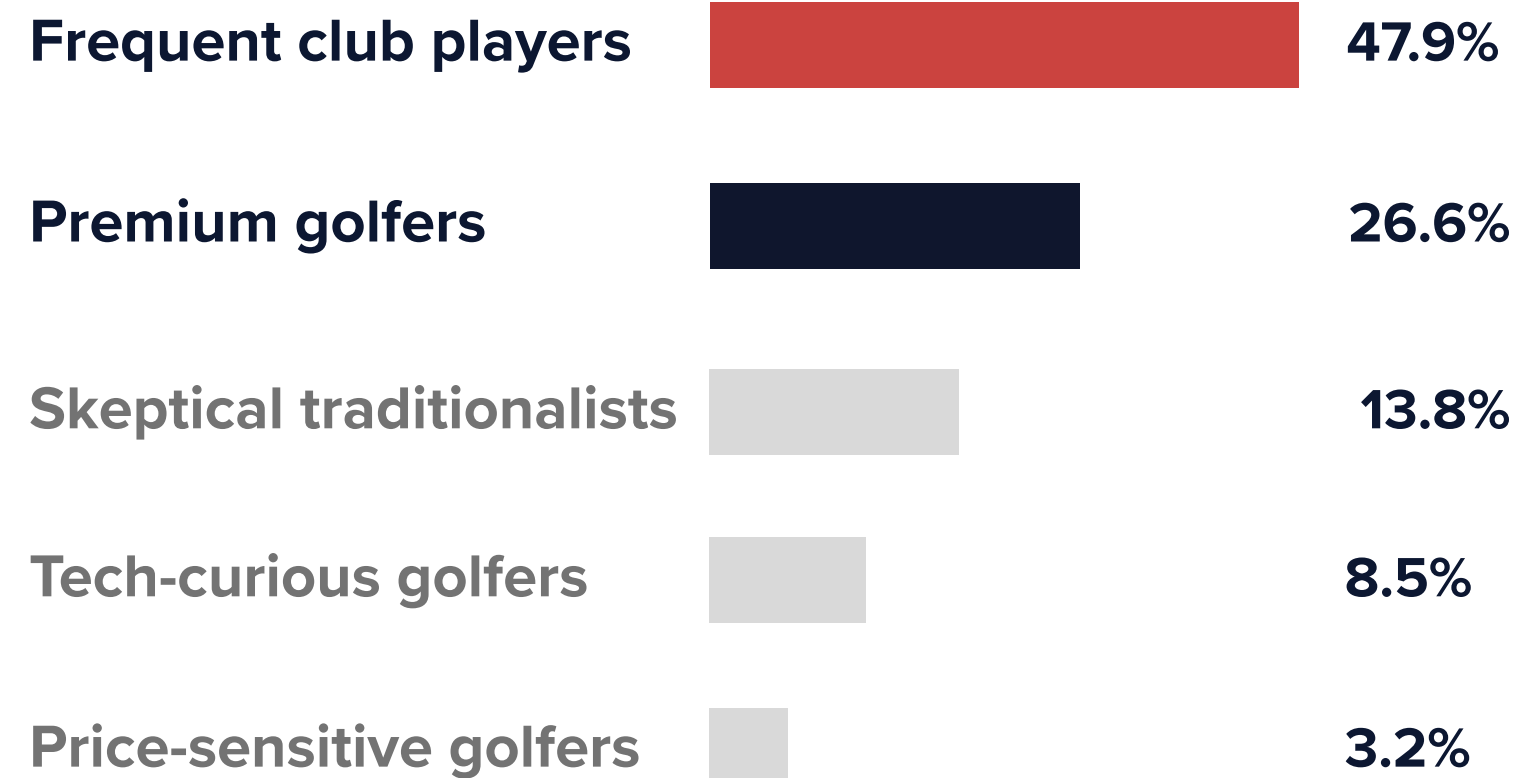
74.5%

Initial opportunity

Frequent club players + premium golfers

Launch should focus where fit, frequency and willingness to pay overlap

Share of total opportunity by persona



Priority launch audience

The first go-to market effort should target two segments most likely to validate premium positioning

We recommend defending the €3,750 premium anchor, while treating €5,000.

Client Ambition

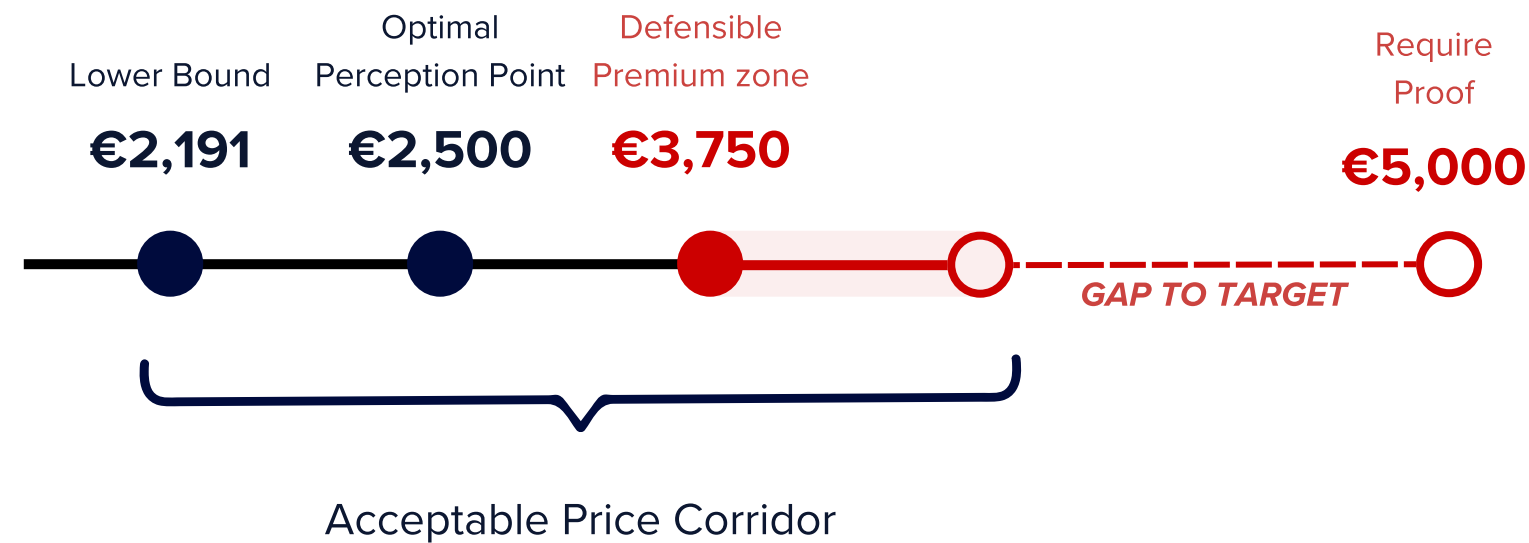
€ 3,750
Recommended Premium Anchor

€ 5,000
Client Stretched Ambition

Ambition is directionally consistent with premium positioning, but must be validated against purchase behaviour

Market Evidence

Van Westendorp acceptable price corridor



Evidence : Purchase intent was **31.9%** at €3,500 and near zero at €4,500

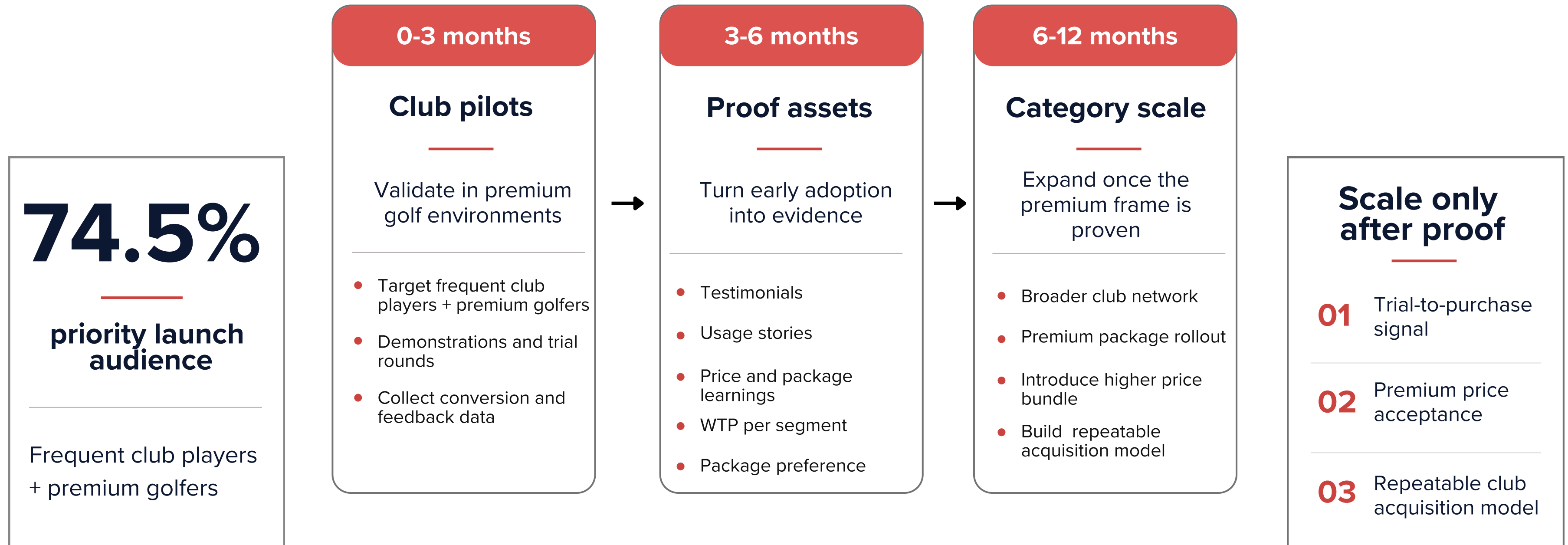
Recommended Path

Do not jump directly to €5,000

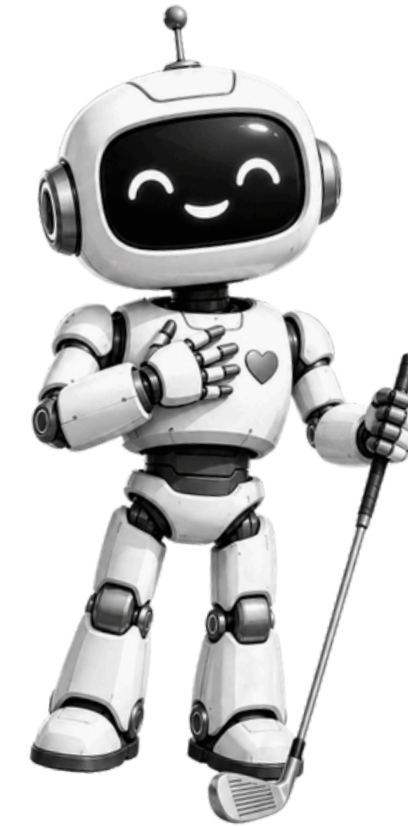
- 01** Launch around €3,750
Protect premium positioning
- 02** Test Willingness to Pay
A/B test €3,500 / €3,750 / €4,250
- 03** Reserve €5,000 for bundled offers
Subscription, Service, Warranty or Premium package

The strategy should protect iXi's premium ambition, but use live testing and offer architecture before committing to a €5,000 price point

A focused club launch can establish proof before iXi scales the category.



The first launch wave should create visible proof, not maximise reach.



**Thank you,
we are happy to take your questions.**

APPENDIX

Link to the survey (Smartphone & Computer)



<https://www.solvay.study>

Link to the Analytics (Computer Only)

<https://panel.solvay.study/login>



EXECUTIVERESULTS



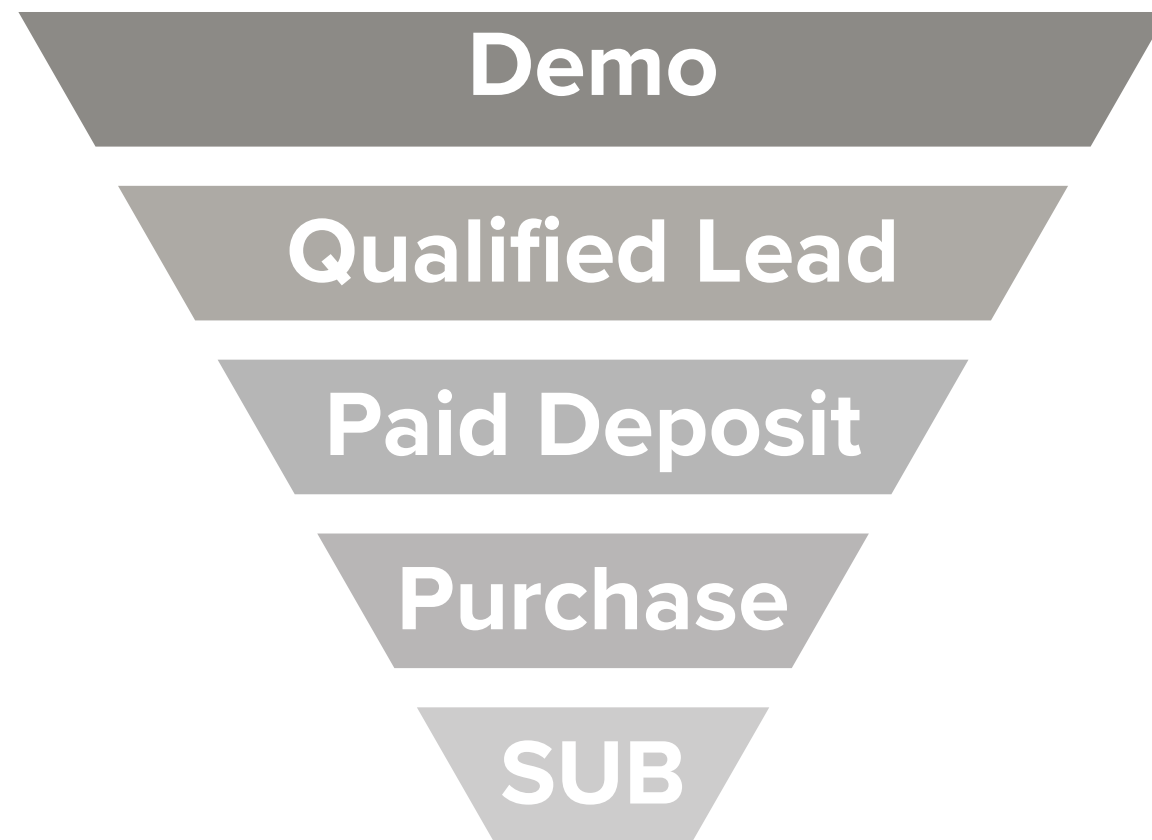
cxa}HU@P]-qxp!BgRYC}kV!vkzyEY^{LQltsqZq@({SFr8E7hK

Be sure to use the latest version of chrome to have a nice experience

Please don't share the secret key to people for whom this project is not adressed

Pilot KPIS should prove paid demand before iXi scale the category

PILOT FUNNEL



Stated interest becomes real commitment

PRIMARY DECISION KPIS

1	Demand validation	Lead-to-deposit conversion	Target: > 10-15%
2	Commitment quality	Deposit cancellation rate	Target: < 20%
3	Price validation	Average realised selling price	Target: > 90-95% of list price
4	Commercial viability	CAC per confirmed customer	Must stay below first-year contribution margin

SUPPORTING INDICATORS

Demo-to-qualified-lead rate	Target: > 30%
Subscription attachment rate	Target: > 20-30%

EXAMPLE PILOT FUNNEL



Scale only if pilos generate paid reservations at the €3,750 anchor, low cancellations, and acquisition economics compatible with margin

iXi wins on capabilities, but customers still compare it with conventional premium trolleys.



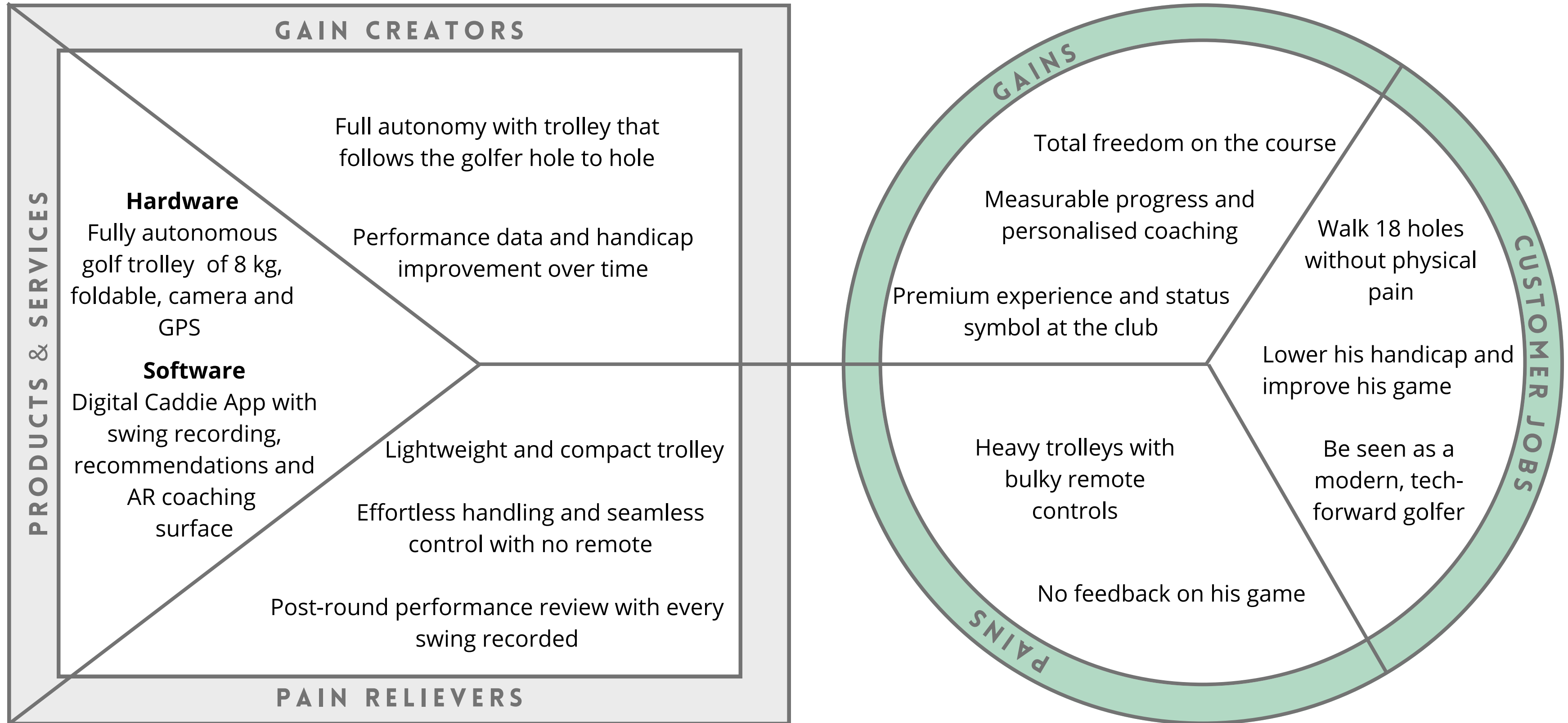
Customer reference point

26.6%
named Motocaddy M7

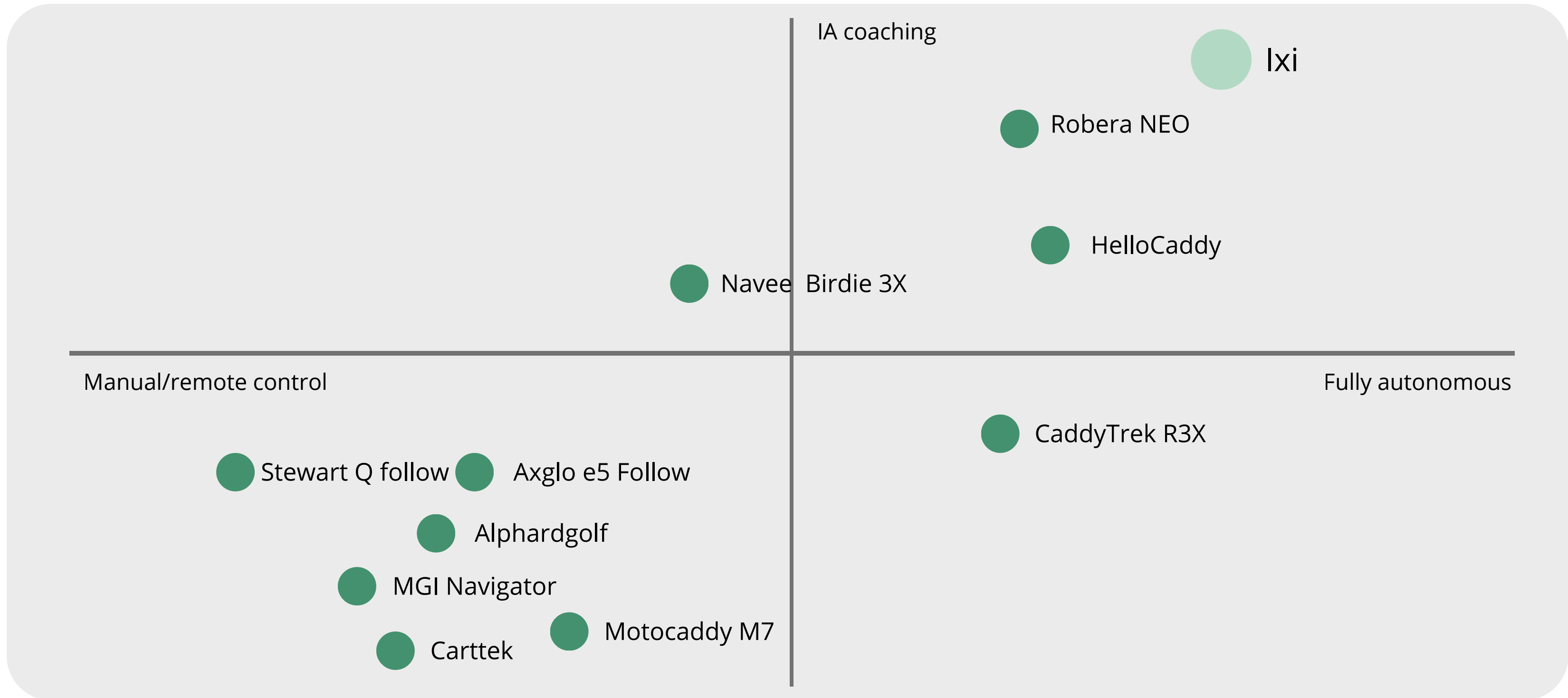
- Interpretation**
- 01 Capability edge is clear
 - 02 Price anchor is still conventional
 - 03 Positioning must reset the frame

The launch story must move buyers from “better trolley” to “connected golf platform”.

The premium golfer: a customer who values status and innovation.



iXi creates a new category: the intelligent autonomous premium.



iXi occupies a category that doesn't yet have a price in the customer's mind, which is both an opportunity and a risk.

Pricing challenge due to a product with no equivalent, no obvious benchmarks.

Benchmarking trap: why Robera and HelloCaddy are the wrong reference:

	IXI	Robera NEO Tablet	HelloCaddy
Tracking	Stereo camera + GPS	iToF camera + RGB + computer vision	LiDAR
Ball tracing	yes	not sure	not sure
Autonomy	10h	5h	10h
Weight	8kg	13.5kg	20kg
Slope	25°	25°	30°
Price	?	\$3,799	\$2,999

<https://selvitys.fr/van-westendorp-mesurer-sensibilite-prix-consommateurs/>

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