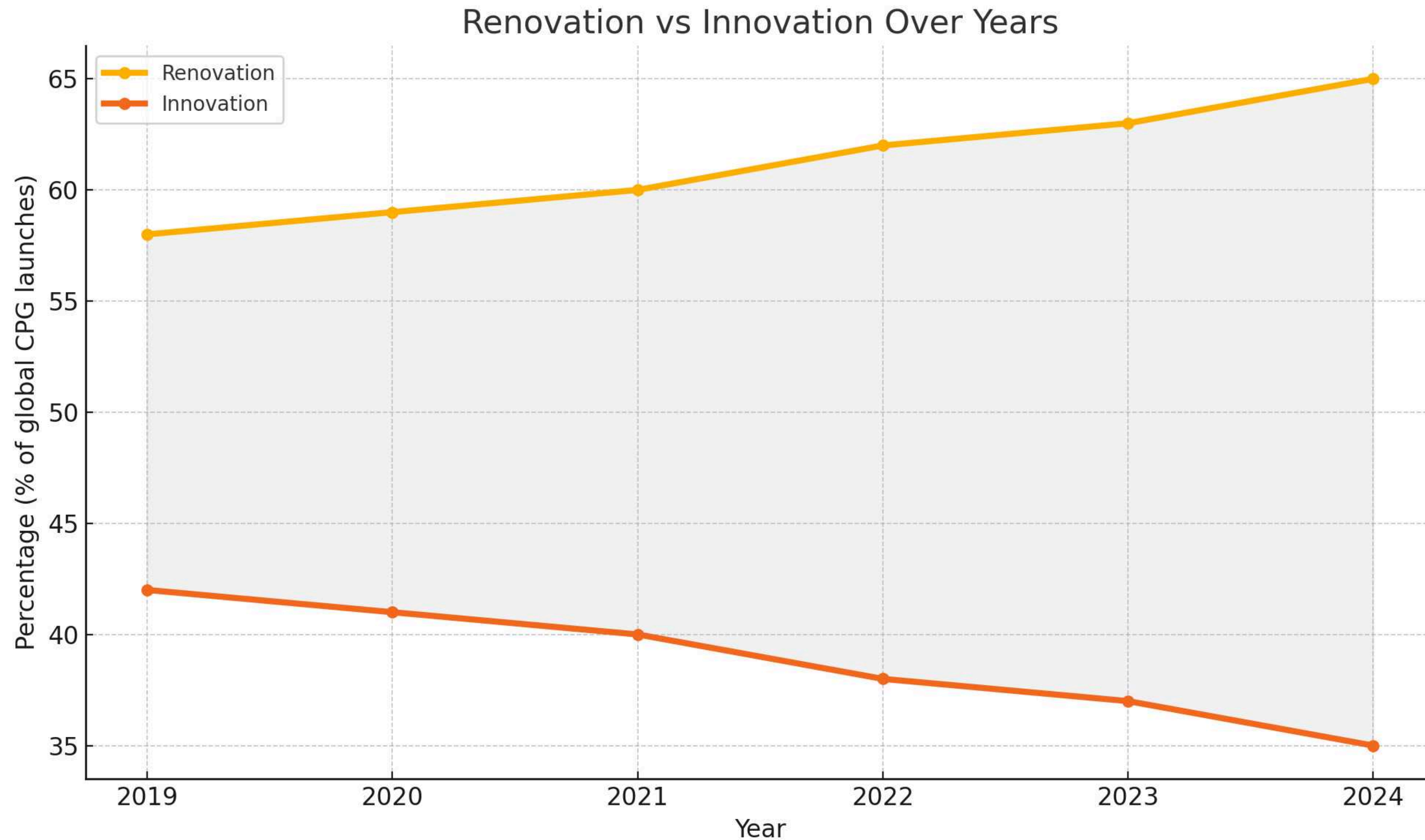


Prelaunch.com

PRODUCT VALIDATION PLATFORM

Making Innovations Risk Free

CPG New Product Innovation at an All Time Low



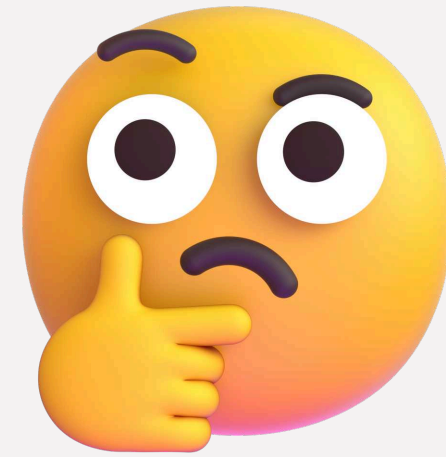
**Most executives surveyed (95%)
say introducing new products
or services is a priority for their
company in 2025.**



2025 Priority

Launch 3

Innovative Products



**If Innovation Is So Important, Why
Don't Companies Actually Do It?**

Some Reasons Why Innovation Slows Down



Post-COVID Economic
Pressures

Some Reasons Why Innovation Slows Down



Post-COVID Economic
Pressures



Consumer Value-Seeking

Some Reasons Why Innovation Slows Down



Post-COVID Economic
Pressures



Consumer Value-Seeking



Risk Aversion

Some Reasons Why Innovation Slows Down



Post-COVID Economic
Pressures



Consumer Value-Seeking



Risk Aversion



Category-Specific
Challenges

Some Reasons Why Innovation Slows Down



Post-COVID Economic
Pressures



Consumer Value-Seeking



Risk Aversion



Category-Specific
Challenges



Technology Adoption Gap

Some Reasons Why Innovation Slows Down



Post-COVID Economic Pressures



Consumer Value-Seeking



Risk Aversion



Category-Specific Challenges

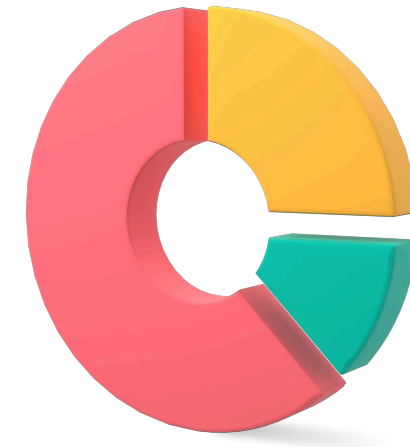


Technology Adoption Gap



Tariffs

But the Real Reason Is Different



We Don't Trust the Data

\$10M Data Manipulation Scandal



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PRESS RELEASE


Eight Defendants Indicted in International Conspiracy to Bill \$10 Million for Fraudulent Market Survey Data





**I helped brands launch innovations
through my marketing agency.**

I thought I was the next Warren Buffett—and that I could easily predict the next bestsellers.



Christian Meme Game: The Party Game for Christians

Meet the tabletop party game of memes made by believers, for believers. Gather your friend...





Nutrient-rich skincare rooted in tradition & nature.

Finding a truly nourishing and natural moisturizer felt impossible. Most skincare



I thought I was the next Warren Buffett—and that I could easily predict the next bestsellers.

But I wasn't :)



We launched more than 1,000 products, and saw how many kept failing—over and over again.



Christian Meme Game: The Party Game for Christians

Meet the tabletop party game of memes made by believers, for believers. Gather your friend...



Titan: World's 1st E-Sim Connected Earbuds

Experience the future of connectivity with Titan, the world's first voice-controlled, 4G-e...



dashmoto™: Personal Mobility Redefined

Embark on a thrilling journey of e-mobility with dashmoto™ — the unrivaled electric three-...



Nutrient-rich skincare rooted in tradition & nature.

Finding a truly nourishing and natural moisturizer felt impossible. Most skincare



Twopan Nano SSD – World's Smallest SSD with Fingerprint

The world's smallest SSD with 512G storage, featuring fingerprint encryption for secure ac...



CINEMA//Series: World's 1st Cinema-Grade Mobile Lenses

Experience Hollywood-quality filmmaking with the Cinema Series—the world's first professio...



When We Pay People and Ask Their Opinions, It's Hard to Trust that Data





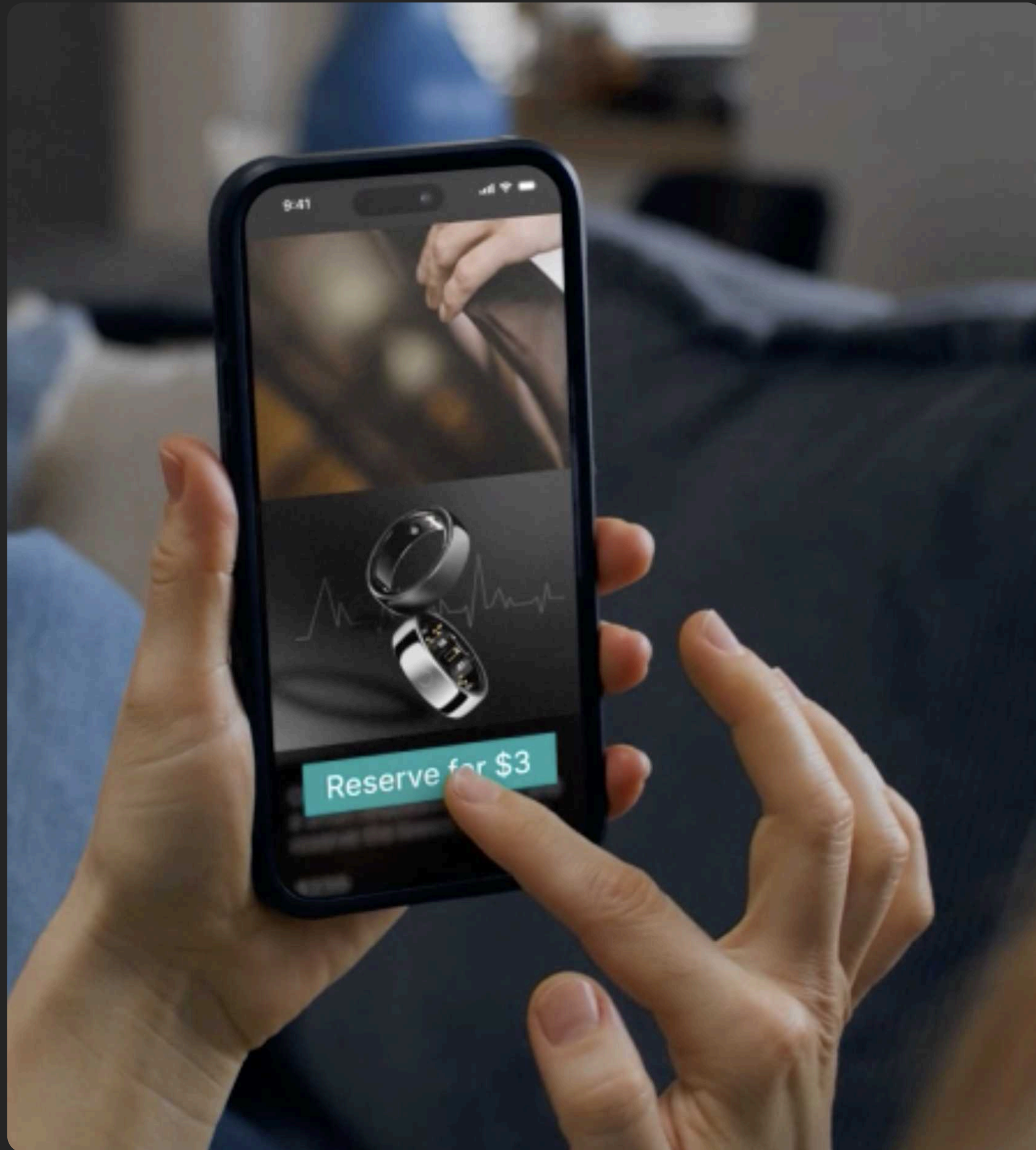
What if we could flip it around

Instead of “*professional respondents*”, we
could gather insights directly from people
who are ready to buy

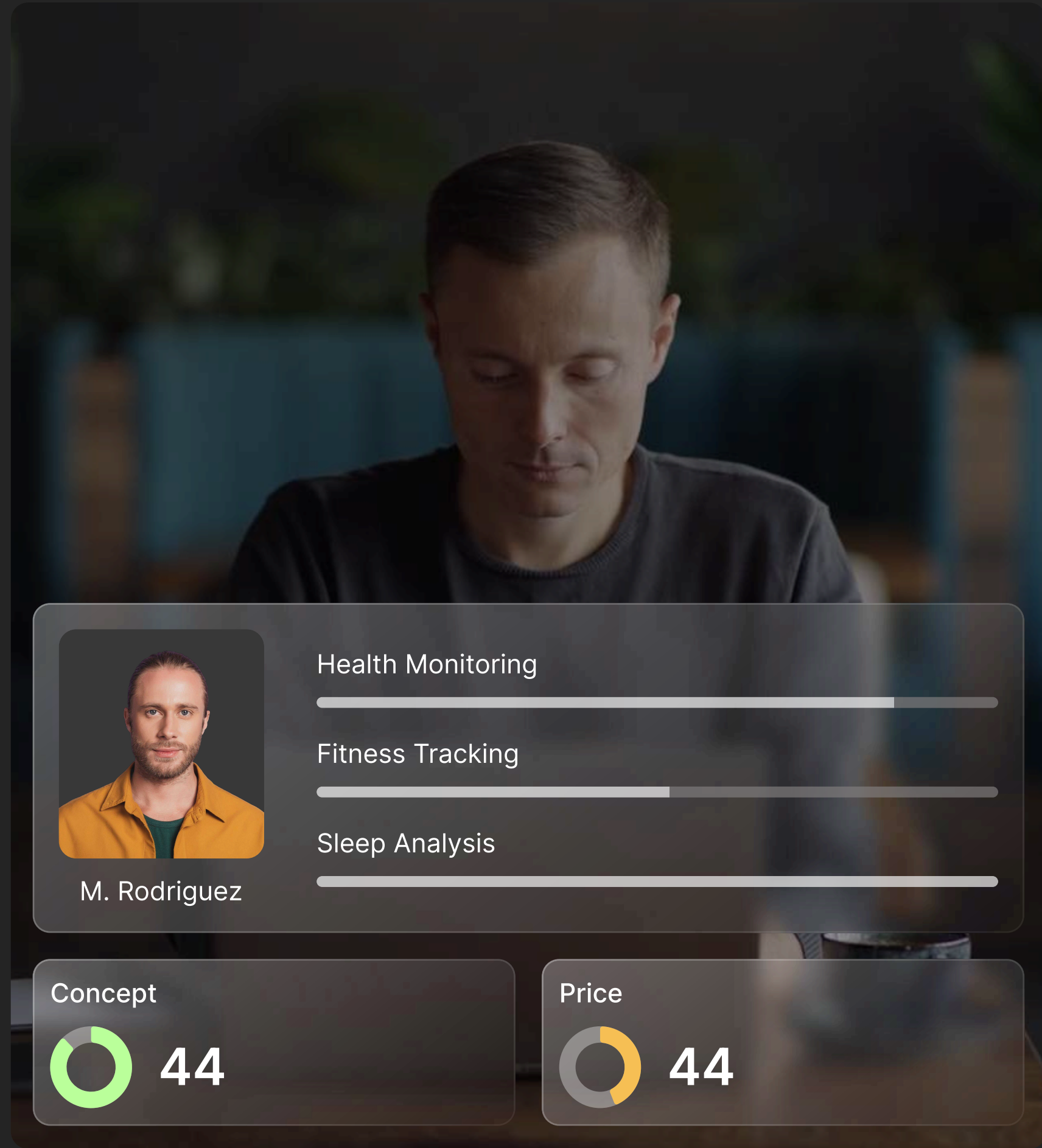


Prelaunch.com

**Prelaunch Validates First,
Then Gathers Insights**



Customers place small deposits to prove their buying intent.



Prelaunch uses proprietary technology to predict product performance and discover vital insights.

Showcase the Concept and Reach Customers via Ads



Wild Hive: Premium Organic Honey

A premium honey that speaks for itself, Wild Hive is 100% organic and certified, capturing the raw, natural essence of honey collected from the wild.

☒ Receive a newsletter about weekly updated products

[Claim Your Early Access](#)

Validate Buying Intent via Small Deposits



Reserve Your Special Discount

Only on Prelaunch.com, leave a small refundable deposit and reserve the lowest price ever.

\$40

Size : 430 grams



🔒 Safe & Secure checkout

Powered by **stripe**

Reserve Offer for \$1

No Thanks

by reserving, you accept the [terms and conditions](#)

Learn Why People Don't Buy



Reserve Your Special Discount

Only on Prelaunch.com, leave a small refundable deposit and reserve the lowest price ever.

\$40

Size : 430 grams



🔒 Safe & Secure checkout

Powered by **stripe**

Reserve Offer for \$1

No Thanks

by reserving, you accept the [terms and conditions](#)

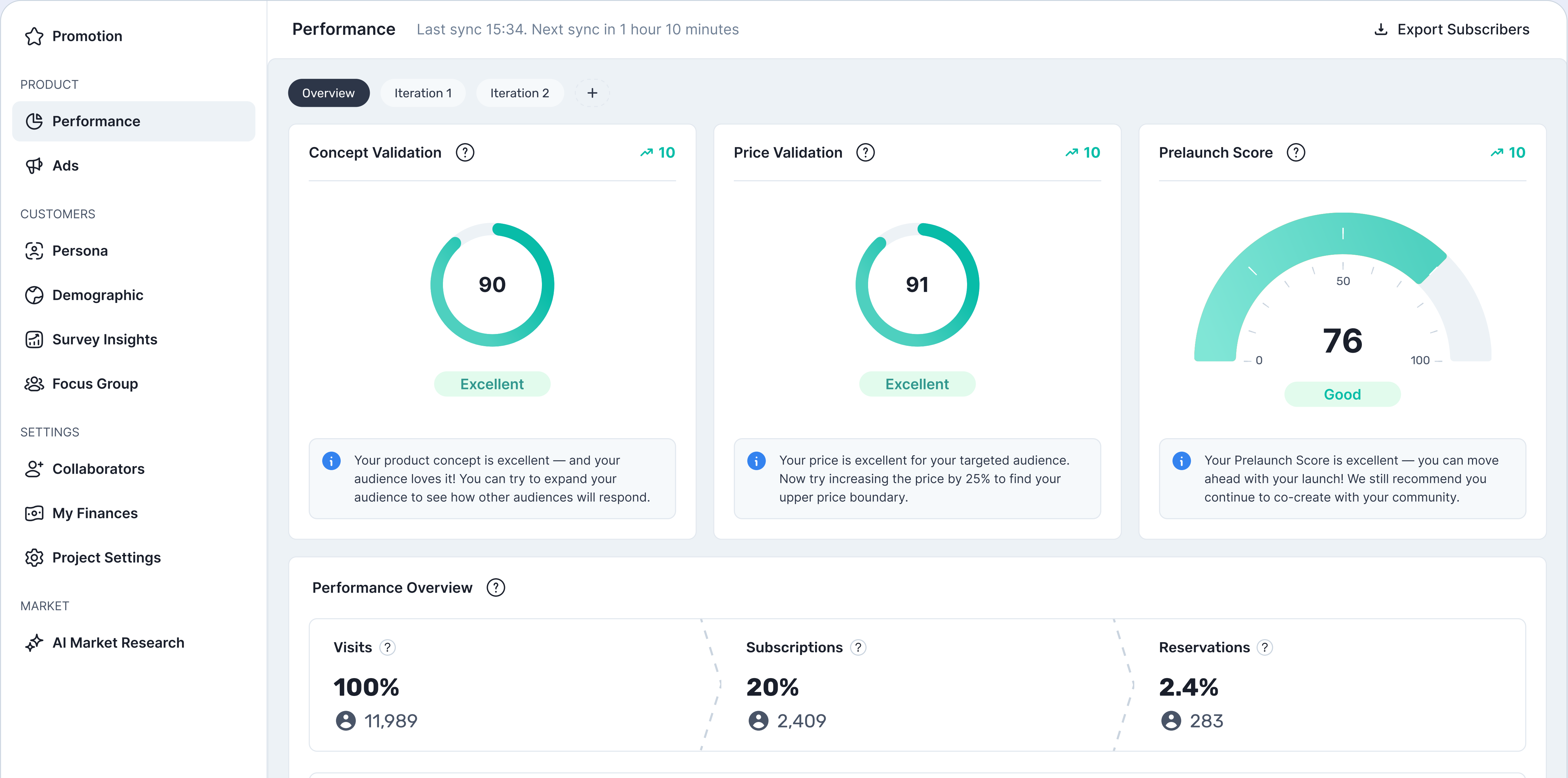
Learn Why People Don't Buy



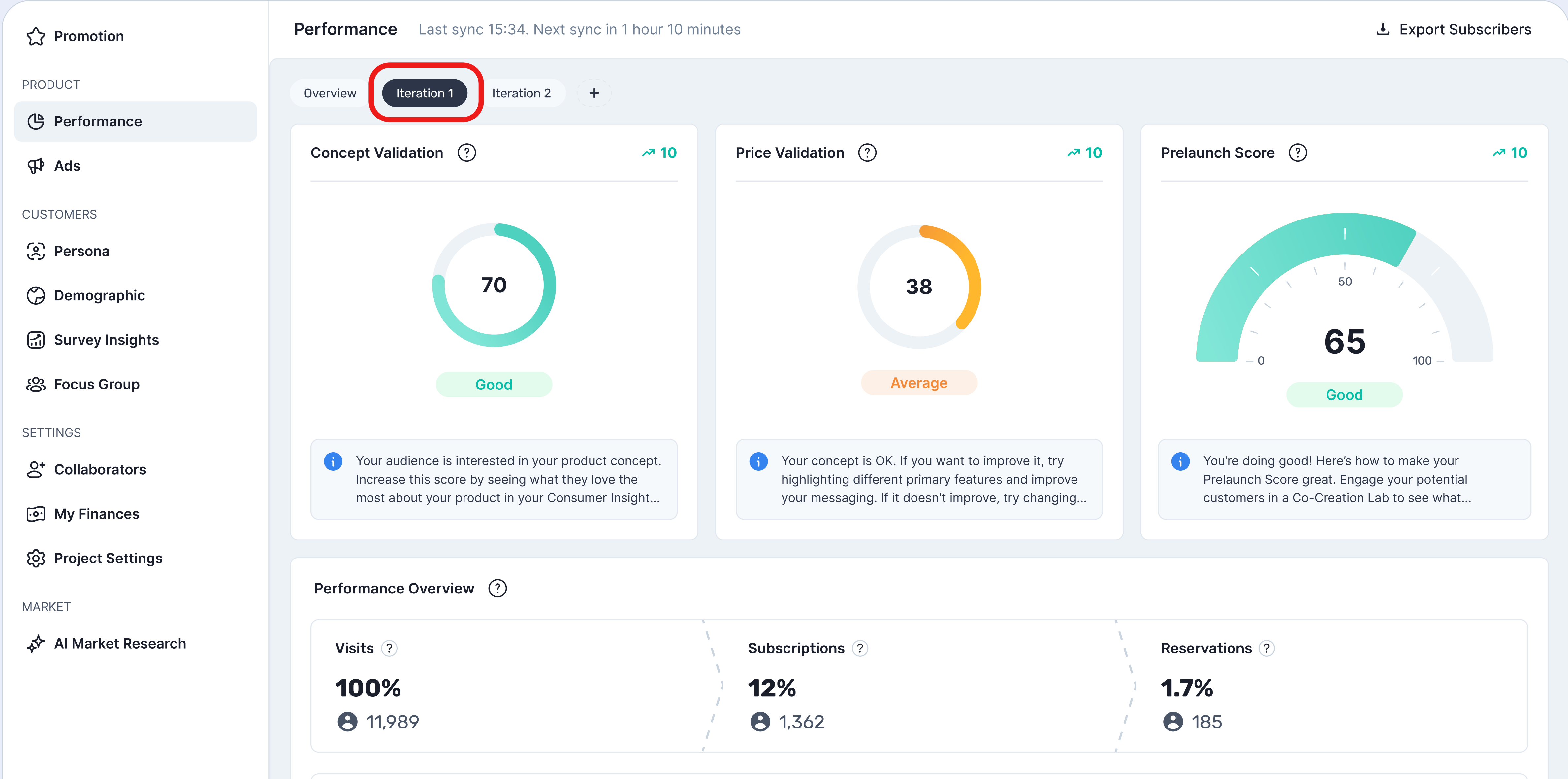
1. What stopped you from reserving Wild Hive today?

- ☐ A Product availability
- ☐ B Not enough information available
- ☐ C Security/Trust
- ☐ D Product not appealing/useful
- ☒ E Unclear value
- ☐ F Other

Understand Your Product's Potential



Test Hypotheses via Iterations



Co-Create with People with Skin in the Game

☆ Promotion

PRODUCT

📈 Performance

📢 Ads

CUSTOMERS

👤 Persona

🌐 Demographic

📊 Survey Insights

👥 Focus Group

SETTINGS

👤+ Collaborators

📷 My Finances

⚙️ Project Settings

MARKET

🌟 AI Market Research

Focus Group

90% core segments, 10% 'Other' with diverse needs

⏪ Calls / W Call with first group

See Transcript

Call Participants

Yeva

▼

Baykar

▼

Mane

▼

Summary:

The participants provided diverse insights into how the smartwatch could be integrated into their daily lives and professional routines. Yeva emphasized the importance of health monitoring features and expressed interest in AI-driven personalized health insights. Baykar highlighted the potential for the smartwatch to enhance training efficiency through real-time feedback and detailed analytics for various physical activities. Mane focused on the application in healthcare settings, suggesting features for seamless data sharing with medical systems while ensuring privacy and security. Common themes included the need for improved

You Can Test Very Early Stage Concepts

Concept 1



Concept 2



Gain Valuable Insights Before Launch



Sir Carlton

Reserve Your Special Discount

Only on Prelaunch.com, leave a small refundable deposit and reserve the lowest price ever.

\$24.99 ~~\$50~~

About Product

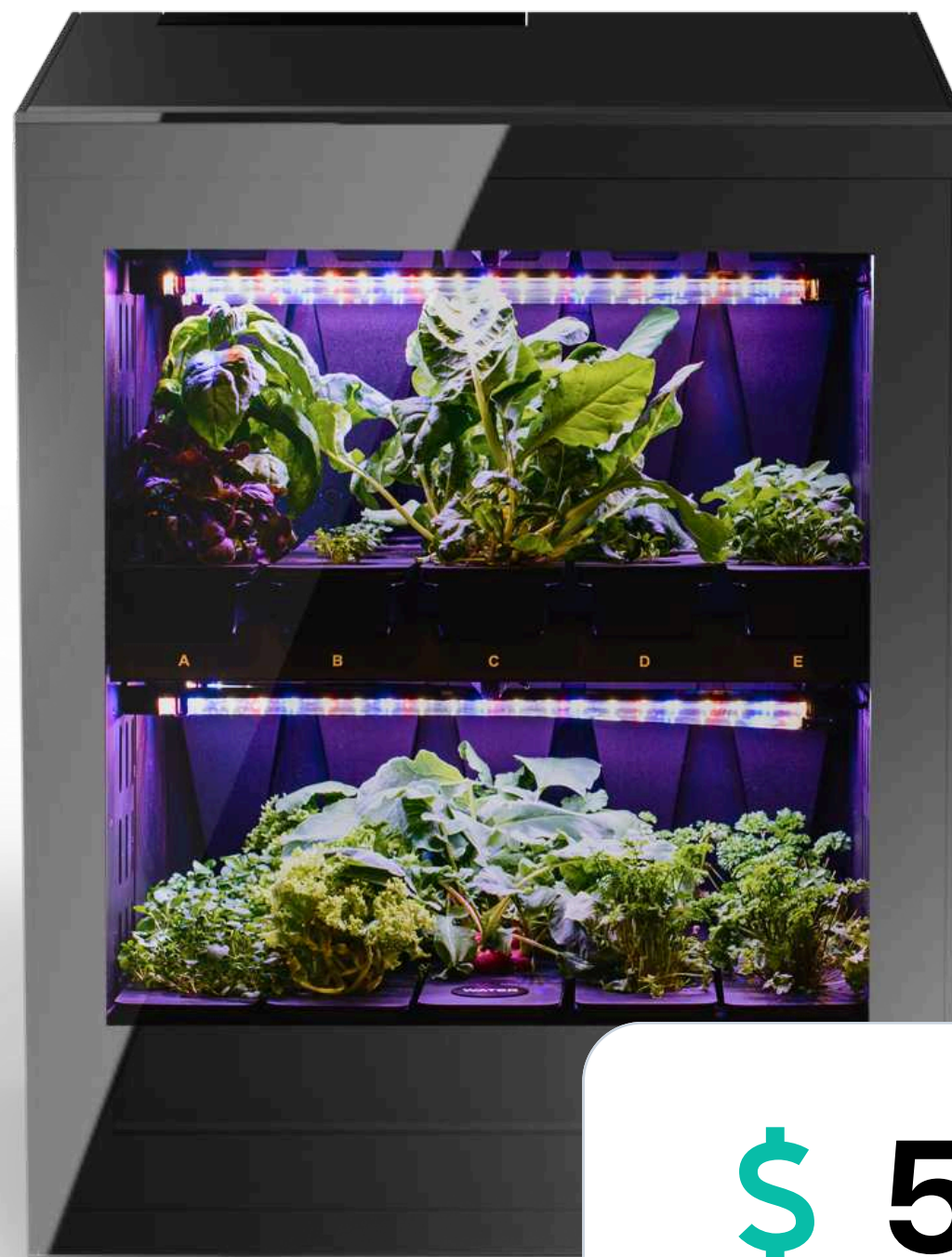
Ingredients

Wagyu Beef Tallow, Simmondsia Chinensis (Jojoba) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Calendula Officinalis Flower Extract, Aloe Barbadensis Leaf Juice, Chamomilla Recutita (Matricaria) Flower Extract, Ribes Nigrum (Blackcurrant) Seed Oil, Argania Spinosa Kernel Oil, Cera Alba (Beeswax), Daucus Carota Sativa (Carrot) Seed Oil, Citrus Aurantium Amara

Reserve Discount for \$2.49

No Thanks

People Like vs People Buy



\$ 599

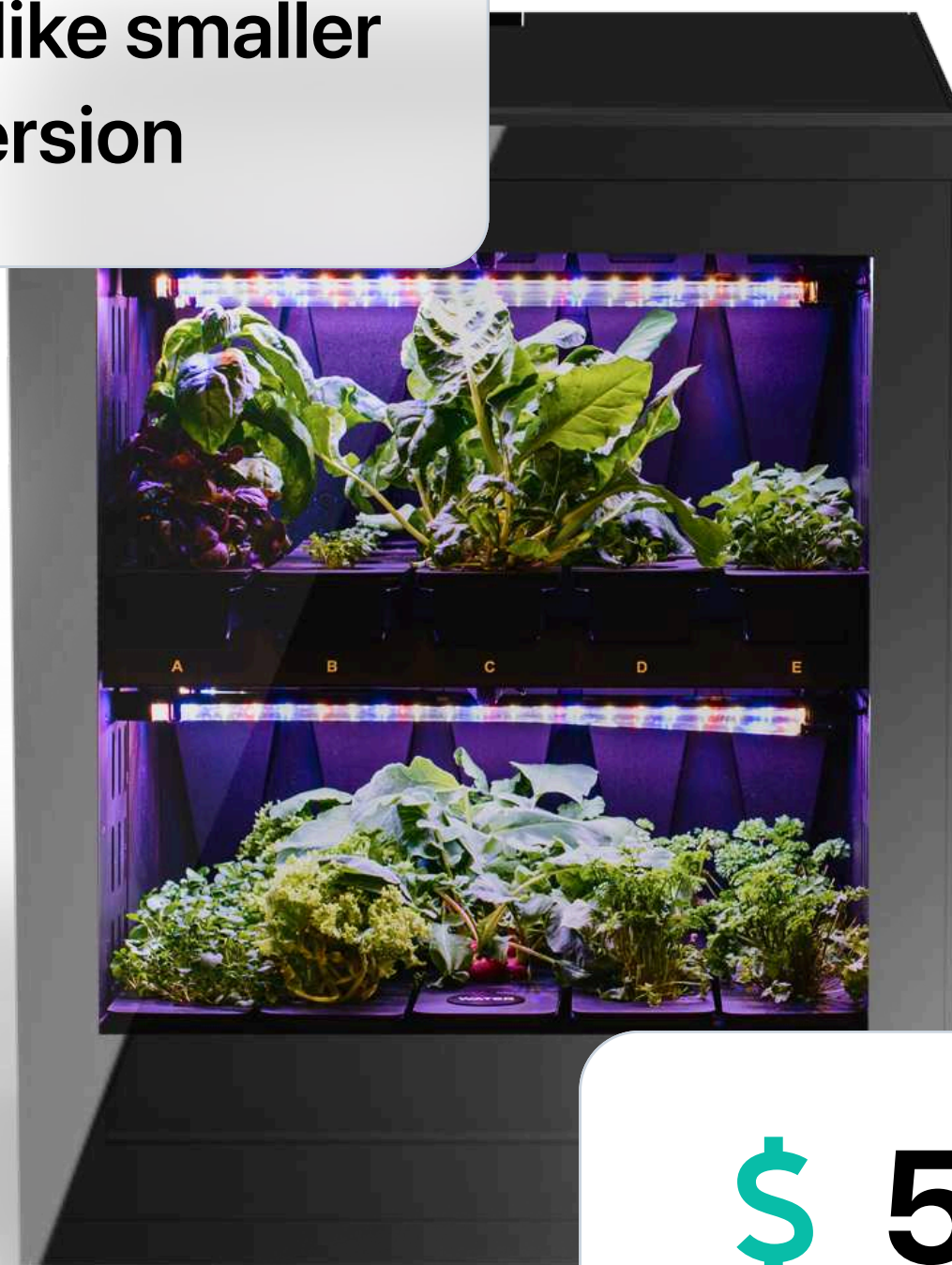


\$ 790

People Like vs People Buy



People like smaller
version

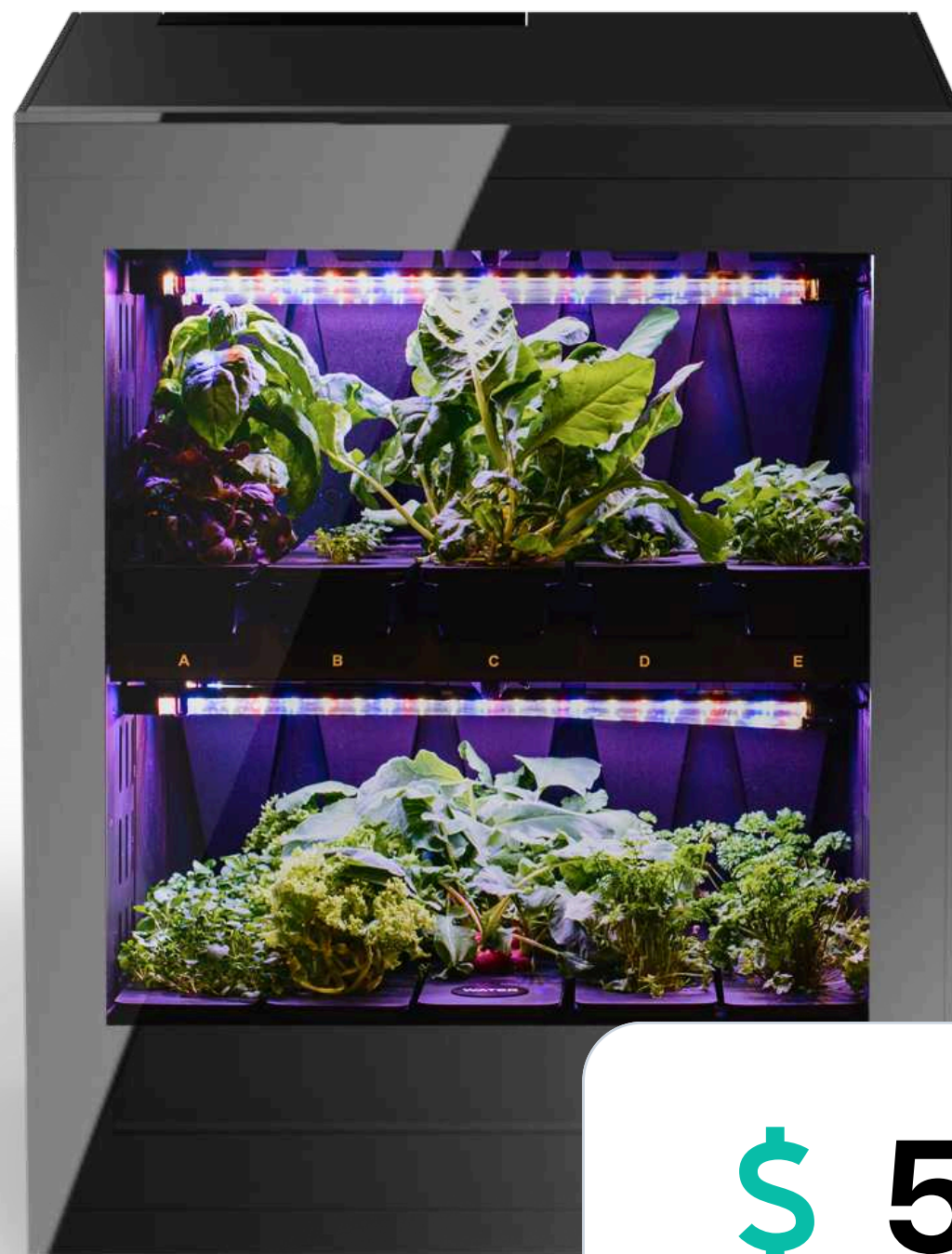


\$ 599



\$ 790

People Like vs People Buy



\$ 599



But they **BUY** the
bigger version



\$ 790



**Skin in the game
makes innovation less risky**

Gallery of Flops – Booth #31

Use Prelaunch to not appear on this wall 😊💧



Prelaunch.com

PRODUCT VALIDATION PLATFORM

Innovate Confidently

Thank You