LAUNCH PLAN + GTM

# Dew Daily

## Launch Plan & Go-to-Market

Online launch in week 1, drugstore from week 5
9-month plan from concept to launch

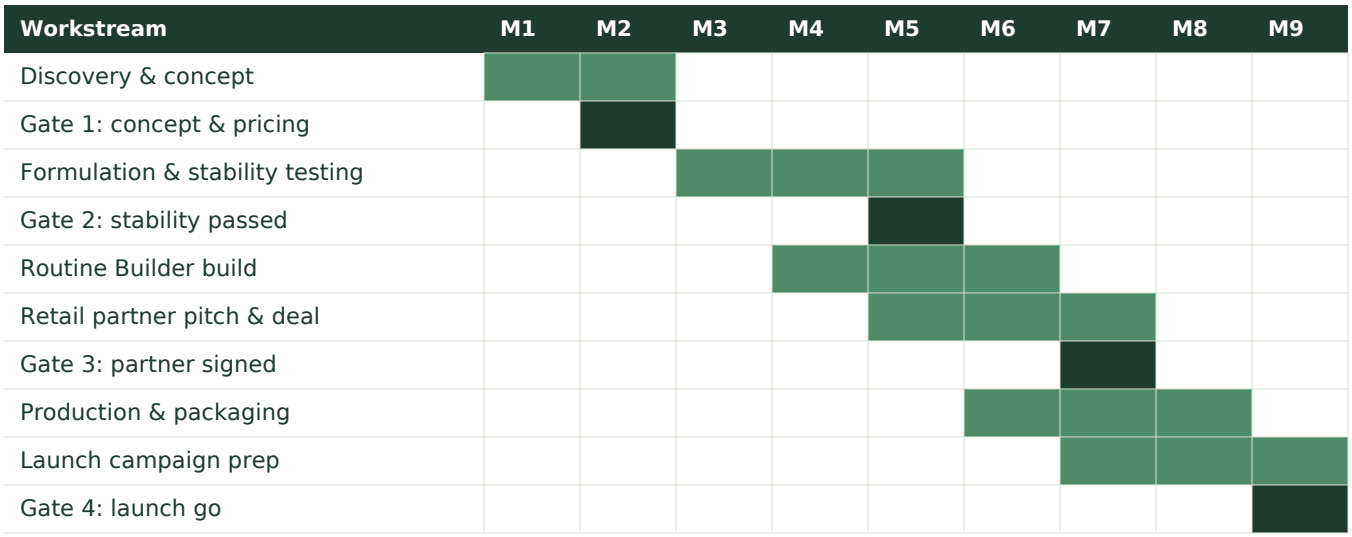
Owner: Jahnvi Raichura · jahnviraichura.com
Portfolio case study. All figures are illustrative sample data; no employer information is used.

# 1. Launch overview

Dew Daily launched online first to build proof (bundle rate, repeat purchase, reviews), then used that proof to open 120 drugstore doors from week 5.

| $1.9M | 44% | 3.1× | 120 |
|---|---|---|---|
| 12-week revenue (plan $1.6M) | Online orders as bundles | Order value, routine vs. single | Drugstore doors |

# 2. Timeline: concept to launch




Dark cells mark go/no-go gates.

# 3. Go-to-market

| Lever | Plan | Why |
|---|---|---|
| Price | $14–$24 per product; bundles 10–20% off; $39 starter kit for the drugstore | A full routine for well under the $95+ premium price |
| Channels | Online from week 1; 120 drugstore doors from week 5 | Online proves demand; drugstore brings reach and trial |
| Campaign | "Your routine in 30 seconds": short videos, creator routines, a sample in every order | Shows the Routine Builder, the core difference |
| Retention | Email reminder at about 75% used, with a one-click reorder | Builds the 60-day repeat purchase |
| Retail | End-cap display for launch month; shared marketing with the partner | Visibility for a new brand in store |

## 4. Launch-week checklist

| Item | Owner | Status |
|---|---|---|
| Routine Builder QA across all skin-type and concern combinations | Product | Done |
| A/B test set up: Routine Builder vs. product pages | Product + E-commerce | Done |
| Bundle pricing live in checkout | E-commerce | Done |
| Inventory: 12 weeks online + drugstore initial order | Supply | Done |
| Creator content scheduled (weeks 1–4) | Marketing | Done |
| Drugstore planogram and end-cap approved | Account manager | Done (store launch week 5) |

## 5. Results: first 12 weeks

| Metric | Target | Result | Status |
|---|---|---|---|
| Revenue | $1.6M | $1.9M | Beat (+19%) |
| Online bundle take rate | 35% | 44% | Beat |
| A/B test bundle rate | n/a | 44% vs. 21% without Routine Builder | 2.1× lift |
| Average order value | > $24 | $33.80 overall; routine orders 3.1× single | Beat |
| 60-day repeat purchase | 30% | 31% | Met |
| Drugstore doors | 100+ | 120 | Beat |

## 6. Key trade-off

> The team wanted to launch 10 products. I narrowed it to **5 essentials**: fewer choices made the Routine Builder simpler, kept inventory risk low for the drugstore partner, and let us price every product under $25. That price point is what won the buyer.

## 7. What's next

| Horizon | Scope |
|---|---|
| Next · v1.1 | Subscribe and save; shelf QR code that opens the Routine Builder; a 6th SKU (gentle exfoliant, the #1 request) |
| Later · v2 | Second retail partner (beauty specialty); routine progress tracking; travel kits and gift sets |