

ica - 03/11

March 11, 2025 2:24 PM

Alex Bartella 400308868

outflows

- raw materials
- tooling
- fabrication
- packaging etc
- labour
- fulfilment
- storage
- shipping
- patent

inflows

- sale revenue

competing products

- chalk bag
 - <https://a.co/d/7S6ldwn>
 - B0CND5HRPF
 - seller rank #54 in chalk bags, #105,817 in Sports & Outdoors
 - top 3%
 - no data for monthly sales
- liquid chalk
 - <https://a.co/d/5mwodt4>
 - B08F7BF7MP
 - seller rank #1 in climbing chalk, #117 in Sports & Outdoors
 - top 0.5%
 - 960 sales/month
- Chalk ball
 - <https://a.co/d/bcOjbhd>
 - B018WG3ND4
 - seller rank #4 in climbing chalk, #1,313 in sports and outdoors
 - top 0.5%
 - 210 sales/month

Would you expect your monthly sales to be higher/lower?

- I would expect my sales to be lower, as this product is an alternative to already well-established products and would be pretty niche, at least at first it would.

Estimating storage and fulfillment costs

- Weight: 47g (estimated from inventor)
 - Fulfillment fee: \$4.32-\$4.58
- dimensions (rough): 10x6x3.5 cm
 - storage fee: \$0.03/month