

It's Monday. Yep, still my day!

Last week's mission was to order samples for our ecom project, because samples have a ~1-2 month lead time. Plant seeds. Wait for them to grow.

I ordered these 5 product samples.

**1. Apple Cider Vinegar Gummies** - supplements is a great category if you can find a niche. High margin, repeat purchase, and easy to ship. Apple cider vinegar is very healthy, but gross to drink. I think gummies have potential.

**2. Wrist Watches** - I like taking popular ecom stores (eg. MVMT Watches) and doing it for new niches (eg. middle america, rather than NY/LA/SF audience). My brother-in-law Aaron is the man with this one.

**3. Pop Wall Art** - what happens when you spend all day in your home office on zoom calls? You want those walls behind you to look good. I get targeted like crazy for [these](#)...which tells me someone is making money doing this. I used nathan's tactic and sourced these straight off of alibaba

**4. Kids Play Couch** - my daughter just turned 1, so I'm big into baby products. I like the idea of a kids couch that is fun (eg. re-arrange cushions into forts and tunnels) while also safe (no hard edges) and doesn't make our house look like legoland (neutral colors). Nathan from [Sourcify](#) is helping us find a supplier here.

**5. Bamboo Bed Sheets** - hat tip to alex for this one, bed sheets have great margins, and bamboo is a trendy fabric because it's softer than cotton, hypoallergenic, and eco friendly.

**And here's my short list of product ideas I liked, but chose not to pursue just because I didn't have time to do them all (feel free to steal these if you think they will work for you)**

**1. State themed blankets/towels** - State names are free, recognizable IP that you can use.

Targeting by state is quite effective. Can even do this at city level. People have pride in their state, especially during election windows

**2. Inflatable beds for the back of cars** - You can do hyper targeting and brand it as the best accessory for the back of a Tesla or Ford F150. Roadtrip travel is at an all time high. These are simple to get made, and high margin (75-80%) These are simple to get made, and high margin (75-80%). Photography can be aspirational and “scroll stopping” in feed (eg. [this tesla one](#)).

**3. Sex toys/dildos (sold via onlyfans influencers)** - Big market, underserved by DTC/ecommerce players. Others are scared to do it, so their fear is your opportunity. Onlyfans influencers are untapped. Easy to buy off the shelf from Alibaba, minimal customization needed.

**If you missed any of last week's posts or wanted a list of the resources we used last week to validated demand and source the products, [here's a handy PDF you can download](#).**

Can't wait to see how all these samples turn out (we just got our first one today)



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## OK..so what's next!

We said from the start we're going to launch three different \$1M+ ventures.

- #1 - An investment fund (✅ \$2.6M raised)
- #2 - An information product (that's next!)
- #3 - An ecommerce product (✅ samples ordered, will circle back to this when they arrive)

This week we're going to **finish up #1** & then **kickoff venture #2**.

-shaan

P.S. In between venture #1 and #2 - we're going to take **5 days off** to grow the all access audience. It's been growing organically, but I think I can grow this newsletter much bigger. Hmm. Maybe it would be fun to show you guys how we do that too. Let me know if you'd be interested in seeing what tactics we use to grow the newsletter.

P.P.S. the next AMA is friday at noon est, [sign up here](#) if you wanna come

**How'd you like Day 13? We read every single piece of feedback and are working the comments into the coming days :)**

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