

# BURCH-EIDOLON Investment Brief: Test Brand

## Executive Snapshot

Category: Outdoor  
Region: Global  
Heat: 95.0 | Risk: 25.0 | Asymmetry: 70.0  
Revenue (P10/P50/P90): \$57.6M / \$80.0M / \$105.6M  
Capital required: \$9.6M  
Deeper analysis trigger (Heat >= 75): ON

## Investment Thesis

Test Brand shows heat 95.0, asymmetry 70.0, and risk 25.0. Revenue midpoint is \$80.0M with capital requirement around \$9.6M. Suggested structure: Minority growth investment targeting 15%-30%. Current production model is hybrid model (contract manufacturing plus controlled finishing/assembly) with 3.1% to 6.2% cost-down potential from the lead procurement lever.

## Deal Structuring Engine

Suggested entry strategy: Minority growth investment  
Suggested ownership target: 15%-30%  
Estimated capital required: \$9.6M

Test Brand appears founder-led with a high-urgency opportunity to align on growth while preserving brand voice. Anchor around safeguarding creative control, improving operating cadence, and using capital against the highest-friction constraint (risk=25.0, asymmetry=70.0).

## Production Options + Cost-Down Plan

Current production model: Hybrid model (contract manufacturing plus controlled finishing/assembly)  
Unit economics pressure: low-to-moderate  
Primary bottleneck: limited procurement leverage at current scale

- Strategic Contract Rebid: est. savings 4.8% | capex delta \$0.4M | time-to-impact 3 months | risk low
- Hybrid Regionalization: est. savings 6.5% | capex delta \$1.4M | time-to-impact 6 months | risk medium
- SKU + Packaging Simplification: est. savings 5.5% | capex delta \$0.2M | time-to-impact 4 months | risk low
- Supplier portfolio rebalance: 3.1% to 6.2% potential savings (procurement, confidence 0.74)
- Freight + fulfillment lane optimization: 1.7% to 3.8% potential savings (logistics, confidence 0.69)
- SKU and packaging architecture cleanup: 2.0% to 4.1% potential savings (product mix, confidence 0.72)

## Data Collection Layer Snapshot

Signals prioritize velocity and acceleration over absolute scale to match DEAL FLOW ENGINE scoring logic.

### ***Social Signals***

- Instagram follower velocity: 0.000 (+0.000 over 12w) [social\_proxy]
- TikTok follower velocity: 0.000 (+0.000 over 12w) [social\_proxy]
- Engagement rate: 0.000 (+0.000 over 12w) [engagement\_proxy]
- Comments-to-likes ratio: 0.000 (+0.000 over 12w) [engagement\_proxy]
- Repeat commenter density: 0.000 (+0.000 over 12w) [engagement\_proxy]
- Influencer tag overlap: 0.000 (+0.000 over 12w) [network\_proxy]
- UGC repost frequency: 0.000 (+0.000 over 12w) [ugc\_proxy]

### ***Commerce Signals***

- Website traffic estimate (k/mo): 0.000 (+0.000 over 12w) [commerce\_proxy]
- SKU count: 0.000 (+0.000 over 12w) [commerce\_proxy]
- Sellout velocity: 0.000 (+0.000 over 12w) [commerce\_proxy]
- Meta Ad Library activity: 0.000 (+0.000 over 12w) [ad\_proxy]
- Hiring velocity: 0.000 (+0.000 over 12w) [hiring\_proxy]
- Retail stockist expansion: 0.000 (+0.000 over 12w) [retail\_proxy]

### ***Search + Cultural Signals***

- Google Trends velocity: 0.000 (+0.000 over 12w) [search\_proxy]
- Reddit mention frequency: 0.000 (+0.000 over 12w) [reddit]
- Pinterest saves velocity: 0.000 (+0.000 over 12w) [search\_proxy]
- Substack/blog mentions: 0.000 (+0.000 over 12w) [news]
- Resale platform activity: 0.000 (+0.000 over 12w) [market\_proxy]

## Engagement Breakdown

Comments/Likes ratio: 0.116

Repeat commenter density: 0.920

UGC depth: 68.4 | Sentiment: 76.6

## Financial Inference Model

Traffic estimate: 25399.6k visits/mo

Conversion assumption: 2.58%

AOV: \$122.00 | SKU estimate: 161

Sell-through assumption: 76.5%  
Gross margin estimate: 44.8%  
CAC proxy: \$72.5 | LTV proxy: \$426.5  
- High Revenue with Underleveraged IP

## Risk + Resilience Scan

Trademark strength: moderate  
Corporate registry verified: no  
Platform dependency: low  
Algorithm exposure: medium  
Supplier concentration: medium  
Founder dependency score: 54.6  
- No active litigation flags detected in available public signals.  
- Platform dependency risk is low.  
- Algorithm exposure risk is medium.  
- Supplier concentration risk is medium.

## Structured Outreach Draft

Subject: Test Brand growth partnership discussion  
Hi [Founder Name],  
We've been tracking Test Brand's acceleration and see strong potential to support the next phase of growth. Our initial view is a minority growth investment with a target stake of 15%-30% and about \$9.6M of growth capital.  
If helpful, we can share a concise operating blueprint covering supply-chain resilience, COGS reduction levers, and scenario-tested downside protections.  
Would you be open to a short intro call next week?  
Best,  
BURCH-EIDOLON

## Grounding Alignment

Grounded in: DEAL FLOW ENGINE - Brand Intelligence & Deal Sourcing Engine v1.1  
Workflow anchor: Use the workflow: Cultural signal -> Engagement analysis -> Financial inference -> Risk scan -> Structured outreach.  
- Prioritize acceleration and rate-of-change over absolute scale.  
- Use the workflow: Cultural signal -> Engagement analysis -> Financial inference -> Risk scan -> Structured outreach.  
- Rank a weekly universe and generate deeper analysis for top opportunities.  
- Combine cultural heat and financial asymmetry with explicit risk scanning.  
- Generate structured recommendations and outreach-ready theses.

## Key Evidence

- Test Brand 1 source 1 (test)  
- Test Brand 1 source 2 (test)