

Progress Meeting 2 - January 9, 2026

Meeting Overview

Date: January 9, 2026 (Thursday) **Meeting Time:** 12:27 PM EST **Duration:** ~2 hours 41 minutes **Participants:** Greg Kowalczyk, Todd McDaniel, Douae Lahlou

Purpose: Detailed product-by-product analysis of items from 15-product priority list. Focus on trampolines, Coleman air mattresses, and Bestway pump filters with benefits/difficulties for each.

Documents in This Folder

1. Progress_Meeting_2_Minutes_Jan9_2026.md/.pdf

Purpose: Comprehensive meeting minutes organized by product **Length:** ~20,000 words **Best For:** - Complete product analysis reference - Benefits and difficulties for each product - Strategic frameworks and methodologies - Training material (repeatable processes) - Decision-making reference

Contents: - Product-by-product detailed analysis (Trampolines, Coleman Air Mattress, Pump Filter) - Benefits and Opportunities sections for each product - Difficulties and Challenges sections for each product - Specific Recommendations for each product - General strategic insights (visual analysis, Amazon SEO, honeymoon period, freight allocation) - Data Dive platform training - Business strategy and expansion - Go/No-Go decision framework - 10 key takeaways for training - Complete terminology appendix

2. Progress_Meeting_2_Executive_Summary.md/.pdf

Purpose: Quick reference and key highlights **Length:** ~5,000 words **Best For:** - Quick review before next meeting - Management overview - Key decisions reference - Action items at a glance

Contents: - Product analysis summary - Strategic frameworks established - Key learnings condensed - Action items summarized - Go/No-Go framework - Key numbers and benchmarks - Timeline and next steps

3. EMAIL_Progress_Meeting_2_Summary.md/.pdf

Purpose: Email distribution template **Length:** ~1,000 words **Best For:** - Sending to team members - Project stakeholder updates - Action item reminders

Contents: - Email-friendly format - Product status summary - Critical action items - Key insights - Next steps

4. Products overview - 2026_01_09 12_27 EST - Notes by Gemini.md/.pdf

Purpose: Original Gemini AI-generated notes **Best For:** - Reference to original meeting capture - Timestamp verification - Gemini's suggested next steps

5. Products overview - 2026_01_09 12_27 EST - Notes by Gemini (1).md/.pdf

Purpose: Full meeting transcript (very long) **Best For:** - Complete verbatim record - Detailed quote verification - Comprehensive reference

6. 915ce142-0dd6-4b07-8838-ee4091ad8659.mp4

Purpose: Meeting video recording **Size:** 584MB **Best For:** - Reviewing visual demonstrations - Clarifying discussions - Training reference

7. README.md (this file)

Purpose: Folder navigation guide

Quick Navigation Guide

Need to...

- **Review specific product analysis?** → Full Minutes (organized by product)
 - **Find go/no-go criteria?** → Full Minutes (Appendix A) or Executive Summary
 - **Send update to team?** → Email template
 - **Refresh before next meeting?** → Executive Summary
 - **Reference strategic frameworks?** → Full Minutes (General Strategic Insights section)
 - **Check action items?** → Executive Summary or Email (both include action items)
 - **Verify exact quotes?** → Gemini notes or video recording
 - **Training material?** → Full Minutes (10 Key Takeaways section)
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Product Analysis Summary

Products Analyzed in Detail

- 1. Trampolines (36" and 40/48") - Status:** PROCEED with split niche strategy - **Market:** \$500K, 70% from few keywords - **Opportunity:** Weak competitor SEO, premium features justify higher pricing - **Challenge:** \$5M liability insurance requirement - **Target:** \$110 price point
 - 2. Coleman Air Mattress - Status:** HOLD - **Critical Blocker - Issue:** NOT authorized to sell (brand approval required) - **Market:** Highly competitive, Coleman pricing disadvantage - **Validation:** \$5M retail sales confirms demand - **Action:** Todd securing written approval from Coleman
 - 3. Bestway Pump Filter - Status:** STRONG OPPORTUNITY - PROCEED with test - **Advantage:** Supply gap, cheap PPC, 106 reviews (4.6 rating) - **Financial:** Profitable at \$249 with optimized shipping - **Strategy:** 24-48 unit test batch - **Verification:** Confirm 110v North American version
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Key Strategic Frameworks

1. Visual Representation > Specifications

- Pictures communicate value better than specs
- Construction quality visible in images influences buying
- Parents prioritize visible safety features
- Premium features must be visually apparent

2. Amazon SEO ≠ Retail Categorization

- Keywords drive everything, not categories
- Customer search behavior determines visibility
- Traditional retail thinking limits Amazon success
- Focus on how customers search

3. The Honeymoon Period (60-90 Days)

- New listings get increased Amazon traffic
- Sometimes worth creating new listing to capture benefit
- Using old listing means losing honeymoon advantage
- Aggressive marketing during honeymoon establishes momentum

4. Freight Allocation Impact

- **Cubic volume:** Varies by item size
- **Flat rate:** $\$3,500 \div 700 \text{ units} = \$5/\text{unit}$
- Flat rate significantly improves margins on bulky items

- Can make marginal products viable

5. Margin Targets

- **16%** = Good for established items
- **10%** = Minimum acceptable
- **Negative** = OK for aggressive launches (temporary)
- **ACoS 60%, TACoS 30%** = Initial launch targets

6. Brand Exclusivity

- Prevents unauthorized sellers undercutting prices
 - Maintains control of customer experience
 - Protects brand reputation
 - Best Way shutting down unauthorized sellers
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Critical Action Items

Immediate Priorities

Todd McDaniel: - **URGENT:** Secure written Coleman brand approval (critical blocker) - Obtain detailed trampoline information (pictures, all features) - Finalize costing after reviewing Greg's file - Enable niche sharing in Data Dive admin settings - Process Phase 2 invoice - Create spreadsheet of best-seller/hard-to-get items

Douae Lahlou: - Complete "bballs" item dive today - Work with Todd on remaining items from 15-product list - Send Greg any blockers encountered - Bring findings to next week's review

Greg Kowalczyk: - Send Todd screenshot of niche sharing admin settings - Adjust file permissions for Douae access - Continue analyzing remaining priority items - Prepare recommendations for next week

Timeline

This Week: - Coleman approval pursuit - Douae's first dive completion - Trampoline details gathering

Next 1-2 Weeks: - Finalize costing - Complete remaining product analyses - Team review meeting - Go/no-go decisions

Target April: - Order placement - Inventory arrival for season start - Launch preparation

Meeting Context

What Led to This Meeting

- Progress Meeting 1 (Jan 7) established Data Dive training and methodology
- 15-product priority list identified for analysis
- Need detailed product-by-product evaluation
- Benefits and difficulties required for decision-making

What Comes Next

- Complete remaining product analyses (next 1-2 weeks)
 - Team review meeting to evaluate all findings
 - Go/no-go decisions for each product
 - Finalize costing and order quantities
 - April launch preparation
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Key Decisions Made

Strategic: - Split trampoline niche (kids vs. adults) - Use flat-rate freight allocation to improve margins - Target April launch for seasonal timing - 24-48 unit test batches acceptable - Data-driven approach vs. blind ordering

Product-Specific: - Trampolines: PROCEED with both sizes - Coleman: HOLD pending brand approval - Pump Filter: PROCEED with test after voltage verification

Financial: - 16% margin target for established items - 10% minimum acceptable - Aggressive launch may go negative initially - Freight allocation strategy significantly impacts viability

Training Material Value

The comprehensive minutes are designed as training material with:

Repeatable Frameworks: - Product analysis methodology - Benefits/difficulties assessment - Go/no-go decision criteria - Visual vs. specification analysis - Amazon SEO vs. retail categorization

Practical Examples: - Real product scenarios (trampolines, air mattress, pump filter) - Actual margin calculations - Competitive analysis processes - Freight allocation impact - Listing strategy decisions

10 Key Takeaways: 1. Visual analysis is critical 2. Amazon SEO fundamentally different from retail 3. Honeymoon period is valuable 4. Freight allocation strategy matters 5. Brand exclusivity worth protecting 6. Margin targets must be realistic 7. Small quantity ordering is strategic advantage 8. B2B opportunity often overlooked 9. Inventory management prevents catastrophe 10. Data-driven beats blind ordering

Decision Frameworks: - When to proceed with product - When to hold (blockers identified) - When to reject product - New vs. existing listing decisions - Freight allocation choices

Related Documents

Previous Meetings

- [Kickoff Meeting Summary - Jan 5, 2026](#)
- [Progress Meeting 1 - Jan 7, 2026](#)

Project Resources

- [Project Dashboard](#)
- [Deliverables List](#)
- [Product Analysis Folder](#)
- [Priority 15 Items Analysis](#)

Training Materials

- Data Dive platform guides (in project dashboard)
 - Product validation resources
 - Master keyword list creation
 - Competitor analysis best practices
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Meeting Series Context

This is **Meeting #3** in the Best Way Amazon Launch Project series:

1. ✓ **Kickoff Meeting** (Jan 5, 2026) - Project scope, team introductions, initial planning
 2. ✓ **Progress Meeting 1** (Jan 7, 2026) - Data Dive training, methodology establishment
 3. ✓ **Progress Meeting 2** (Jan 9, 2026) - Product-by-product analysis, benefits/difficulties
 4.  **Progress Meeting 3** (Next week, TBD) - Review remaining products, final go/no-go decisions
 5.  **Future meetings** - Launch preparation, optimization, performance review
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Questions or Issues?

For product analysis clarification: Comprehensive Minutes (organized by product) **For strategic framework questions:** General Strategic Insights section in Minutes **For action item details:** Executive Summary or Email template **For training material:** Full Minutes (designed as training reference) **For quick answers:** Executive Summary

Folder Created By: Greg Kowalczyk **Date:** January 10, 2026 **Last Updated:** January 10, 2026