

EMAIL_Progress_Meeting_2_Summary

To: Todd McDaniel, Douae Lahlou **From:** Greg Kowalczyk **Date:** January 10, 2026
Subject: Progress Meeting 2 Minutes - Product Analysis (January 9th)

Hi Todd and Douae,

Attached are the minutes from yesterday's product analysis session (Thursday, January 9th).

Meeting Documentation

Full Minutes: Progress_Meeting_2_Minutes_Jan9_2026.pdf **Executive Summary:**
Progress_Meeting_2_Executive_Summary.pdf

Product Decisions

Trampolines (36" and 40/48") - PROCEED Split into two niches (kids vs adults). Both could work at \$110 price point. Need detailed specs and photos from Todd. Insurance is expensive but manageable.

Coleman Air Mattress - HOLD Can't proceed without brand approval. Amazon wants PO, we can't get PO without approval. Chicken-and-egg situation. **URGENT:** Todd working on written approval from Coleman.

Bestway Pump Filter - PROCEED WITH TEST Strong opportunity. Supply gap, cheap PPC, 106 reviews at 4.6 stars. Order 24-48 units after verifying 110v version. Profitable at \$249 with flat-rate freight allocation.

Key Points

Freight allocation: Flat rate ($\$3,500 \div 700 = \$5/\text{unit}$) vs cubic volume makes huge difference for bulky items. Can turn marginal products viable.

Margins: Target 16% for established items, 10% minimum. New launches might go negative initially (ACoS 60%, TACoS 30%) but should improve as ranking builds.

Visual beats specs: Pictures communicate value better than specifications. Listing optimization needs quality images.

Timeline: Finalize order within 1-2 weeks. April target for launch.

Action Items

Todd: - Get Coleman brand approval (critical blocker) - Detailed trampoline info (pictures, specs) - Finalize costing - Enable niche sharing in Data Dive (screenshot coming) - Process Phase 2 invoice

Douae: - Complete “bballs” dive today - Work with Todd on remaining items - Send any blockers to Greg

Greg: - Send niche sharing screenshot - Adjust file permissions for Douae - Continue analyzing remaining items

Next meeting TBD next week to review findings.

Best regards, Greg

Attachments: - Progress_Meeting_2_Minutes_Jan9_2026.pdf -
Progress_Meeting_2_Executive_Summary.pdf