

EMAIL_Kickoff_Meeting_Summary

Email: Kickoff Meeting Summary & Next Steps

To: Todd McDaniel, Douae Lahlou **From:** Greg Kowalczyk **Subject:** Kickoff Meeting Summary - Action Required Before Wednesday **Attachment:** Kickoff_Meeting_Summary_Jan5_2026.md

Hi Todd and Douae,

Thank you for the great kickoff conversation today. While we didn't follow the structured agenda I prepared, the extended discovery discussion provided valuable context about your team's capabilities, past experiences, and the complexity of your multi-channel operations. I learned a lot that will inform our approach going forward.

Attached is a comprehensive meeting summary that documents everything we discussed, plus the structured elements we'll need to address in our Wednesday follow-up meeting.

Critical Action Required

Before Wednesday, please send me your product list with as many candidate items as possible from the Best Way catalog. I need this data to conduct preliminary competitive analysis:

- Product specifications
- Cost information and DDP quotes
- EAN and UPC codes
- Current competitive pricing research
- URLs for similar Amazon listings
- Available digital assets from P360

The earlier I receive this, the more thorough analysis I can prepare for our Wednesday discussion.

Important Timeline Clarification

I want to address the factory's "order this week" timeline directly. While Best Way indicated this week is ideal for a March 30 ship date, **the actual ordering timeline should be driven by data, not factory scheduling pressure**. As we discussed regarding your previous Amazon venture (Constant Air), rushing critical decisions to meet arbitrary deadlines can lead to costly mistakes.

Our **Wednesday meeting will establish a realistic, data-driven timeline** that balances: - Thorough product validation and profitability assessment - Market opportunity analysis - Risk mitigation - Seasonality considerations - Factory scheduling constraints

Proper product validation typically requires more time than the compressed timeline initially suggested. It's better to launch later with validated products than rush into unvalidated selections. The goal is sustainable profitability, not just meeting ship dates.

What to Review in the Attached Document

Before Wednesday, I recommend reviewing these sections: 1. **Meeting Structure: Planned vs. Actual** (pages 1-2) - Explains agenda deviation 2. **Timeline & Urgency** (pages 9-10) - Timeline philosophy and realistic assessment 3. **Action Items: Priority Before Wednesday Meeting** (page 11) - Your immediate to-dos 4. **Wednesday Meeting Objectives** (page 11-12) - What we'll accomplish together

The document also includes detailed notes on all the topics we discussed (AI tools, logistics, flat files, multi-channel strategy, etc.) for future reference.

Wednesday Meeting Focus

Our primary focus will be identifying the key components for product identification, classification, and validation: - What criteria determine product viability? - What data points are most critical? - What validates market opportunity?

We'll also address the deferred agenda items: project scope confirmation (Option C), priority list finalization, training schedule, and communication cadence.

Next Steps

1. **You:** Send product data ASAP (sooner = better analysis by Wednesday)
2. **Me:** Conduct preliminary competitive analysis and prepare findings
3. **Wednesday:** Review analysis, establish realistic timeline, create clear action plan

Looking forward to diving into the data and establishing a solid foundation for this project.

Best regards, Greg

Greg Kowalczyk Amazon & E-commerce Consultant kowalcg@gmail.com