

6-MONTH E-COMMERCE LAUNCH PLAN

Taking **Cipton Sports** online, the right way.

Our six-month plan for operating the e-commerce arm of Cipton Sports — hero product launch, retail credibility front and center, multi-channel demand, brand identity preserved, and a phased path toward the Franklin-scale vision.





THE OPPORTUNITY

Retail credibility is built. The online channel is the lever.

Cipton already has what most DTC brands spend years and millions trying to earn: real shelf placement at **Dick's Sporting Goods, Target**, and other national retailers, a full product catalog from soundless and light-up basketballs to beach games, beer pong, corn darts, and water-sports balls. That credibility is a moat — and right now, it is doing nothing for the e-commerce site.

A customer searching "*soundless basketball*" on Google today lands on a site that does not match the quality of the product, the brand, or the retail story behind it. That gap is the opportunity. We will operate Cipton's online channel the way Joola, Liquid Death, and other modern sporting brands operate theirs: **one hero product, one clear story, multi-channel demand, weekly iteration** — full-time, hands on the wheel, with clear checkpoints across the six months.

HOW WE OPERATE IT

- **A redesigned e-commerce site** in the clean, confident style of Joola.com — built around the soundless basketball as the hero product, with the full catalog (light-up ball, water-sports football, beach games, party games) discoverable as supporting range.
- **A six-month launch arc** with phased 30 / 60 / 90 / 180-day milestones — concentrating ad spend on one proven winner before expanding the catalog story.
- **A multi-channel demand strategy**: Meta and TikTok for cold demand creation around the soundless ball's story; Google Search and Shopping for warm demand already searching for the brand because of retail.
- **Brand identity preserved** — the Cipton mark, logo placement, and product packaging stay locked. Our design freedom is in layout, photography, narrative, and site experience.
- **Operator-style reporting** — weekly numbers, real conversion data, ad performance broken out by creative, and ranges instead of false certainty.

WHY WE LEAD WITH SOUNDLESS

The soundless basketball tells itself in six seconds of video: a kid dribbling at midnight, parents asleep, the ball just thuds quietly. That contrast is the entire creative. It solves a real problem for apartment dwellers, dorm residents, parents of toddlers, late-shift workers, and gym owners with neighbor noise complaints. The light-up ball lives on the site as a related product, but the launch story is one product, one message, one ad set.

A NOTE ON PROJECTIONS

Every revenue number in this document is presented as a **range with stated assumptions** — never a single fixed figure. A two percent conversion rate is industry standard for sporting goods on Shopify. On the ad side we are deliberately conservative: a two-to-one return on ad spend is realistic early, but on cold traffic alone — once wholesale cost, shipping, and fees are paid — that is roughly **break-even, not profit**. Real profitability is engineered, not assumed: it comes from blending in low-cost branded Google search, repeat email buyers, and the wholesale price we set together. Month-one ad spend is treated as customer-acquisition investment. These are starting assumptions, adjusted weekly as real data comes in — that is how operators work, and that is what separates this from the previous build.

THE 6-MONTH PLAN

FOUNDATION · LAUNCH · SCALE · COMPOUND



FOUR PHASES ACROSS SIX MONTHS

Each phase has clear deliverables and ends with a review. The Day 90 checkpoint is the formal halftime — what's working, what isn't, what changes for Phase 4. Nothing is locked half a year ahead of real data.

DAYS 1 – 30 · FOUNDATION

Site rebuild, hero product story, retail-credibility front and center.

- Full Shopify rebuild in the Joola.com aesthetic — clean, confident, white space, product photography forward. Cipton mark and packaging identity preserved exactly.
- Soundless basketball product page treated like a landing page: demo video, problem-solution narrative, specs, social proof.
- Dick's, Target, and other retailer logos prominently displayed — the trust signal that costs nothing.
- Full catalog imported (basketballs, water-sports, beach games, party games), soundless ball as featured hero.
- Email capture with a 10% code from day one. Full pixel and analytics instrumentation before any ad runs.

DAYS 31 – 60 · LAUNCH

Paid demand creation on Meta and TikTok. Warm demand capture on Google.

- Ten creative variations of the soundless ball demo across Meta and TikTok — kill losers fast, scale winners weekly.
- Google Shopping and branded search launch in parallel to capture existing demand from retail awareness.
- Organic seeding to basketball coaches, training accounts, and apartment-living TikTok creators.
- Geo-targeting prioritized by Cipton's strongest retail markets. Weekly performance reports with recommended next moves.

DAYS 61 – 90 · SCALE

Bolt on the catalog. Tighten the funnel. First mystery drop.

- Light-up ball, water-sports football, and supporting catalog added as upsells, related products, and bundle plays.
- Email automation live: welcome, abandoned-cart, post-purchase, win-back. Owned audience compounds for free.
- First mystery drop campaign — limited basketball release, email and SMS-driven, building hype mechanics into the brand.
- **90-day halftime review** with Sol: what worked, what didn't, what changes for Phase 4.

DAYS 91 – 180 · COMPOUND

Expand the catalog story. Layer in Q4. Build toward the Franklin-scale vision.

- Seasonal storytelling: beach games and water-sports balls pushed for summer; basketballs and party games pushed for Q4 gifting.
- Creator partnerships with 2 – 3 mid-tier basketball / apartment-living / lifestyle accounts on paid + revenue share.
- Second mystery drop and one bundle drop. Repeatable drop calendar becomes part of the brand identity.
- Six-month review with Sol: what the channel did, what we learned, the runway into year one.

PROJECTIONS & ASSUMPTIONS

STATED UP FRONT, ADJUSTED WEEKLY



STARTING ASSUMPTIONS

These are the inputs the projections below are built on. They are starting estimates, not promises. Real performance gets reported back weekly.

- **Conversion rate:** 1.5% – 2.5% (industry standard for sporting goods on Shopify; ranges based on traffic quality).
- **Average order value:** \$30 – \$45 (single-ball orders to start; bundles raise this in Phase 3).
- **Return on ad spend (ROAS):** cold paid social starts near 1.5x – 2x — roughly break-even once wholesale, shipping, and fees are in. Profit comes from blending in branded Google search and repeat email buyers, pushing *blended* ROAS toward 3x+. Month-one spend is acquisition investment, not profit.
- **Ad budget:** \$2,500 – \$3,500 per month combined Meta, TikTok, and Google — modest by design until data is in.

PHASED REVENUE RANGES

PHASE	AD SPEND	REVENUE RANGE	NOTES
Days 1 – 30 Foundation	~ \$0 paid	\$0 – \$1,500	Site rebuild + instrumentation. Organic and email-capture only.
Days 31 – 60 Launch	\$2,500 – \$3,000	\$3,750 – \$7,500	1.5x – 2.5x ROAS while creative converges. Google branded search adds floor revenue.
Days 61 – 90 Scale	\$3,000 – \$3,500	\$7,500 – \$12,000	Winning creative scaled. Email flows compounding. Upsells lift AOV.
Days 91 – 180 Compound (3 mo)	\$10,000 – \$15,000	\$35,000 – \$60,000	Catalog upsells live, drops + Q4 push, seasonal expansion. Six-month total target \$50K – \$80K.

HONEST FRAMING

These ranges assume Cipton's existing retail awareness translates to branded Google search and lower CAC on Meta — which it usually does, but is not guaranteed. Revenue is not profit: month one is an investment phase, and unit margin is ultimately set by the wholesale price. If blended ROAS stalls below break-even, we cut spend, fix the funnel, and report exactly why. Operators report numbers; they don't sell hope.

CHANNEL STRATEGY

COLD DEMAND + WARM DEMAND, RUNNING IN PARALLEL



DIFFERENT CHANNELS, DIFFERENT JOBS

A brand with retail credibility has two types of demand happening at once. People who have never heard of Cipton (cold) and people who saw the ball at Dick's and went home to Google it (warm). Different channels handle each, and both run from day one on modest budgets.

COLD DEMAND

Meta (Facebook / Instagram)

Video creative showing the silent dribble next to a regular ball. Audiences: urban parents, apartment renters, basketball trainers, college students. Ten creative variations on launch, kill losers fast.

\$1,000 – \$1,500 / mo

COLD DEMAND

TikTok

Native-feeling demo creative — same hook, different format. Strong for the dorm and apartment-living segments. Often outperforms Meta on CPM for sporting and gadget categories.

\$800 – \$1,200 / mo

WARM DEMAND

Google Search & Shopping

Branded search and product listings catching customers already searching for Cipton because of retail. Highest-intent traffic on the internet — and the easiest win this brand has.

\$700 – \$1,000 / mo

SUPPORTING CHANNELS (NO PAID SPEND)

- **Organic seeding:** ship product to basketball coaches, training programs, and apartment-living creators in exchange for content.
- **Email:** capture from day one with a 10% code; flows go live in Phase 2 (welcome, abandoned cart, post-purchase, win-back).
- **SMS:** opt-in at checkout; reserved for product drops and high-intent moments.
- **UGC reposts:** turn customer videos into organic content and into paid creative once they prove out.

THE SINGLE BIGGEST LEVER

The Fiverr build did not surface Cipton's retail story. The new site will. "As seen at Dick's Sporting Goods and Target" displayed in the hero, on the product page, and in the footer — that single change usually lifts conversion rate by 20% – 40% on brands with real shelf placement, and it costs nothing.

SUCCESS & WHAT WE NEED

WHAT WE MEASURE · WHAT WE NEED FROM CIPTON



WHAT SUCCESS LOOKS LIKE

DAY 30

Site Live

Rebuilt store, instrumentation in place, email list opened, first organic sales.

DAY 90

Halftime

Blended ROAS past break-even, first mystery drop shipped, \$8K – \$12K monthly revenue, formal review.

DAY 180

Compounding

Catalog expanded, drop calendar live, \$50K – \$80K six-month revenue, year-one runway drafted.

WHAT WE NEED FROM CIPTON

- **Wholesale pricing** on the soundless basketball and supporting catalog, sized to support the Phase 2 ad spend without stockout.
- **Online channel parameters** — anything we should or shouldn't do on price, promotion, and positioning; what's locked, what we're free to move.
- **Product assets** — high-resolution photography, any existing demo video, retailer permissions to feature logos and "as seen at" language.
- **Brand identity guidelines** — logo files, colors, packaging standards, and any non-negotiable mark or placement rules. We treat these the way a licensee treats a licensor's brand: preserved, not redesigned.
- **A single point of contact** on Cipton's side (Sol or designee) for weekly sync and faster decisions.

THE LONG VIEW

Six months is the proving ground, not the destination. The destination is Cipton becoming a household sporting-goods and games brand — the next Franklin Sports — with online and retail working as one channel. We're building so that if month six earns the next chapter, the infrastructure, the audience, and the playbook are already in place to scale it.