



Commercialization Intelligence. Delivered.

The AI-powered commercialization partner for founders,
manufacturers, consumer brands and investors.

Great products do not fail
for lack of ambition.
They fail for lack of
commercialization intelligence.

EISH exists to close that gap — combining decades of commercialization experience with proprietary AI, structured methodology and automation to help innovative products become successful commercial businesses.

Idea
VALIDATION



Strategy
READINESS



Scale
GROWTH

Who We Are

03

EISH is an AI-powered commercialization partner helping founders, manufacturers, consumer brands and investors transform innovative products into successful commercial businesses.

We combine decades of commercialization experience with proprietary AI technology, structured methodologies and automation to reduce risk, accelerate decision-making and improve commercialization outcomes.

Our expertise spans the complete commercialization lifecycle — from idea validation and commercial due diligence through market intelligence, retail readiness, go-to-market strategy, launch execution and growth.

We've done this before — and we do it for ourselves, not just advise on it. Our methodology is built on our own hands-on commercialization experience, not theory.

Lifecycle

End-to-end commercialization,
idea to scale

AI+

Proprietary technology and
hands-on expertise,
combined

ECOSTM

One integrated commercialization
operating system

Mission, Vision & Purpose

04

OUR MISSION

To become the USA's most trusted commercialization intelligence company — helping innovative products reach their full commercial potential through expert knowledge, artificial intelligence and repeatable systems.

OUR VISION

To redefine how products are commercialized globally — building the industry's leading AI-powered platform so founders, manufacturers, retailers and investors decide faster, smarter and with greater confidence.

OUR PURPOSE

Helping great products become successful businesses.

Our Values

05

Ten principles govern how we work, how we advise, and how we measure success for the clients and partners we serve.

01 Commercial Excellence

06 Continuous Improvement

02 Integrity

07 Customer Success

03 Innovation

08 Partnership

04 Intelligence

09 Accountability

05 Execution

10 Long-Term Thinking

What We Do

06

A complete commercialization practice, organized across four disciplines and delivered through the ECOS™ platform.



ASSESSMENT & DILIGENCE

- Commercial Due Diligence
- Product Assessments
- Commercial Readiness
- Retail Readiness
- Amazon Readiness
- Portfolio Reviews



INTELLIGENCE & ANALYSIS

- Market Intelligence
- Competitive Analysis
- AI Commercialization
- ECOS™ Platform
- Packaging Reviews
- Commercial Intelligence



STRATEGY

- Go-To-Market Strategy
- Channel Strategy
- Distribution Strategy
- Pricing Strategy
- Commercialization Roadmap
- International Market Entry



ADVISORY & GROWTH

- Commercialization Partnership
- Executive Advisory
- Investor Readiness
- Growth Strategy
- Commercialization Roadmap
- Go-To-Market Execution

Our Difference

07

EISH integrates six disciplines that the market typically buys separately — into one commercialization operating system.

01



Commercial Partnership

02



Artificial Intelligence

03



Market Intelligence

04



Automation

05



Structured Methodology

Σ

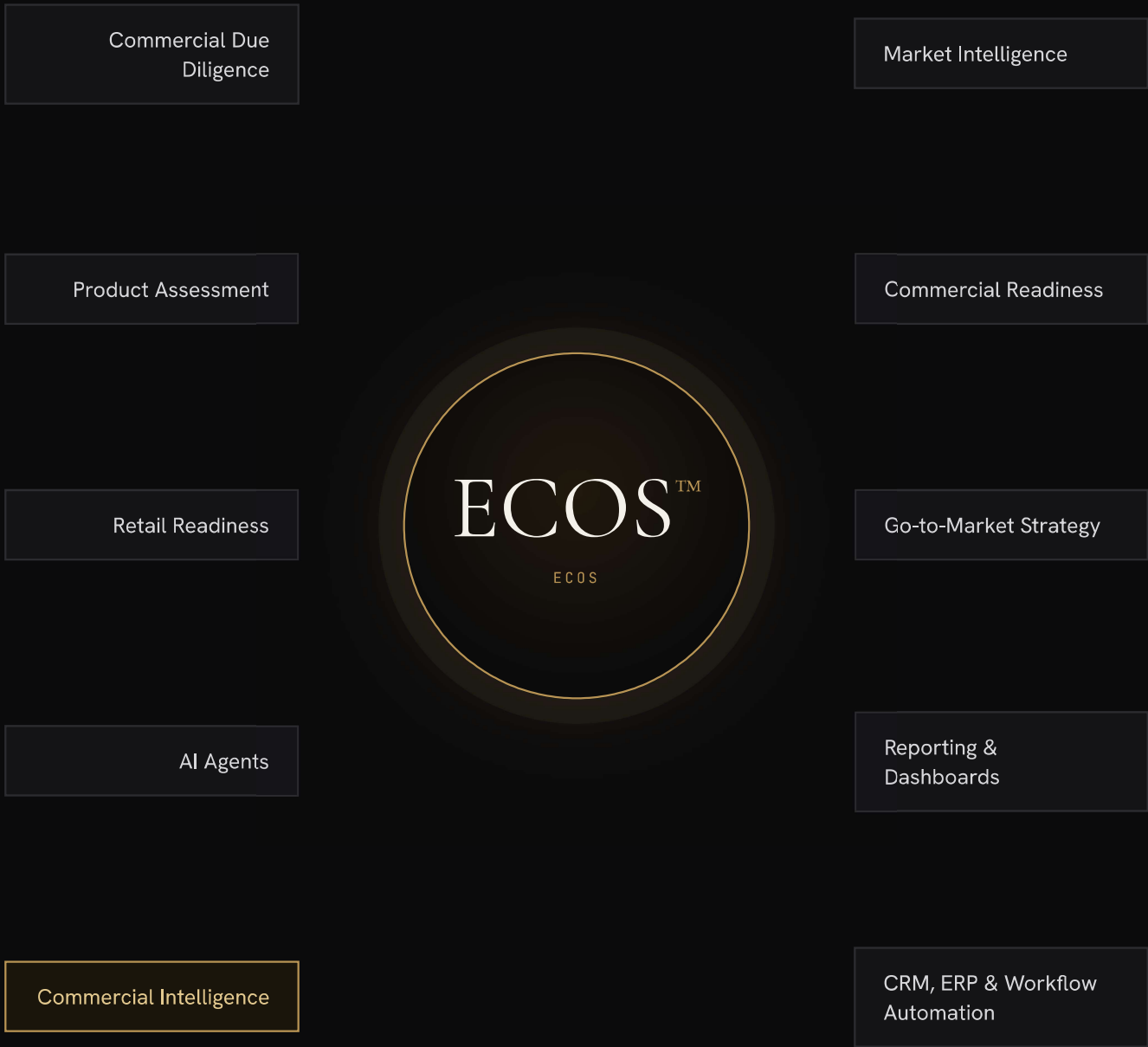


One Integrated Platform — ECOS™

ECOS™ Platform

08

The EISH Commercial Operating System — a central intelligence engine connecting every commercialization module into one platform.



AI Agent Framework

09

Five intelligent agents work in sequence — each output feeding the next — to produce a single integrated commercialization assessment.

AGENT

I

Commercial Due Diligence

Evaluates the product, business, commercialization readiness, risks and commercial viability.

AGENT

2

Market Intelligence

Analyzes competitors, market trends, customer demand, pricing, positioning, channels and opportunities.

AGENT

3

Commercial Assessment Integration

Combines outputs from all agents into a single executive commercialization assessment and readiness profile.

AGENT

4

Commercial Strategy

Builds commercialization roadmaps, launch priorities, strategic recommendations and execution planning.

AGENT

5

Launch Execution

Supports implementation, KPI tracking, launch management and continuous commercialization optimization.

Commercial Intelligence

IO

The proprietary analytical engine inside ECOS™ — transforming product, market, competitive, financial and operational data into executive decision intelligence.

WHAT IT PRODUCES



Commercial Readiness Score



Market Opportunity Analysis



Competitive Position Assessment



Risk Assessment



Opportunity Prioritization



Executive Summary



Commercial Recommendations

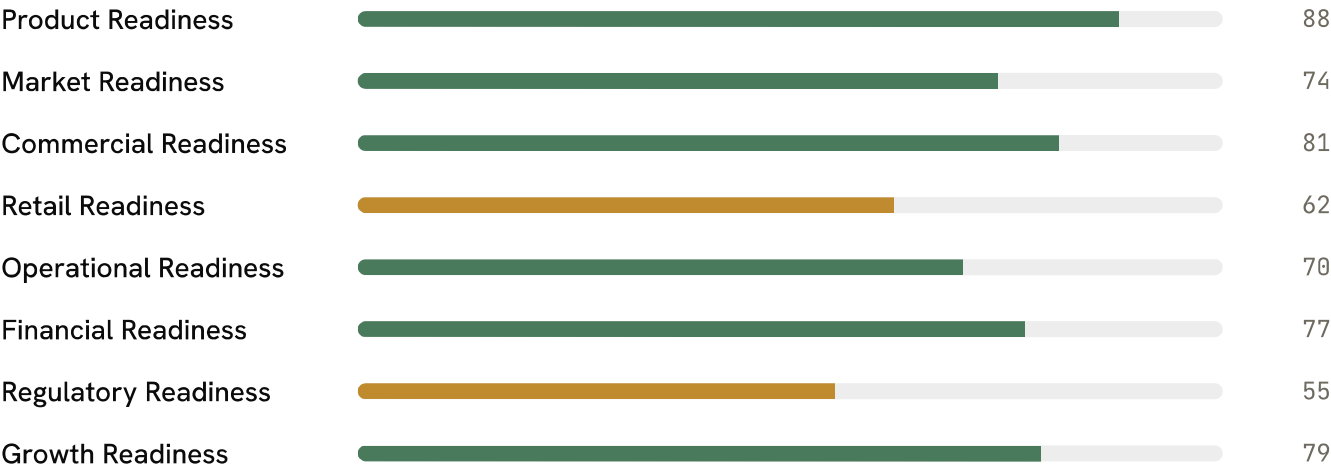


Commercialization Roadmap

Commercial Readiness Framework

II

Every product is scored across eight readiness dimensions, producing an executive scorecard that pinpoints strengths, gaps and priorities. *Illustrative — scores are generated per engagement.*



■ On-track ■ Attention ■ Critical gap

Platform Workflow

I2

01

Product Submission



02

AI Assessment



03

Commercial Due Diligence

Agent 1



04

Market Intelligence

Agent 2



05

Integrated Commercial Assessment

Agent 3



06

Commercial Intelligence



07

Executive Report



08

Commercialization Roadmap



09

Launch Support

Agent 5

How We Work

I3

A repeatable eight-stage commercialization method — the same disciplined path from first principles to scaled growth.

01

Discover

Understand the product, founder goals and context.

05

Strategize

Build the commercialization and go-to-market plan.

02

Assess

Run product, commercial and readiness assessments.

06

Commercialize

Prepare pricing, packaging, channel and retail readiness.

03

Analyze

Apply Commercial Intelligence to data and markets.

07

Launch

Execute the launch with KPIs and active management.

04

Validate

Confirm demand, viability and commercial fit.

08

Scale

Drive growth, expansion and continuous optimization.

Who We Serve

I4

**Founders****Startups****Manufacturers****Consumer Brands****Private Equity****Investors****Retail Suppliers****International Companies****Technology Companies****Industrial Manufacturers****CPG Companies****Product Developers**

Industries

15

Deep commercialization expertise across consumer, industrial and technology sectors.

01 Consumer Packaged Goods

02 Industrial Products

03 Construction Products & Building Materials

04 Adhesives, Sealants & Hardware

05 Home Improvement

06 Manufacturing

07 Technology & Consumer Products

08 Retail & eCommerce

09 B2B

Why EISH



AI Powered



Commercial Experts



Structured Methodology



Data Driven



Global Perspective



Retail Expertise



End-to-End Support



Repeatable Systems



Lower Risk



Faster Decisions



Scalable Platform



Technology Enabled

Client Outcomes

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EISH is built to change how commercialization decisions get made — measured in confidence, speed and reduced risk.



Faster commercialization
decisions



Reduced commercialization
risk



Improved market readiness



Better investment decisions



Structured
commercialization process



Greater organizational
alignment



Accelerated launch
preparation

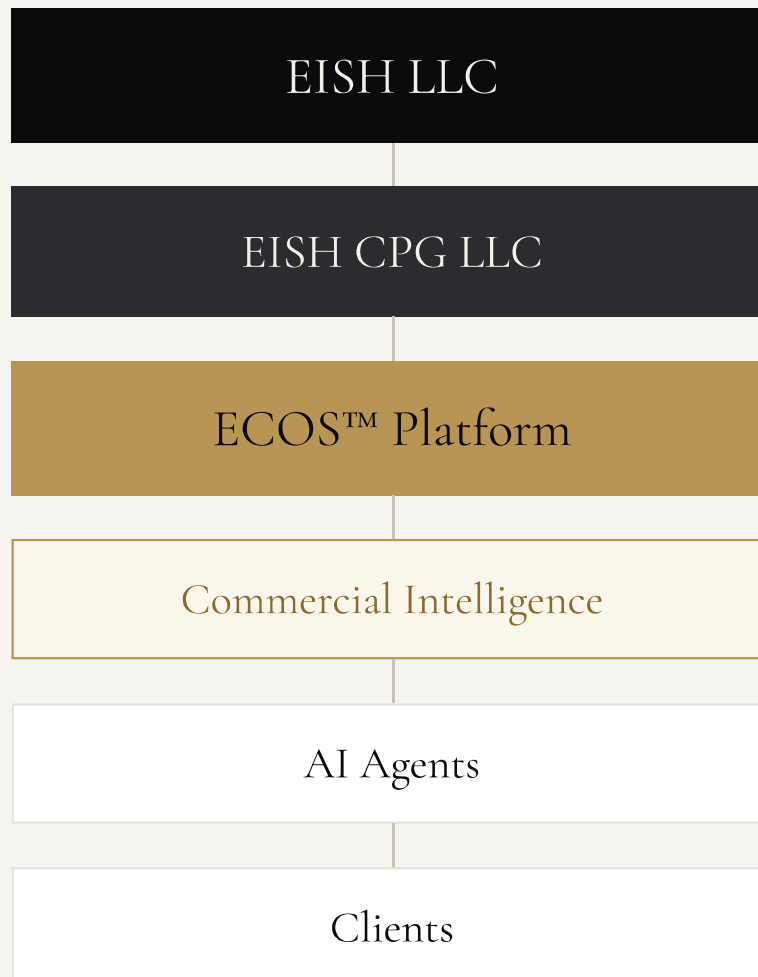


Scalable commercialization
systems

Corporate Ecosystem

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A single structure connecting the corporate entities, the platform, its intelligence engine and the clients it serves.





Ready to Commercialize Smarter?

Whether you are launching a new product, evaluating an acquisition, entering a new market or preparing for retail, EISH provides the intelligence, systems and expertise to help you commercialize with confidence.

Commercialization Intelligence. Delivered.

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SCAN TO CONNECT