

THE ECOS ECOSYSTEM

ECOSTM

Commercialization PlaybookTM

Your complete commercialization operating system — the execution-ready plan that turns a validated product into a retail-ready business.

POWERED BY



cpg-shelfready.com

eishllc.com

Why most product launches fail

Great products don't fail because they are bad. They fail in the gap between *making* a product and *commercializing* one — where pricing, channel, compliance, and capital decisions are made on instinct instead of intelligence.

70%

of new CPG products are delisted within their first 12 months on shelf.

\$1.2M

average sunk cost of a mismanaged first retail launch — before a single reorder.

3/5

launches stall on decisions that were never modeled: margin, MOQ, or channel fit.

WHERE GOOD PRODUCTS GO WRONG



Mispriced

Margin can't survive trade spend and retailer terms.



Wrong channel

Entering the wrong retailer before the product is ready.



Non-compliant

Labeling and packaging fail retailer requirements.



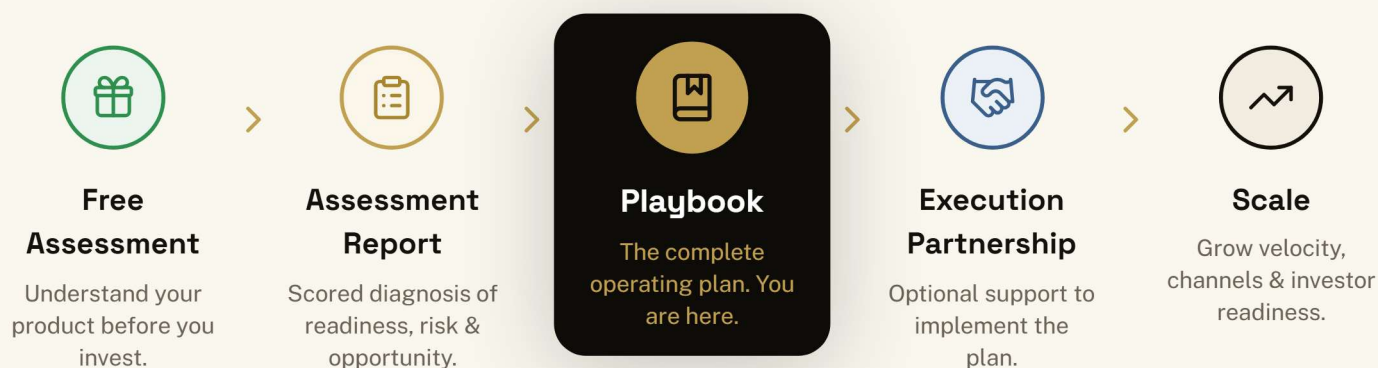
No plan

No sequenced roadmap from PO to reorder to scale.

The cost of a poor commercialization decision isn't a line item — it's the whole launch. The Playbook exists to make each of these decisions **before** capital is committed.

From assessment to execution

The Playbook is the pivot point of the ECOS journey — the moment intelligence becomes an operating plan. Everything before it de-risks the decision; everything after it executes on the plan.



The Assessment tells you *where you stand*

A scored diagnosis: your commercial readiness, your risks, and the size of the opportunity. It answers “**Should we do this?**”

The Playbook tells you *exactly what to do*

A sequenced operating plan across every function. It answers “**What, when, and how do we execute?**”

What is the Commercialization Playbook?

A complete, execution-ready operating plan for taking your product to market — built from your assessment, your market, and the ECOS Commercial Intelligence™ engine. Not a slide deck. Not recommendations. An operating system.

This is not consulting.

Consulting hands you findings and a bill. The Playbook hands you a plan you can run — decisions already made, sequenced, costed, and ready to execute internally or with a partner. It tells you exactly **what** to do, **when** to do it, and **how**.



Decision-ready

Every major commercialization decision is modeled and made, not deferred.



Execution-ready

Sequenced tasks, owners, timelines and budgets across every function.



Investor-ready

A financial model and narrative you can put in front of capital.

30–40

deliverables

7

functional domains

1

operating system

39 deliverables, seven domains

PART 1 OF 2



Strategy

Commercialization strategy

Positioning & value proposition

Business model validation

Go-to-market strategy

Competitive strategy

Brand architecture



Market

Market sizing (TAM / SAM / SOM)

Target segment profiles

Demand signals & trends

Competitive landscape map

Buyer persona map



Retail

Retail channel strategy

Category & planogram fit

Retailer target list

Buyer pitch framework

Compliance & labeling requirements

Trade promotion plan



Operations

Supply chain plan

Manufacturing readiness

Packaging spec & costing

Distribution model

Inventory & fulfillment plan

Vendor & 3PL requirements

Financial, launch & growth

PART 2 OF 2



Financial

Unit economics model

Pricing & margin strategy

3-year financial model

Trade spend & promo budget

Funding & capital plan

Break-even analysis



Launch

90-day launch plan

Launch timeline & milestones

Channel sequencing

KPI & success metrics

Risk register & mitigation



Growth

Scale roadmap

Amazon & e-commerce plan

Expansion playbook

Retention & velocity plan

Investor readiness package

EVERY DOMAIN, ONE PLAN

Each deliverable interlocks with the others — pricing feeds the financial model, which feeds the launch plan, which feeds the scale roadmap. Nothing is a standalone slide.

39

deliverables

100%

execution-ready

How the Playbook is built

A disciplined, six-stage process that combines your data, live market intelligence, and expert judgment into a single validated plan.

01



Commercial due diligence

We audit your product, economics, capacity, and current position with rigor.

02



Market intelligence

Live category, competitor, pricing, and retailer data is gathered and structured.

03



Commercial assessment integration

Your assessment scores and findings are woven in as the plan's foundation.

04



Commercial Intelligence™

Our engine synthesizes it all into prioritized decisions and frameworks.

05



Executive review

Senior commercialization experts pressure-test and validate every decision.

06

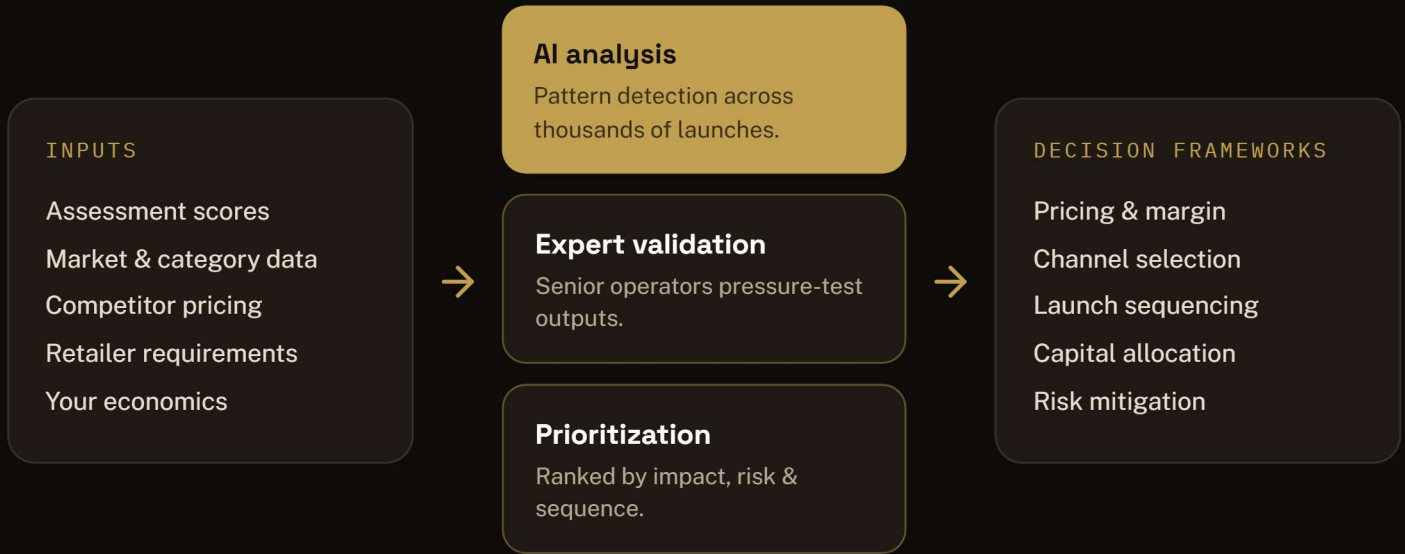


Playbook generation

The final operating plan is assembled, formatted, and delivered ready to run.

The Commercial Intelligence™ engine

Structured intelligence, not guesswork. The engine turns raw inputs into prioritized, validated decisions through a repeatable architecture.



INPUTS → INTELLIGENCE → DECISIONS → PLAYBOOK

Structured

Not guesswork — a repeatable method applied identically every time.

Validated

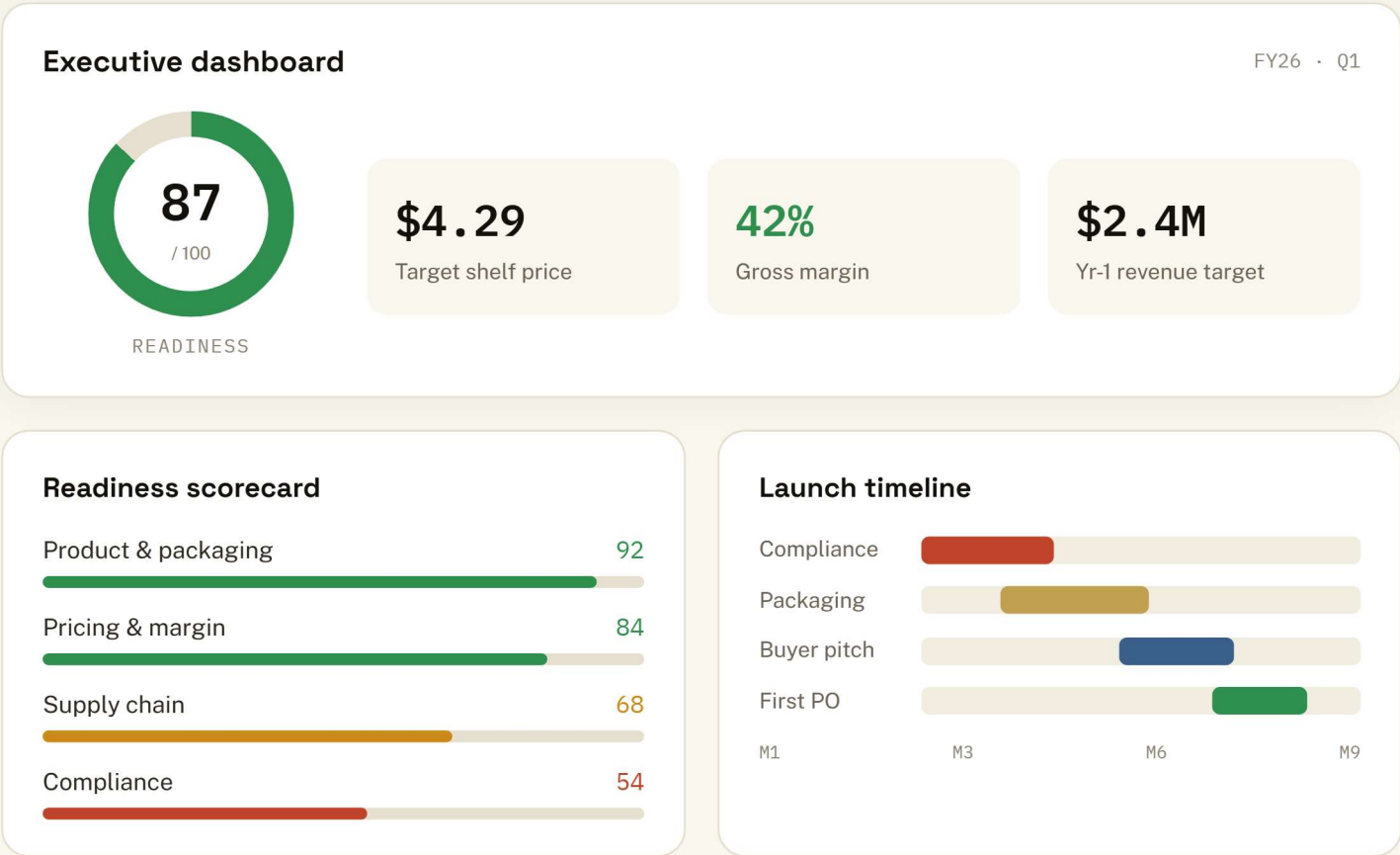
Every AI output is reviewed by people who have done it.

Prioritized

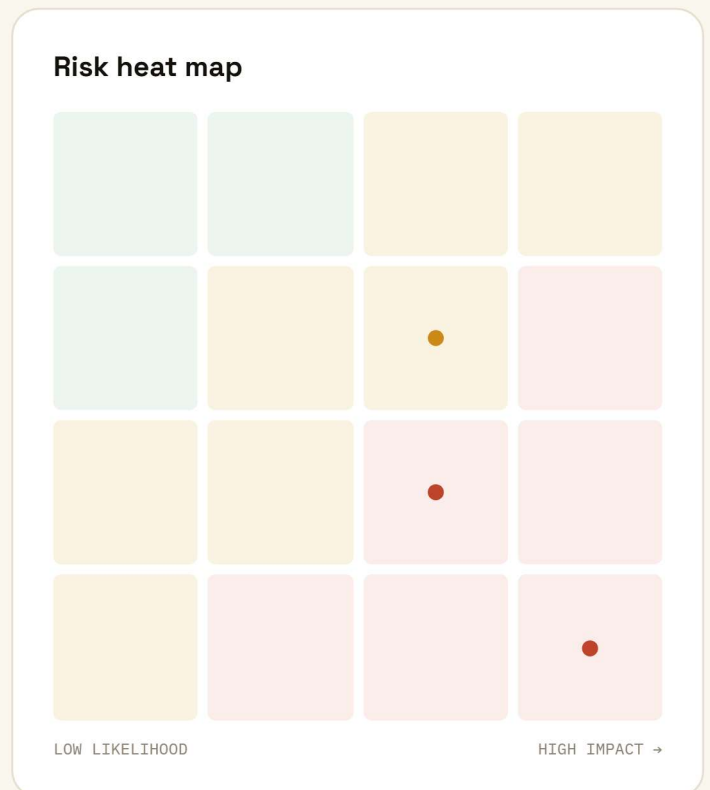
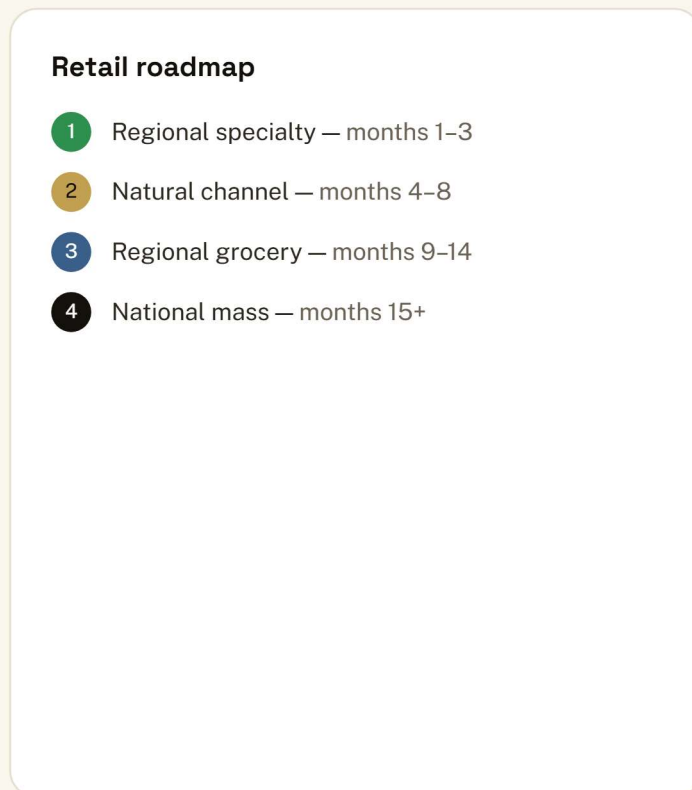
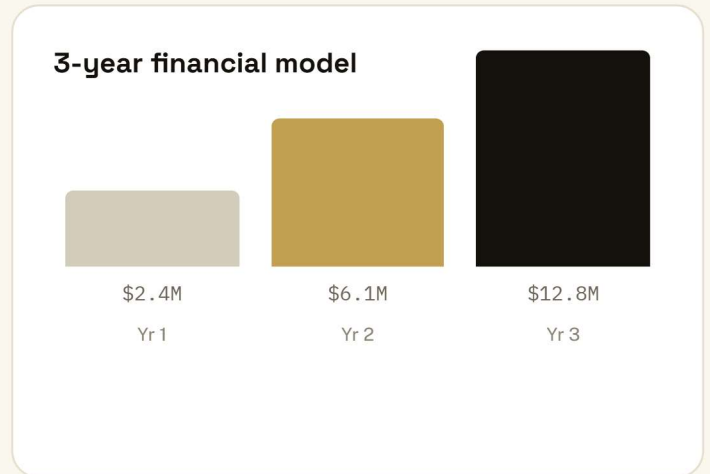
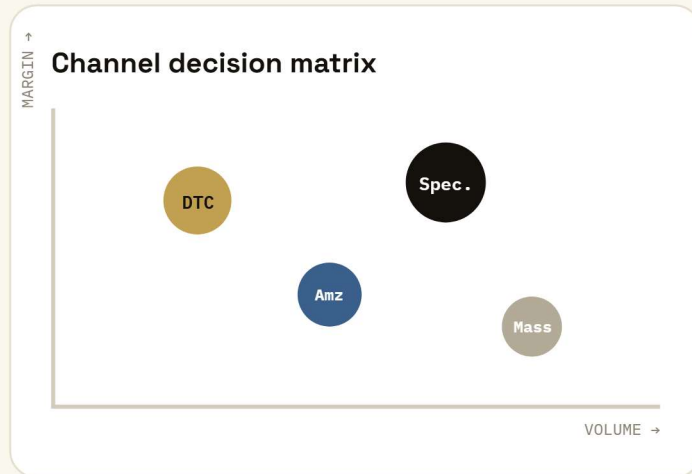
You know what matters most and what to do first.

Sample pages

ILLUSTRATIVE DATA
FORMAT PREVIEW



Frameworks & models



What the Playbook delivers



Reduced risk

Mistakes surfaced and mitigated before capital is committed.



Better decisions

Investment choices grounded in modeled economics.



Faster to market

A sequenced plan removes months of internal debate.



Clear priorities

You know exactly what to do first, and why.



Retail readiness

Walk into a buyer meeting fully prepared.



Investor readiness

A model and narrative capital partners trust.



Team alignment

One plan aligns every function on the same path.



Scalable execution

A roadmap built to carry you from launch to scale.

The Playbook pays for itself the first time it stops you from making a six-figure mistake.

3.2×

faster to first PO

Optional execution partnership

The Playbook is yours to run however you choose. Execution support is entirely optional — take as much or as little as you need. **Not every customer needs this.**

PATH 01

DIY

You implement the Playbook internally with your own team. We hand off the complete plan and step back.

- Full Playbook & models
- Self-directed execution
- No ongoing engagement

PATH 02

Project management

EISH manages implementation alongside your team — keeping the plan on schedule and on budget.

- Shared execution
- Milestone management
- Your team, our discipline

PATH 03

Commercialization partner

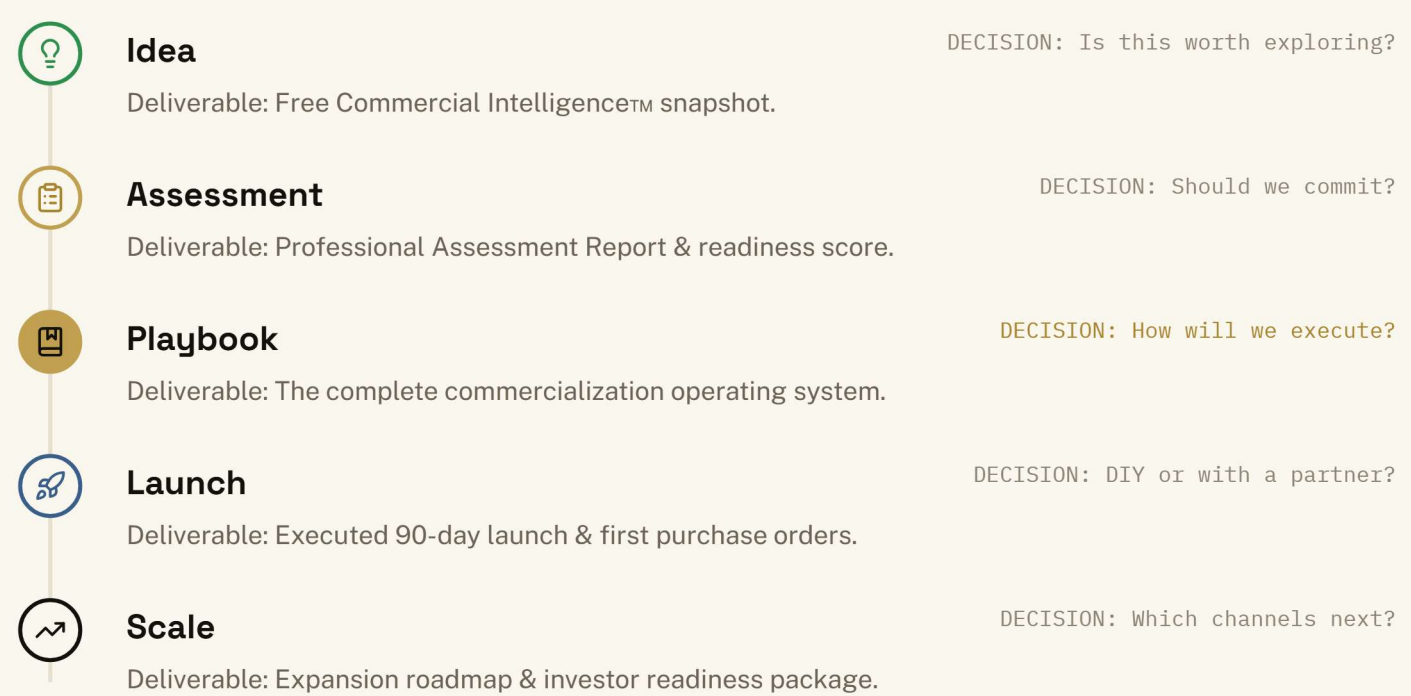
EISH becomes your long-term commercialization partner — executing across every function with you. Our incentives are aligned with yours: **we share in the revenue we help you generate.**

- End-to-end execution
- Retail, Amazon & distribution
- Revenue-share partnership model

One decision. One plan. One commercialization partner.

Your client journey

From first idea to national scale — with a clear deliverable and decision point at every stage.



Frequently asked questions

Who is the Playbook for?

Founders and operators of industrial, B2B, and CPG products preparing to enter or expand in US retail.

How long does it take?

Typically 3–5 weeks from kickoff to delivery, depending on category complexity and data readiness.

What industries are supported?

We work across most industries, with a focus on CPG products moving into hardware, big-box, tractor & farm, and agriculture retail — plus distributors and specialty channels. We also support launches into major mass retailers like Walmart, Target, and Costco.

Is this consulting?

No. Consulting delivers recommendations. The Playbook is a complete, execution-ready operating plan you can run.

What's the difference between the Assessment and the Playbook?

The Assessment diagnoses where you stand and whether to proceed. The Playbook tells you exactly what to do, when, and how.

Can EISH help us execute?

Yes — optionally. Choose DIY, project management, or a full commercialization partnership after the Playbook is delivered.

Is the Assessment fee credited toward the Playbook?

Yes. The full Professional Assessment fee is credited toward your Playbook when you proceed.

Ready to commercialize with confidence?

The Playbook is the logical next step after your Professional Commercialization Assessment. Turn your readiness score into an operating plan.

YOUR NEXT STEPS

- 1 Complete your free Commercial Assessment
- 2 Review your readiness score & report
- 3 Commission your Commercialization Playbook

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SCAN TO BEGIN