

Agenda

Pre-Launch

DAY 1 – May 18, 2025

2:00 PM

Hotel Check-In

12:00pm–6:00 PM

Executive Management Track

7:00pm–10:00 PM

Opening Party

DAY 2 – May 19, 2025

8:00 AM

Pre-Launch Overview

8:30 AM

- Group & Product Assignment
- **Hands-On Team Interactions:** Products from four niches will be ordered from the top three or four competitors, then teams will work through the products at their tables before diving into each niche using the Product Scorecard and Profit Tools.

8:45 AM

- Niche Dive Your Product
- **Hands-On Team Interactions:** Initiate a research "dive" into the product, focusing solely on the dive itself.

9:00 AM

Product Scorecard

Break

10:30 AM

Review PS and PT Results, Scenario Analysis

10:45 AM

Product Development Overview

11:00 AM

- Hands-on Product Development
- **Hands-On Team Interactions:** Market research is provided to conduct an AI product brief, perform independent research, and determine product customizations

11:30 AM

- Alibaba AI Sourcing Tool / Best Practices
- **Hands-On Team Interactions:** The RFQ has been sent to suppliers, and Alibaba provides 10+ sourcing options per product. The team selects the top three options to order samples from

11:45 AM

- Requesting Samples
- **Hands-On Team Interactions:** Write a request for samples using a template

12:00 PM

- Logistics / Cash Flow Forecasting
- **Hands-On Team Interactions:** Using a logistics calculator, determine the best shipping method, profits to estimate capital required, sales velocity and payback

Lunch

2:00 PM

Branding Basics

2:15 PM

- Branding Execution
- **Hands-On Team Interactions:** Decide on 3 brand names, brand colors, and logo using ChatGPT

2:30 PM

Packaging Basics

2:45 PM

- Packaging Execution
- **Hands-On Team Interactions:** Develop 3 variations of product packaging using ChatGPT

3:00 PM

- Brand Validation
- **Hands-On Team Interactions:** Use PP/PF/IY to validate a winning concept

3:15 PM

SEO & Indexing Overview

3:30 PM

- Listing Writing / Back-End Writing / Catalog Configuration
- **Hands-On Team Interactions:** Use Data Dive to write listing, write back-end attributes, decide the correct browse node, subcategory, etc

Break

4:30 PM

CTR / CVR Overview

5:00 PM

- DRAB Analysis / CTR / CVR Workflow (Completed)
- **Hands-On Team Interactions:** DRAB results are provided, completed image categorization and scoring

5:15 PM

- Main Image Concepting
- **Hands-On Team Interactions:** Concepts 6+ main image concepts with detailed descriptions

5:30 PM

- Main Image Creation
- **Hands-On Team Interactions:** Create 6+ main image variations using ChatGPT

5:45 PM

- Secondary Image / A+ Concepting
- **Hands-On Team Interactions:** Create a secondary image and A+ concepts and descriptions

DAY 3 – May 20, 2025

8:30 AM

- Secondary Image / A+ Concepting
- **Hands-On Team Interactions:** Create 15+ concepts for secondary images and A+ content modules

9:00 AM

- Secondary Image / A+ Creation
- **Hands-On Team Interactions:** Utilize GPT-4o to create assets. If they're not ideal, leave notes for the creative team to refine

Break

10:30 AM

Paid Ads Overview

11:00 AM

- Exact Match Setup
- **Hands-On Team Interactions:** Set up exact match campaigns, establish budgets, and define consistent naming conventions

11:30 AM

- Product Campaign Setup
- **Hands-On Team Interactions:** Create product targeting campaigns, establish budgets, and implement standardized naming conventions

12:00 PM

- External Traffic Setup
- **Hands-On Team Interactions:** Set up external traffic campaigns, Google SEO, or influencer marketing

Lunch

2:00 PM

Recap > Full Listing Overview, Pre-Launch Checklist

2:15 PM

- Team Presentation Prep
- **Hands-On Team Interactions:** Create a slide deck that includes a simulated mockup, all listing assets, cash flow forecasting, market research results, and confidence intervals

2:45 PM

- Team Presentations
- **Hands-On Team Interactions:** Present their new launch and answer questions from judges

3:45 PM

- Feedback Application And Open Working
- **Hands-On Team Interactions:** Teams gather feedback from judges and review other presentations, then collaborate with agencies

Break

4:30 PM

- Creative / MYE Roadmap
- **Hands-On Team Interactions:** Create 1-year MYE testing road map for main images, secondary images, A+ content

5:00 PM

PPC Growth / Maintenance Overview

5:30 PM

- Real World PPC Scenarios
- **Hands-On Team Interactions:** Answer set questions to determine how they would react in a variety of PPC and account health situations

Closing

7:00 PM

Judges Reveal Winners / Financing Winner Revealed

DAY 4 – May 20, 2025

9:00 AM

Optional AM meetup

12 PM

Hotel Checkout

Post-Launch

DAY 1 – May 18, 2025

2:00 PM

Hotel Check-In

12:00pm–6:00 PM

Executive Management Track

7:00pm–10:00 PM

Opening Party

DAY 2 – May 19, 2025

8:00 AM

Overview: Next 2 Days

8:30 AM

SEO: Listing

8:45 AM

SEO: Backend Attributes

9:00 AM

SEO: Catalog

9:15 AM

- SEO: Audit & Adjustments
- **Hands-On Team Interactions:** Check one ASIN and create changes for listing, backend, and catalog

Break

10:30 AM

Overview: CTR

10:45 AM

- Main Image Concepting
- **Hands-On Team Interactions:** Concept 12 alternate main images

11:00 AM

- Main Image Creation
- **Hands-On Team Interactions:** Create 6+ alternate main images

11:30 AM

- Main Image Testing
- Hands-on Team Interactions Test baseline and competitive top main image variations

11:45 AM

- Main Image MYE Roadmap
- **Hands-On Team Interactions:** Create MYE testing road map 3 to 6 months long

12:00 PM

- Price Testing
- **Hands-On Team Interactions:** Use Profasee or Flashpricer to set up price testing

Lunch

2:00 PM

Overview CVR

2:15 PM

- Secondary Image / A+ Concepting
- **Hands-On Team Interactions:** Leverage DRAB analysis, AI Product Brief, CVR workflow to concept secondary images

3:30 PM

- Secondary Image / A+ Creation
- **Hands-On Team Interactions:** Create secondary images and A+ content modules using GPT 4o to then hand off to agency partners

Break

4:30 PM

Detailed CVR Overview

5:00 PM

- Deep work: Asset Creation & Revisions
- **Hands-On Team Interactions:** Use agency partners and GPT 4o to continue revising assets

DAY 3 – May 20, 2025

8:30 AM

- Revised Assets / Iterations / Next Steps
- **Hands-On Team Interactions:** Receive revised assets, market research, write out next steps

9:00 AM

Traffic Overview

Break

10:30 AM

- Traffic / Ads - Analysis
- **Hands-On Team Interactions:** Reports analysis / scenario evaluation

11:00 AM

Traffic / Ads - Analysis

11:30 AM

Traffic / Ads - Analysis

Agenda

12:00 PM

- Traffic / Ads - Analysis

Lunch

2:00 PM

- External Traffic / Influencer Marketing
- **Hands-On Team Interactions:** Use 2 tools (already acquired) to select influencers, and fill out brand sheet.

2:15 PM

External Traffic / Influencer Marketing

2:45 PM

External Traffic / Influencer Marketing

3:45 PM

External Traffic / Influencer Marketing

Break

4:30 PM

- Operations / Logistics / Sourcing
- **Hands-On Team Interactions:** Log alternate suppliers activity, cash flow alternate activity, logistics calculator

5:00 PM

Operations / Logistics / Sourcing

5:30 PM

Operations / Logistics / Sourcing

DAY 4 – May 20, 2025

9:00 AM

Optional AM meetup

12:00 PM

Hotel Checkout

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