



# LEAP Strategic Launch & Scaling Workshop

Our most comprehensive offering, the LEAP workshop takes your validated idea through a two-day intensive to develop a detailed, 6-12 month launch and scaling plan, ideal for major brand initiatives.

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## Day 1: Foundational Strategy

- **Morning: Understanding the Consumer (4 hours)**
  - Review core research & insights
  - Hands-on activity: Define target persona & emotional connection
- **Afternoon: Innovation & Market Fit (4 hours)**
  - Deep-dive: Two-Year Development Process & Innovation Overview
  - Brainstorming: "Test & Learn" plan & future expansion opportunities

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## Day 2: Go-To-Market & Retail Activation

- **Morning: Channel & Distribution Strategy (4 hours)**
  - Analysis: Non-Traditional Beauty Disruptors & GTM strategies
  - Collaborative session: Retail Opportunities & ideal retail landscape
- **Afternoon: Activation & Messaging (4 hours)**
  - Workshop: Finalize key messaging & one-liners
  - Session: Create PR strategy & engage influencers/brand partners

📄 **Deliverable:** A professional booklet summarizing the workshop and including a comprehensive, 6-12 month launch and scaling plan.

**Ideal For:** Executive leadership, cross-functional teams (Marketing, Sales, R&D).