

Poki Yoki — 90-Day Marketing Decision

Executive brief · should we launch with the classic DTC model, the free-game model, or both?

2026-06-13 · \$15K media / 90 days · the 1-page summary of a 3-document research package

DECISION: Run classic DTC (Path B) as the engine — restructured around the Family SKU — with a small, stage-gated game test (Path A).

Neither path is profitable in 90 days at \$15K. **Path B preserves cash & builds social proof; Path A is a measured bet on a long-term asset.** Allocate ~70% to proven paid social (Family-led), ~20% to the game funnel as a test, ~10% to creative/influencer. The number that decides the game channel — the 90-day verified-mom→buyer rate — is unmeasured anywhere and costs <\$2.5K to learn.

THE TWO PATHS AT DAY 90 (CORRECTED BASE)

METRIC	B CLASSIC	A GAME
Orders	~270	~44
Revenue	\$12.4K	\$2.2K
Blended ROAS	0.83x	0.15x
Blended CAC	\$55	\$341
Cash at Day 90	~\$10.6K	~\$5.5K
Asset built	540 buyers	1,270 moms

Path A never overtakes Path B inside 90 days. Path B earns from Week 1; Path A earns ~nothing for 4–6 weeks, then builds.

THREE INSIGHTS THAT DRIVE THE CALL

1 · Lead with Family. Starter (\$45) is first-order unprofitable above ~\$22 CAC; Family (\$85) is profitable below ~\$43. Leading with Family shortens path-to-profit from Week 9–10 to Week 5–6. **(Needs a Family restock first — ~5–6 units left.)**

2 · Cash timing wins. ~\$19.7K starting cash, ~4–6 mo runway. Earning in Week 1 (B) vs Week 6 (A) is the difference between reaching Day 180 and not.

3 · Precedent says "pay-first." Every proven "game sells product" case (Webkinz, McDonald's Monopoly, KFC) is pay-first/play-second. No proven case of a free game making cold, profitable buyers. The Arcade's real job is **retention + repeat + warm retargeting**, not cold acquisition.

THE PLAN & THE GATES

\$15K SPLIT	\$
B Meta paid social (Family hero)	\$9,000
B Creative production	\$1,500
B Influencer seeding	\$1,500
A Game traffic + promo (test)	\$2,250
Buffer / holdout	\$750

Stage-gates (run to thresholds, not calendar):

- Day 30:** B exited learning & Family ≥25% of orders? A: contamination OK & ≥1 mom purchase?
- Day 60:** B CAC <\$40 → scale +20–30%. A invisible → move budget to B.
- Day 90:** Game list→buyer ≥5% → fund Path A. <3% twice → Arcade = retention asset, not acquisition.

Kill-switches: contamination >40% → stop A · Family <25% of orders → rebuild LP · k<0.1 → shift A→B.

Full package: Game-Funnel Strategy Dossier (the why) · The Next 90 Days, Two Paths (the analysis) · 90-Day Operating Plan (the execution). All in docs/marketing/. Bottom line: **run B around Family, test A to a kill-switch, pace spend to the cash runway, and measure the verified-mom→buyer rate.**