

Poki Yoki — 90-Day Operating Plan

The execution companion to the two-paths analysis: what we run, in what order, at what budget, and the exact gates that decide each next move.

v1 · 2026-06-13 · budget: \$15,000 media / 90 days · owners: Mawn (media) + founder (offer/site) · run to the thresholds, not the calendar

The plan in one box

Path B is the engine; Path A is a bounded test. Run classic DTC paid social **restructured around the Family SKU (\$85)** as the continuous revenue + social-proof channel (\approx \$12.5K). Run the game funnel as a **\$2,500 stage-gated experiment** whose only job in 90 days is to *measure* the verified-mom \rightarrow buyer rate — not to drive revenue. **Goal of the 90 days is not profit** (no path is profitable in 90 days at this budget); it's to (1) generate reviews + repeat buyers + a Family-skewed AOV story that makes Month-4 spend efficient, and (2) get a real read on the game channel for $<$ \$2.5K. Allocation follows the proven **70 / 20 / 10** rule.

1 Budget allocation (\$15,000)

BUCKET	\$	%	OWNER	PURPOSE
B Meta paid social	\$9,000	60%	Mawn	Revenue engine · 2 ad sets max · Family as hero · \geq \$1,050/wk/ad-set to exit learning
B Creative production	\$1,500	10%	Mawn/UGC	10–15 assets/mo · refresh winners every 14–21 days
B Influencer seeding	\$1,500	10%	Founder	30–50 gifted units to mom micro-creators · amplify winners as dark posts
A Game traffic + promo	\$2,250	15%	Founder	Drive US-mom plays · build ~400–500 verified moms + ~1,500 retargeting pool
Buffer / holdout	\$750	5%	Shared	CPA rescue, clean holdout cell, pivots
Total	\$15,000	100%		(Mawn's confirmed \$3K/mo from June 15 sits inside the Path B line)

2 Pre-flight checklist — must be TRUE before Day 1 spend

🚫 Do not start paid traffic until these are done

- ❑ **Family (\$85) is back in stock.** The whole unit-economics fix depends on leading with Family; ~5–6 units (May 2026) is not enough to run a Family-hero campaign. *This is the #1 blocker.*
- ❑ **Family-hero landing page** built and live ("complete system, one purchase, lifetime warranty"); Starter is the secondary/fallback CTA, not the hero.
- ❑ **Meta + TikTok pixels + Shopify Conversions API** firing correctly; a **holdout cell** defined so attribution can be sanity-checked.
- ❑ **Klaviyo flows** ready: 5-email welcome, abandoned-cart, and a Starter→Family 14-day upsell sequence.
- ❑ **A** **Post-signup survey wired** in the game: one question — "How old is your youngest child?" (this measures contamination from Day 1).
- ❑ **A** **COPPA-clean architecture:** neutral age gate, parent account, no behavioral ads/IAP to kids. (Also the trust story.)
- ❑ **A** If the giveaway prize pool >~\$5K: **official sweepstakes rules + NY/FL registration** via a platform (ViralSweep or equiv.).
- ❑ **Share-event tracking** live in the game (to read the k-factor by Day 14).

3 The Family-SKU restructure (the single highest-leverage move)

Starter (\$45) is first-order unprofitable above ~\$22 CAC; Family (\$85) is profitable below ~\$43. At the corrected ~\$55 base CAC, leading with Family takes first-order economics from **-\$33** (Starter) to **-\$12** (Family), and shortens the path to first-order profitability from **Week 9–10 to Week 5–6**.

Concretely:

- **Landing page:** Family \$85 is the hero offer; Starter is the lower-commitment fallback CTA.
- **Creative:** lead with the complete-system / lifetime-warranty value prop and the satisfying magnetic click — not the \$45 entry price.
- **Retargeting, segmented:** Starter buyers → Family/expansion upsell within 14 days; cold prospects see Family first.
- **A/B test from Day 1:** "Start at \$45" vs "Get everything for \$85." Track **Family mix %** as a primary KPI — target ≥45–50% of orders.

4 Week-by-week cadence

Weeks 1–4 — Launch + the proof-of-conversion sprint

- **B** Launch 2 Meta ad sets (1 prospecting, 1 warm/retargeting), Family-hero. Spend $\geq \$1,050/\text{wk}/\text{set}$ to clear learning by ~Week 3. **Do not edit campaigns** (resets learning). Seed 30–50 influencer units.
- **A** Run the **<\$5K proof-of-conversion sprint**: Family-System giveaway, signup gated on saving the Poki Pet, mom-verification via the "ship-the-prize-where?" field, clean holdout. This is the whole Path A budget concentrated into one measurable cycle.
- **Instrument everything** (see §6). By Week 2 you'll have the first reads on contamination and Family-mix.

Weeks 5–8 — Iterate + scale the winner

- **B** Kill bottom creatives by 3-sec-view/CTR; refresh winners. Turn on retargeting + the "your Poki needs a real cup" bridge to any game-list emails. Scale budget 20–30% every 3–5 days *only* on ad sets past learning with CAC trending down.
- **A** Run the email/retargeting nurture on the sprint list. Test micro-influencer Spark Ads (parenting TikTok engagement runs high).

Weeks 9–12 — Hard push + the Month-4 decision

- **B** Limited-time Family bundle / promo to convert warmed audiences; this is where Family-led weeks turn CM3-positive.
- **A** Hard conversion push to the game list (promo code). Tally the verified-mom→buyer rate — the number that decides Path A's future.

5 Stage-gates — the decision tree

Day 30 gate

- **B** **Pass if:** Meta has exited learning AND Family $\geq 25\%$ of orders AND CAC trending toward $< \$50$. **Fail** → rebuild the landing page / creative before scaling.
- **A** **Pass if:** contamination acceptable (see §7) AND ≥ 1 verified-mom purchase from the sprint. **Fail** → reallocate Path A's remaining budget to Path B.

Day 60 gate

- **B** If CAC trending <\$40 on a Family-led mix → **increase budget 20–30%** and prepare a Month-4 scale case. If CAC stuck >\$70 → pause and fix the offer/creative, don't keep spending.
- **A** If the game list → buyer rate is invisible → stop Path A spend, keep the Arcade as a retention asset.

Day 90 decision

- **≥5% verified-mom → buyer** from the game list → Path A earns a Month-4 scale budget.
- **<3% twice** → the Arcade is a **retention + repeat + warm-pool** asset (the proven Webkinz/Monopoly job), not an acquisition channel. Rewrite its case on LTV, not CAC.
- **B** Lock the Family-led playbook and the winning creatives; carry into the Month-4 scale plan.

6 The weekly metrics dashboard

Track these every Friday. The ones in **bold** are the decision drivers.

METRIC	TARGET / WATCH	WHAT IT TELLS YOU
Family mix % (of orders)	≥45–50%	Whether the unit-economics fix is landing (KPI #1)
Blended CAC	→ <\$40	Path B viability; vs \$22 Starter / \$43 Family breakeven
CVR by SKU (Family vs Starter)	Family ≥25% of orders by Wk2	Landing-page architecture health
ROAS (blended)	→ 1.0x+	Cash efficiency trend
Contamination % (game)	<40% non-mom	Whether Path A list is real moms (kill-switch)
Verified-mom → buyer % (game)	≥5% by Day 90	The number that decides Path A entirely
k-factor (game shares)	≥ 0.3	Whether the funnel can blend toward cheap CAC

Cash on hand	watch vs ~4–6mo runway	Survival; pace the spend to it
Email list size (buyers + moms)	grow	The compounding asset for Month 4+

7 Kill-switches — decide the triggers now

Pull these without debate if hit

- **Contamination >40%** (youngest child none/over-6) by Week 2 → **stop Path A spend**; the list isn't moms.
- **Family <25% of orders** by Week 2 → **rebuild the landing page** before Week 3 spend; the AOV fix is failing.
- **k < 0.1** (organic signups <10% of paid) by Day 14 → **move Path A budget to Path B**; no viral engine.
- **Path B CAC stuck >\$70** at Day 30 with Family-led mix → pause + fix offer/creative; don't keep burning.

Poki Yoki · 90-Day Operating Plan · companion to "The Next 90 Days, Two Paths" · run Path B around Family, test Path A to a kill-switch, pace spend to the cash runway, and measure the one number that decides the game channel: the 90-day verified-mom→buyer rate.