

Poki Yoki — Marketing Strategy & Growth Plan

The complete picture: who the customer is, how to acquire her at the lowest defensible cost, the honest 90-day numbers down two paths, the operating plan, and a marketing expert's recommendations for the future of the company.

v1 · 2026-06-13 · the master report · synthesizes the strategy dossier + 90-day two-paths analysis + operating plan + executive brief · figures reality-checked by an adversarial CFO pass · for marketing/ad-professional review

How to read this. Part I (§1) is the one-page recommendation — the decision and the five numbers for the wall. **Part II (§2–6)** is the analysis: the customer, the funnel economics, the 90-day two-path comparison, the unit-economics fix, and the player→buyer bridge. **Part III (§7–9)** is the craft: creative, retention psychology, and promotions/legal. **Part IV (§10)** is execution: budget, pre-flight, cadence, gates, dashboard, and kill-switches. **Part V (§11–12)** is the forward view: the precedent that reframes everything, and the marketing recommendations for the next 12 months. Every load-bearing number is the corrected, conservative version; the team's first projections were optimistic and have been adjusted down.

Contents

1. Executive recommendation & the 5 numbers
2. The customer: mothers 27–45
3. The strategic question & funnel economics
4. The next 90 days, down two paths
5. The unit-economics fix: lead with Family
6. The bridge: player → buyer
7. Creative strategy
8. Psychology & retention
9. Promotions, giveaways & legal
10. The 90-day operating plan
11. The precedent + risk register
12. Recommendations for the future of the company
13. Sources

PART I · THE RECOMMENDATION

1 Executive recommendation

Run classic DTC as the engine — restructured around the Family SKU — with a small, stage-gated game test.

The founder's instinct is right that the brand needs a cheaper, more defensible way to grow than buying cup sales one at a time. But the research is equally clear that **a free game is not a cold-acquisition machine** — no proven case exists of a free branded game generating profitable first-time buyers for a physical product. So the strategy splits cleanly: **bet the launch budget on the proven DTC engine, and bet the brand's long-term moat on the Arcade as a retention, repeat-purchase, and brand-love asset.** Allocate roughly **70% to proven paid social (Family-led), 20% to the game funnel as a measured test, 10% to creative/influencer.** Neither path is profitable inside 90 days at \$15K — the 90 days exist to prove channel economics, build social proof, and buy the one number that decides the game channel's future: the verified-mom→buyer rate, learnable for under \$5K.

The five numbers for the wall

#	THE NUMBER	WHY IT MATTERS
1	Path B ≈ 270 orders vs Path A ≈ 44 orders in 90 days (at \$15K)	A 6× gap. The game path's rosier draft had a 7.5× error between list size and funnel; 44 is reconciled.
2	Path B ≈ \$10,600 cash vs Path A ≈ \$5,500 cash at Day 90	The \$5,100 gap = 1–2 months of extra runway for a company at ~\$19.7K cash, \$3–5K/mo burn.
3	Starter (\$45) is unprofitable above ~\$22 CAC; Family (\$85) is profitable below ~\$43	The single most important unit-economic fact. Judge every Day-1 decision through it.
4	Corrected base CAC ≈ \$55 vs breakeven \$22 (Starter) / \$43 (Family)	You need a ~30% CAC cut or a ~30% AOV lift. The AOV lift is available Day 1: lead with Family.
5	The game funnel improves cup CAC ~1–3× , not 10× — and only if a 2-point conversion swing lands	The whole game case lives in the player→buyer rate, which no one has measured. Buy that data before scaling a dollar.

2 The customer: mothers 27–45

31.3M

US mothers on social
(93.3% of all moms) —
eMarketer 2024

4h15m

avg. daily internet time; 98%
own a smartphone — Edison
2024

5–6 min

median game session, 4–6
app opens/day, 8 PM peak —
GameAnalytics 2025

She is Millennial-dominated and aging into her income. Millennials are 60–70% of new moms; birth rates fall under-30 and rise over-30, so the average first-time mom is moving *into* the 27–45 window with more money and more research habits. The "Tesla Mom" (28–38, HHI \$100K+) is the dense center.

Where her attention is (rank-ordered): **Facebook is still #1** — 54% of social moms use it most, FB+Messenger time >2× her TikTok minutes; **TikTok tripled to 19%**; **Pinterest over-indexes at 64.7% mom reach** (≈2× general population) and is pure high-intent planning. Facebook Groups are her trust infrastructure.

She grew up gaming. 57% of gamer-moms have gamed 10+ years; ~74% play mobile daily, 75% play *solo* as decompression. A game is nostalgia, not a foreign medium — but it competes for a fragmented ~3 hrs/day of interrupted leisure. The stack-and-care loop in 3–10 min units is the right session shape for her day.

How she buys. Discovery is social (65% of Millennial moms research products on social; 44% trust influencer recs), validation is peer-driven (registries, mom-groups, reviews), and the toddler-mom (28–40) is the bullseye — the sippy-cup window and the peak of mold/replacement frustration. Her #1 skepticism trigger is **marketing at her child** — which makes a COPPA-clean, no-ads, no-IAP architecture a *trust asset*, not just compliance.

3 The strategic question & funnel economics

The founding thesis: use the free Arcade as a cheap top-of-funnel, sign players up, retain them with gameplay and promos, and convert a high share into cup buyers — getting effective CAC well below the ~\$30 it costs to buy a cup sale directly. Here is the corrected version of that thesis.

The thesis holds — in corrected form, not as written.

"Sub-\$1 CAC" is real for a **game play**, not a **signed-up mom**. The defensible model: **web-instant play + giveaway/leaderboard virality** → **\$0.80–\$1.50 blended per signed-up mom**, converting at **4–7%** into \$45–\$85 orders → **effective cup CAC ~\$11–\$38** vs a ~\$30 direct benchmark. That's a **1–3x improvement with real brand/WOM upside** — not the 10x collapse "\$1 CAC" implies. It is an **experiment to instrument, not yet a replacement** for the already-profitable direct channel.

The funnel is a multiplicative chain — that's the whole story

$$\text{Effective cup CAC} = (\text{CPM} \div 1000) \div \text{CTR} \div \text{ClickToPlay} \div \text{SignupRate} \div \text{BuyerRate}$$

Five conversion steps multiply. A 2x gain in *any* step halves CAC; so does a 2x loss. "Cheap traffic" is one of five levers — and not the binding one.

Scenario model (US/mom benchmarks; contribution margin, not gross)

STEP	CONSERVATIVE	BASE	AGGRESSIVE	DREAM (VIRAL)
Cost per PLAYER	\$2.13	\$1.17	\$0.63	\$0.28*
Player → signs up	25%	30%	40%	50%
Cost per SIGNED-UP MOM	\$8.53	\$3.89	\$1.57	\$0.56
Signup → buys cup (90d)	3%	5%	7%	10%
EFFECTIVE CUP CAC	~\$284	~\$78	~\$22	~\$5.60
vs. direct cup CAC (\$30)	9x worse	2.6x worse	1.4x better	5x better

*Dream blends ~30% organic/referral players ($k \approx 0.4$). Margin uses **contribution** (nets ~\$10–13/order for shipping+3PL+fees): Starter ~ \$22, Family ~ \$50. Household \$119 sold out → AOV anchors \$45–\$85.

The two things this table proves

- (1) Cheap traffic alone loses.** The base case (~\$78 CAC) is *worse* than buying cup sales directly. The funnel only wins when you stack a cheap channel **and** a high player→buyer rate.
- (2) The whole case lives in a 2-point conversion swing:** \$2/signup × 3% = ~\$67 CAC (no better than direct); \$1.50/signup × 5% = ~\$30 (flywheel real). **The bridge, not the reach, is the business.**

Breakeven: the buyer-rate you must clear

BLENDED SIGNUP COST	BEATS \$30 DIRECT AT	FIRST-ORDER PROFITABLE (~\$22 CONTRIBUTION) AT
\$0.75	≥ 2.5%	≥ 3.4%
\$1.50	≥ 5.0%	≥ 6.8%
\$3.00	≥ 10.0%	≥ 13.6%

Cheaper signups collapse the conversion bar. This is why **virality is a structural requirement, not a bonus** — it's the only benchmark-supported route to ≤\$1.50 blended signups.

4 The next 90 days, down two paths

PATH B Classic DTC sales vs **PATH A** Game-first free model. The endpoints matter less than the **shapes**: Path B earns from Week 1 and ramps; Path A earns almost nothing for 4–6 weeks (it's building a list), then accelerates but never catches up in-window.

The two 90-day curves (cumulative, corrected base, \$15K)

BY END OF...	B ORDERS	B REVENUE	B CASH	A ORDERS	A REVENUE	A CASH
Week 2	~28	\$1,290	\$18,185	0–1	~\$50	\$18,300
Week 4	~70	\$3,220	\$17,005	~3	~\$150	\$15,950
Week 6	~120	\$5,520	\$16,005	~9	~\$450	\$13,500
Week 8	~170	\$7,820	\$15,005	~18	~\$900	\$11,150
Week 10	~220	\$10,120	\$14,005	~30	~\$1,500	\$8,400
Day 90	~270	\$12,420	~\$10,600	~44	\$2,200	~\$5,500
Verdict	0.83× ROAS	\$55 CAC	540 list	0.15× ROAS	\$341 CAC	1,270 list

The crossover: Path A never catches Path B inside 90 days

Path A's contribution accelerates in Weeks 9–12 as the list matures, but it can't close the deficit built in Weeks 1–8 when Path B produced **2–6× more buyers per dollar**. The two only cross *beyond* the window, and only if the email list is genuinely large and converting. With the corrected ~1,270-mom list, Path A's 12-month follow-on is **~\$8K/yr**, not the \$180K the first draft implied.

Budget sensitivity — it changes the answer

BUDGET / 90 DAYS	PATH B	PATH A	READ
\$7,500	110–140 orders; stuck in perpetual learning phase	Don't run it — ~20 orders	Below min viable. Redirect to seeding + Amazon.
\$15,000	270 orders, ~\$10.6K cash	44 orders, ~\$5.5K cash	A 60/40 split here is the worst of both .
\$30,000	550–700 orders, ~2.0x ROAS ; CM3-positive ~Wk7–8	~85–100 orders; list ~\$18–22K/yr	The threshold where B is genuinely viable and a hybrid makes sense.

Implication: at \$15K, don't dilute — concentrate on the proven path and run Path A as a small bounded test. The hybrid logic strengthens as budget rises toward \$30K.

5 The unit-economics fix: lead with Family

Starter \$45 → CM2 ≈ \$22 → unprofitable above ~\$22 CAC

Family \$85 → CM2 ≈ \$43 → profitable below ~\$43 CAC ← lead with this

The path to profitability is **not** better CVR, lower CPM, or faster learning — those take weeks. It's **higher AOV through Family-SKU emphasis**, which is in your control on Day 1. If Family mix rises from ~30% to ~45–50% of orders, blended CM2 climbs from ~\$22.57 to ~\$31–33, CM3 per order improves ~\$10, and the path to first-order profitability shortens from **Week 9–10 to Week 5–6**.

⚠ Operational tension to resolve first

"Lead with Family" is the single highest-leverage lever — **but Family inventory is reportedly down to ~5–6 units (May 2026)**. Leading with Family requires a Family restock first, or the strategy stalls on availability. **Confirm Family stock before building the campaign around it.** (Note: actual paid ROAS to date is ~0.2x on a small sample — which is why the corrected base uses 0.83x, not the 2.17x category median.)

6 The bridge: player → buyer (the crux of the entire game model)

Every dollar of the game thesis rides on the conversion step nobody has measured for a branded-game→physical-product funnel.

The base rate is sobering, the design lift is real

- **Freemium free→paid: 2–5% median** (ProfitWell 6,800-product index; Reforge: funnel design ~doubles conversion at the same spend).
- **Mobile-game free→payer is harsher: 1–3%.**
- **Gamified signup capture converts 9–13% vs ~3.5% static** — ~3x lift on the email gate itself.
- **The honest catch:** a game-acquired email is structurally lower-intent than a shopping-site signup (she signed up to save a pet, not to shop); sweepstakes lists convert worst. Realistic **game-list→buyer: 2–6% at 90 days. No public benchmark exists.**

Case evidence — the pattern is unmistakable

CAMPAIGN	RESULT	LESSON
Webkinz (plush sold <i>with</i> a code unlocking a pet world)	\$100M+/yr at peak	The single most relevant case for Poki Pet. The product was the key to the digital world.
KFC "Shrimp Attack" (score = discount voucher)	+106% sales, sold out	The gold-standard bridge: score-unlocks-an-expiring-discount.
McDonald's Monopoly (purchase-gated pieces)	>\$2B incremental/decade	Most proven game funnel ever — but buy-to-play.
Magnum Pleasure Hunt (advergame)	7M players, no sales data	Cautionary tale: cheap attention ≠ measured sales.

Pattern across every winner: the lift came from a **redeemable, expiring, purchase-adjacent reward** — never brand exposure alone.

The four bridge mechanics to build (priority order)

- **1. Score/achievement → expiring discount on the cup** (KFC's +106% proof). Earn it (protects price), make it expire (urgency).
- **2. Email/SMS nurture** on the captured list (Klaviyo welcome flows: \$2.65 RPR). The workhorse.
- **3. Retarget warm players** — convert ~2–4x cold; game events (D7 retention, level-ups, leaderboard rank) are first-party custom-audience gold, and web pixels dodge ATT/IDFA.
- **4. The bonded-mascot effect** — campaigns with characters are 37% more likely to gain share. Poki Pet's structural edge — **but "pet bond → buys a separate physical product" is the thinnest-evidenced link. This is the number to prove.**

7 Creative strategy

Hook in **~1.7 seconds**; **85% of mobile video is watched muted** (text + visual carry); spray 5–8 concepts, kill the bottom by day 5, scale the winner, refresh every 7–10 days. Top-quartile creative delivers 2–3x the median — creative *is* the targeting post-ATT.

Poki Yoki's unfair creative asset: the **magnetic click** is a ready-made ASMR moment, and the in-game stack makes the *same* sound. Product, game, and sound are one thing. Lead with the click.

DO Satisfying/ASMR (the click) · UGC mom confessional · genuine playable · before/after ("cup-drawer chaos") · self-aware "this is secretly relaxing."

NEVER **Fake-fail / rage-bait / misleading playables.** Deceptive ads retain 14% D1 vs 32% honest, and for a kids' brand selling to research-driven moms it's a reputational + FTC event. Honesty is the cheapest CAC, because trust is the conversion.

Five concepts to test first

- **"The Click"** (ASMR Reels): close-up snap, no VO. "12 magnets. One click. No mold ever again." → cut to the in-game stack making the same click.
- **"Cup Drawer"** (UGC TikTok): "POV: the cup drawer." → "23 cups, 6 brands. I threw them all out."
- **"Poki Pet Morning"** (lifestyle): toddler tapping the pet game; the real cup beside the phone. "She named hers Butter."
- **"Can You Beat My Stack?"** (challenge): national leaderboard → viral loop.
- **"This Shouldn't Be Satisfying"** (self-aware): "I downloaded this to test my kid's cup. I've been playing for 40 minutes."

8 Psychology & retention — and what Poki Yoki already has

The compulsion loop is the Hook Model (trigger → action → **variable reward** → investment). The durable levers, mapped to the existing Arcade:

LEVER	WHAT IT DOES	POKI YOKI STATUS
Variable rewards	unpredictable payoff sustains response	✓ stars, raffle entries, unlock celebrations
Loss aversion / care obligation	fear of losing a bonded thing	✓ Poki Pet decline → "texts from your Poki" (never dies)
Streaks & daily rewards	endowed progress + return habit	✓ daily rewards, streaks
Social proof / competition	leaderboards, city battles	✓ national leaderboard + Poki Nation

FOMO / limited-time	urgency to act now	~ in hook copy; not yet a live events engine
Endowed identity / investment	named, customized, leveled pet = sunk value	✓ adopt-a-Poki (name + cup + personality)

The ethical line — non-negotiable for this brand

These are kids (3–8) and the buyer is a mom whose #1 trigger is manipulation of her child.

Ethical engagement (a pet you care for, streaks, fair competition, honest urgency) builds the trust that *is* the conversion. **Dark patterns** (a pet that truly "dies," pay-to-rotate, pressure on the child) would be brand-ending and an FTC risk. The current build sits on the right side of this line — keep it there, and make "nothing here manipulates your kid" an explicit selling point.

9 Promotions, giveaways & legal guardrails

The promos that convert players to buyers: **(1) earned, expiring discount unlocks** (KFC mechanic); **(2) product-only sweepstakes** (a Family System, not cash — keeps the list product-congruent); **(3) referral / "rep your city" leaderboard virality** (the only route to \leq \$1.50 blended CAC); **(4) limited drops** for FOMO. The strongest evidence is retention-side (gamified loyalty drives 3x purchase frequency) — which is where Poki Yoki's pet shines.

Legal guardrails (do not scale without these)

- **COPPA** (amended rule in force since April 2025): players are under-13 → **parent-account architecture, neutral age gate, zero behavioral ads/IAP to kids**. Only parent emails count as leads. This also *is* the trust story.
- **Sweepstakes law**: "no purchase necessary," published official rules, **state registration/bonding (NY & FL) if the prize pool exceeds ~\$5K**. Use a platform + rules counsel.
- **SMS/email consent**: explicit opt-in; "texts from your Poki" stays **in-app** until real SMS consent + a provider are in place.

10 The 90-day operating plan

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 90-day job is to *measure* the verified-mom \rightarrow buyer rate. The goal of the 90 days is not profit — 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.

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/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 · amplify winners as dark posts
A Game traffic + promo	\$2,250	15%	Founder	Build ~400–500 verified moms + ~1,500 retargeting pool
Buffer / holdout	\$750	5%	Shared	CPA rescue, clean holdout, pivots
Total	\$15,000	100%		(Mawn's \$3K/mo from June 15 sits inside the Path B line)

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 it; ~5–6 units is not enough. *This is the #1 blocker.*
- **Family-hero landing page** live ("complete system, one purchase, lifetime warranty"); Starter is the fallback CTA.
- **Meta + TikTok pixels + Shopify Conversions API** firing; a **holdout cell** defined for attribution sanity-checks.
- **Klaviyo flows** ready: 5-email welcome, abandoned-cart, Starter→Family 14-day upsell.
- **A Post-signup survey wired:** "How old is your youngest child?" (measures contamination from Day 1).
- **A COPPA-clean architecture:** neutral age gate, parent account, no behavioral ads/IAP to kids.
- **A** If giveaway prize pool >~\$5K: **official sweepstakes rules + NY/FL registration.**
- **Share-event tracking** live (to read the k-factor by Day 14).

Week-by-week cadence

Weeks 1–4 — Launch + proof-of-conversion sprint. **B** Launch 2 Meta ad sets (prospecting + retargeting), Family-hero, ≥\$1,050/wk/set, don't edit (resets learning); seed 30–50 influencer units.

A Run the <\$5K sprint: Family-System giveaway, signup gated on saving the Poki Pet, mom-verification via "ship-where?", clean holdout — the whole Path A budget in one measurable cycle.

Weeks 5–8 — Iterate + scale the winner. **B** Kill bottom creatives, refresh winners, turn on retargeting + "your Poki needs a real cup" bridge; scale 20–30% every 3–5 days only on ad sets past learning with CAC trending down. **A** Run email/retargeting nurture; test micro-influencer Spark Ads.

Weeks 9–12 — Hard push + the Month-4 decision. **B** Limited-time Family bundle to convert warmed audiences (where Family-led weeks turn CM3-positive). **A** Hard conversion push to the game list (promo code); tally the verified-mom→buyer rate.

Stage-gates — the decision tree

Day 30 gate

- **B** **Pass if:** Meta exited learning AND Family $\geq 25\%$ of orders AND CAC trending $< \$50$. **Fail** → rebuild landing/creative before scaling.
- **A** **Pass if:** contamination acceptable AND ≥ 1 verified-mom purchase. **Fail** → reallocate Path A budget to Path B.

Day 60 gate

- **B** If CAC trending $< \$40$ on a Family-led mix → **increase budget 20–30%**, prepare Month-4 scale. If stuck $> \$70$ → pause and fix offer/creative.
- **A** If list→buyer rate invisible → stop Path A spend, keep the Arcade as a retention asset.

Day 90 decision

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

Weekly dashboard (decision drivers in bold) + kill-switches

METRIC	TARGET / WATCH	KILL-SWITCH
Family mix %	$\geq 45-50\%$	$< 25\%$ by Wk2 → rebuild landing page
Blended CAC	→ $< \$40$	stuck $> \\$70$ at Day 30 → pause + fix
Contamination % (game)	$< 40\%$ non-mom	$> 40\%$ by Wk2 → stop Path A spend
Verified-mom→buyer %	$\geq 5\%$ by Day 90	$< 3\%$ twice → Arcade = retention, not CAC
k-factor (game shares)	≥ 0.3	< 0.1 by Day 14 → move budget to B
Cash on hand	vs ~4–6mo runway	pace spend to it

11 The precedent + risk register

Every proven "game sells product" case is PAY-FIRST, play-second — not play-free, pay-later

Webkinz sold the plush *first*; the game unlocked *after* purchase and drove *repeat* buys — when Ganz tried the inverse (memberships without a toy), growth stopped. **McDonald's Monopoly** is the same shape: buy → pieces → buy more. **KFC "Shrimp Attack"** worked because the game dispensed an *expiring discount* at point of sale. **There is no proven case of a free game generating cold, profitable buyers for a physical product.** Path A would be attempting what the precedent does not support — which is exactly why it must be a measured test, not a launch strategy. This doesn't kill the game funnel; it **repositions** it: the Arcade's proven role is **retention, repeat purchase, brand love, and a warm retargeting pool**, not cold acquisition.

Risk register

- **The kid trap** (most likely failure): the Arcade attracts children, not buying moms → mom-verified conversion lands at 1–2%, CAC balloons to \$75–150. **Mitigation:** measure *verified-mom* conversion, never raw signups.
- **Freebie-list rot:** giveaway entrants who never return. **Mitigation:** product-only prizes; gate signup on pet/leaderboard investment.
- **Death by denominator:** months optimizing cost-per-player (vanity) while conversion is never instrumented. **Mitigation:** the <\$5K sprint.
- **Attribution inflation:** the game adds a second over-attribution surface. **Mitigation:** holdout discipline.
- **Channel concentration:** over-dependence on Meta. **Mitigation:** the channel portfolio in §12.

12 Recommendations for the future of the company

Stepping back from the 90 days, here is the marketing read on where Poki Yoki should take this over the next 12 months. The thread through all of it: **the brand has a genuine product wedge (the magnetic click / no-mold system) and a genuine engagement moat (the Arcade) — but they do different jobs, and the company wins by stopping the attempt to make one do the other's work.**

01 · Treat the game as an LTV & brand moat, not a CAC machine

The honest answer to the founding thesis is the most strategically useful one: the Arcade will almost certainly *not* beat direct response on cold acquisition cost — but it is a near-unique **retention, repeat-purchase, and differentiation asset** that competitors (and even fast-following clones) can't easily copy. Fund the launch with the proven DTC engine; protect and grow the Arcade as the thing that makes Poki Yoki a brand kids ask for by name, not a commodity cup. That reframing turns a "failed CAC experiment" risk into a durable moat.

02 · Make Family restock the #1 operating priority

The single highest-ROI marketing action available isn't a campaign — it's **having Family (\$85) in stock**. It shifts first-order economics from $-\$33$ to $-\$12$ per order and pulls profitability forward by ~4 weeks, with no change to ad spend. Every week Family is out of stock, the company is forced to lead with its *least* profitable SKU. Solve inventory before scaling traffic.

03 · Make trust the conversion strategy

The target customer's #1 skepticism trigger is marketing *at* her child. That makes the COPPA-clean, no-ads-to-kids, honest-creative posture not a compliance cost but **the brand's cheapest CAC lever** — trust is what converts a skeptical, research-driven mom. Codify "nothing here manipulates your kid" as an explicit, repeated selling point across LP, creative, and PR. It is also the strongest defense against the China-clone risk: clones can copy the cup, not the trust.

04 · Instrument before you scale — buy the one number

The entire game-funnel future hinges on the 90-day verified-mom→buyer rate, and it is unmeasured anywhere in the industry. Spend the $<\$5K$ sprint to learn it before committing real budget. $\geq 5\%$ → pour fuel; $< 3\%$ twice → bank it as LTV. This is the highest-expected-value $\$5K$ the company can spend this year, because it resolves a bet that could otherwise consume months of cash.

05 · Don't dilute at \$15K — concentrate, and pace to the runway

At \$15K a 60/40 split is the worst of both paths. Concentrate ~70/20/10 behind the proven engine, run the game as a bounded test, and **pace spend to the ~4–6 month cash runway** (\$19.7K cash, \$3–5K/mo burn, \$25K deferred salary owed). The hybrid only becomes genuinely viable at ~\$30K/90 days, where Path B turns CM3-positive around Week 7–8 and a real game slice can run alongside it. Treat reaching that budget level — through profitable reinvestment or a small raise — as the Month 4–6 goal.

06 · Build the compounding assets now

Even in a 90-day window where neither path profits, the company should exit with four assets that make every future dollar cheaper: **(1)** an email/SMS list of buyers + verified moms; **(2)** a library of reviews and UGC social proof; **(3)** a warm retargeting pool (buyers + engaged players); **(4)** a winning-creative library. Add the existing **1,031-facility childcare/Montessori seeding list** — a near-zero-marginal-cost, mom-dense distribution asset most DTC brands would pay dearly for. Measure list growth and review count as first-class KPIs, not afterthoughts.

07 · Diversify the channel portfolio off Meta (Months 4–12)

Paid social is the launch engine, not the destination. The 12-month portfolio should be: **DTC paid social** (the proven engine, Family-led) + **Amazon** (the competitive analysis flags a \$30+ price-point white space — a profit center and a discovery surface the brand isn't yet on) + **retail / wholesale** seeded through the childcare list and mom-group trust infrastructure + **the Arcade powering retention, referral, and repeat**. No single channel should exceed ~50% of new-customer volume by month 12.

08 · Win the attention war on relevance, not spend

The biggest threat to this segment's attention isn't a rival cup — it's creators like Ms. Rachel who own the toddler-parent relationship. The company can't outspend that, but it can **partner into it**: nano/micro momfluencer seeding (retain usage rights, amplify winners as dark posts), Facebook-group trust, and Pinterest's under-priced high-intent planning mindset. Relevance and authenticity beat budget in this niche — which is good, because budget is the constraint.

The one-sentence strategy

Grow on the proven DTC engine restructured around Family, protect cash to the runway, instrument the game channel cheaply before betting on it, and build the Arcade into a retention-and-trust moat that a commodity competitor can never copy.

13 Sources & method

Method: synthesized from a 7-agent research swarm + an adversarial CFO reality-check that corrected the team's first projections (Path A list-size reconciled, CVR/repeat/AOV adjusted down). Figures are decision-grade estimates with sources; the load-bearing unknown — the 90-day verified-mom→buyer rate — is unmeasured until the sprint runs. This master report consolidates four prior documents: the Game-Funnel Strategy Dossier, The Next 90 Days (Two Paths), the 90-Day Operating Plan, and the Executive Brief.

Benchmarks & data: FoxData 2026 · Liftoff/Singular 2025 · GameAnalytics 2025 · Triple Whale 2025 (baby Meta CPA \$30.04, ROAS 2.17x) · MHI Growth Engine 2026 · Lebesgue/AdStellar 2026 (learning-phase 50-event threshold) · Klaviyo 2025 (welcome flows, sweepstakes-list conversion) · Clasp (gamified pop-ups) · Playable.com (650-brand registration) · ProfitWell/Reforge (freemium conversion) · LaunchList/Saxifrage (k-factor) · GoBolt 2025 (shipping + 3PL). **Customer:** eMarketer "US Mothers 2024" · Edison "Moms & Media 2024" · Pew · BLS ATUS 2024 · Activision Blizzard Media "Mom's Got Game" · EMI Research. **Precedent:** Webkinz · McDonald's Monopoly · KFC "Shrimp Attack" · Chipotle · Magnum Pleasure Hunt. **Legal:** COPPA (amended April 2025) · FTC kids-focus 2025 · ASA Playrix ruling. **Repo:** marketing/key-numbers.md · company/financials.md · brand/positioning.md · the GTM cockpit spec (Mawn \$3K/mo from June 15) · actual paid ROAS to date ~0.2x.

Poki Yoki · Marketing Strategy & Growth Plan · the master report · for marketing/ad-professional review · the honest read: neither path is profitable in 90 days — run the proven DTC engine around Family, test the game channel to a kill-switch, pace spend to the cash runway, and build the Arcade into a retention-and-trust moat.