

Cross-Industry Selling Framework, using Smart Sampling as the Primary Channel and Form Factor

1) Core model you will run

- **Primary channel.** A connected sampling platform that links micro packs to a QR first journey, a journal and rating flow, and a tracked path to full size purchase. Brands fund measurable trials. Users try safely, then buy with confidence. Package, data, and operations follow clear safety and sustainability standards.
- **Adaptability method.** Use the A4 framework. Keep Core non negotiables, tune Configurable levers by market, Localize compliance and partners, and Govern with risk and KPI reviews.

2) Form factors and pack size standards

Use three tiers per category. Taste, Experience, Commit. Standardize so you can compare outcomes and price tests. Example ranges: sauces 0.5 to 2 ml, 2 to 5 ml, 5 to 10 ml. Tea and coffee 1 to 3 cups, 3 to 5, 5 to 7. Skincare 1 to 3 uses, 3 to 7, 7 to 14. Cleaning products one task, three tasks, five to seven. Log the rationale in the brand console.

3) Candidate products and why

Start with four lead categories, then expand once you meet conversion and payback gates.

- **Hot sauces and condiments.** Clear heat calibration need. Proven 90 day pilots show activation around 78 percent and conversion to full size up to 34 to 41 percent when creators and B2B kits run. 2 ml often hits the value and safety sweet spot.
- **Coffee and cocoa.** Clear grind and brew matched micro packs. Pilots showed conversion lift to 25 to 31 percent with creator codes and lower returns, but cocoa needs bundling or paid shipping to reach positive unit economics.
- **Skincare.** Short trial windows map well to the three tier use counts above. Build adverse event capture and claims review into the brand playbook.
- **Cleaning products.** Task based trials reduce fit risk and waste and are simple to standardize by task counts.

Add from the platform vision as you scale. Teas, fragrance, and wellness can follow once the stack proves out.

4) Country candidates and launch settings

Use a simple scorecard. Score 1 to 5 on each item. Proceed only if the total exceeds your gate and no single critical factor is below threshold.

Scorecard factors. Regulatory complexity and lead time. Packaging supplier readiness. Logistics cost and reliability. Brand partner density and interest. Consumer willingness to sample and share. Digital and payment readiness. Sustainability pressure and options.

Starter markets with adaptation notes.

- **United Kingdom.** Lean on retailer white label pilots and strong recycling cues. Good creator landscape and payments.
- **Nigeria.** Add SMS feedback and ad supported tiers. Plan for humid climate packaging and city specific logistics. Support lower bandwidth modes.

- **India.** Support cash like methods and language variants. Align with vegetarian labeling norms.
- **UAE.** Premium sets, strict import controls, and heat tolerant materials.

5) Selection criteria you will apply

- **Category fit.** Clear functional trial in small doses. Clear safety and labeling rules. Evidence that sampling lowers purchase risk.
- **Pack feasibility.** Barrier and stability in the smallest workable size. Child safe or tamper evidence where required. Recyclability class defined.
- **Demand and margin.** Target 20 to 40 percent sample to purchase conversion by category. Aim for unit level payback within 45 days or a clear path via pricing and bundling.
- **Partner density.** 10 to 20 brands available for a 90 day MVP with compliance ready labels and batch controls.

6) Channel design and guardrails

Primary channel is connected sampling. Add standalone channels that do not cannibalize the core and that have clear fences.

- **Subscriptions.** Discovery coffee boxes or heat ladders with exclusive SKUs, delayed release to retail, separate GTINs, and MAP. Typical net contribution around £2.99 per subscriber per month when CAC is amortized.
- **B2B kits.** Chef or spa kits with wholesale pricing and different workflows. Contribution per kit can exceed £18.
- **Retail discovery racks.** Branded mini racks near the relevant aisle. Access fee plus refill sales. High incremental margin.

Guardrails. Product fencing, separate barcodes and prices, written channel charters, consent and segment boundaries, and a monthly channel council. Run a simple cannibalization test with a 15 percent ceiling before scaling.

7) Unit economics template and targets

- **Inputs per sample.** Materials and filling, secondary pack, QR label, pick and pack, freight, customer support. **Revenues.** Brand fees, subscription, affiliate, and data. Track contribution per sample and payback months.
- **Coffee pilot example.** Total sample cost about £1.07. 28 percent conversion to a 250 g bag with about £4.50 margin gives expected margin per sample £1.26. Net contribution per sample £0.19 at pilot stage. Improve with creator codes and pricing tests.
- **Sauce pilot example.** 2 ml tube total sample cost about £1.00. 32 percent conversion and £2.90 margin yields £0.93 expected margin per sample. Add £1.49 shipping or bundle three tubes for £2.99 to move above break even, plus B2B adoption to lift program level economics.

Core KPIs. Activation rate, sample to purchase conversion, retention, review rate, CAC, payback months, LTV to CAC, delivery defect rate, recyclability rate. Trigger an adaptation sprint if two periods miss thresholds.

8) Stakeholders and what each needs from you

- **Consumers.** Safe trials, clear instructions, one click buy, offline or low bandwidth options, screen reader and tactile markers, choice limits to reduce clutter.
- **Brand partners.** Campaign and cohort dashboards, proven playbooks by category and price tier, sample exclusive variants, compliance and claims review.
- **Retailers and venues.** White label discovery kits, staff scripts, in store attribution to end caps or stores, simple replenishment rules.
- **Packaging suppliers.** Spec sheets with barrier needs and recyclability class, LCA metrics per unit, innovation backlog for freshness indicators and deposit return micro bottles.
- **Logistics partners.** SLAs on damage and on time rates, scan data, return and refill routing, pilot routes for creators and restaurants.
- **Regulators and NGOs.** Transparency packs with facility certs, test results, recall drills, privacy data rooms, and environmental reporting.
- **Investors and boards.** Cohort and payback dashboards, market readiness scores and stage gates, risk heat maps.

9) Compliance, risk, and governance

- **Safety systems.** HACCP style controls, batch IDs, recalls, third party testing. Cosmetics require INCI labeling, claims review, and adverse event capture.
- **Privacy by design.** Consent capture, data minimization, user export and deletion, breach response. DPO role defined.
- **Environmental.** LCA tracking, recyclability audits, deposit and return trials, green claims review.
- **Governance cadence.** Quarterly unit economics and cohort reviews. Brand councils by category. Safety and privacy committees with external advisors.

10) 90 day launch plan and gates

- **Build.** Pick one lead category and market. Secure 10 to 20 brands. Lock data, safety, privacy, KPI specs. Set pack sizes and pricing. Stand up dashboards.
- **Pilot.** Run creator led trials, one retail end cap, and one B2B route. Track activation, conversion, retention, review rate, defects. Ship weekly improvements.
- **Exit gates.** Unit level payback under 45 days or clear path via pricing or bundling. Conversion at or above targets. Incident rate under thresholds. Signed brand and retail agreements for scale.

11) Other considerations you should include

- **Channel cannibalization.** Fence products and formats, keep separate GTINs and MAP, and apply the 15 percent cannibalization ceiling before scaling any standalone channel.
 - **Inclusion and access.** Add SMS feedback for digital divide segments. Provide voice prompts and braille or tactile QR marks where feasible.
 - **Creator economics.** Incentivize UGC and referral rewards in the Configurable layer to improve activation and review rate without discount leakage.
 - **B2B intelligence.** Package anonymized insights into monthly Taste or Usage Intelligence reports to open a new revenue line.
 - **Standalone channel governance.** Run each as a cost center with its own P&L, KPIs, and monthly council review. Keep pick, pack, and response SLAs equal or better than core.
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Quick starter set for you

- **Start with.** Hot sauces in the UK. 2 ml Taste tubes, 5 ml Commit tubes, creator flights, and one retail rack. Layer a chef kit to seed B2B adoption.
- **Then add.** Coffee in Nigeria and the UK with grind matched sachets. Use creator codes and an office micro sampling plan to lower CAC and boost retention.
- **Use the scorecard.** Select India and UAE only when packaging and import partners are ready and when payments and language variants are in place.

How to use the scorecard.

Fill Category and Country. Score each criterion from 1 to 5. Multiply Weight by Score to get the weighted score. Add all weighted scores. Set a gate, for example total at least 40, and no critical item below 3. Proceed only if you clear the gate.

How to use the 90 day plan.

Keep the phases and week ranges. Add owners, dates, and status. Track activation rate, conversion, retention, review rate, defects, and payback. Use the Exit Gate column to enforce decisions.

If you want an Excel version with built in formulas, say which columns you want locked for editing