

Prelaunch.com

PRODUCT VALIDATION PLATFORM

Agwa's Strategy to Discover Surprising Insights

Let's play a small game



**Imagine you want to buy
a home gardening solution**



You Have Two Options to Buy:



Smaller Version with 2 Shelves



Bigger Version with 3 Shelves

2 Shelves




40 planting pockets

\$ 599



3 Shelves



 60 planting pockets

\$ 790

Which one would you buy?

A



B



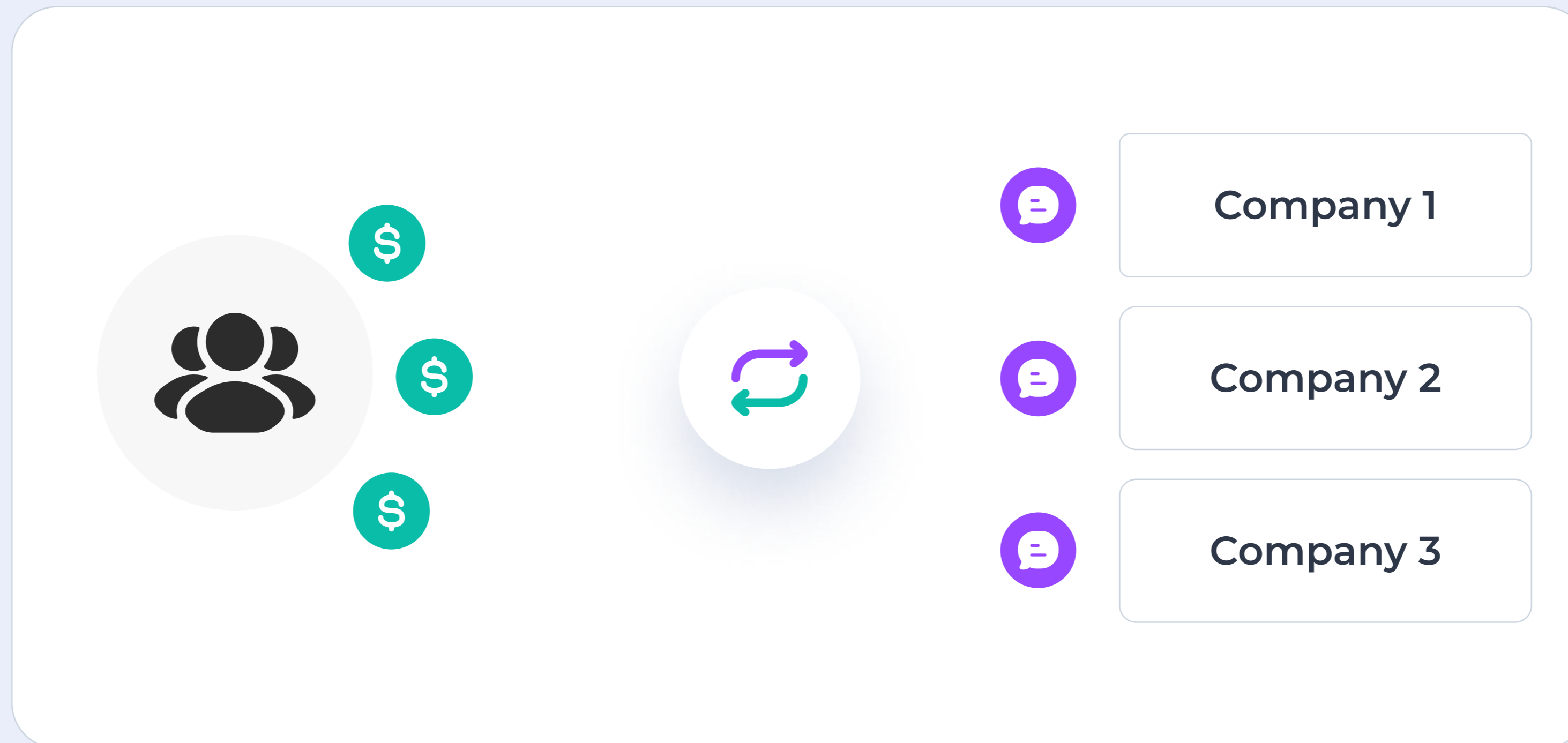
But wait...
are you sure you're REALLY going to
buy it?

**If you are not going to buy it...
should we consider your input?**

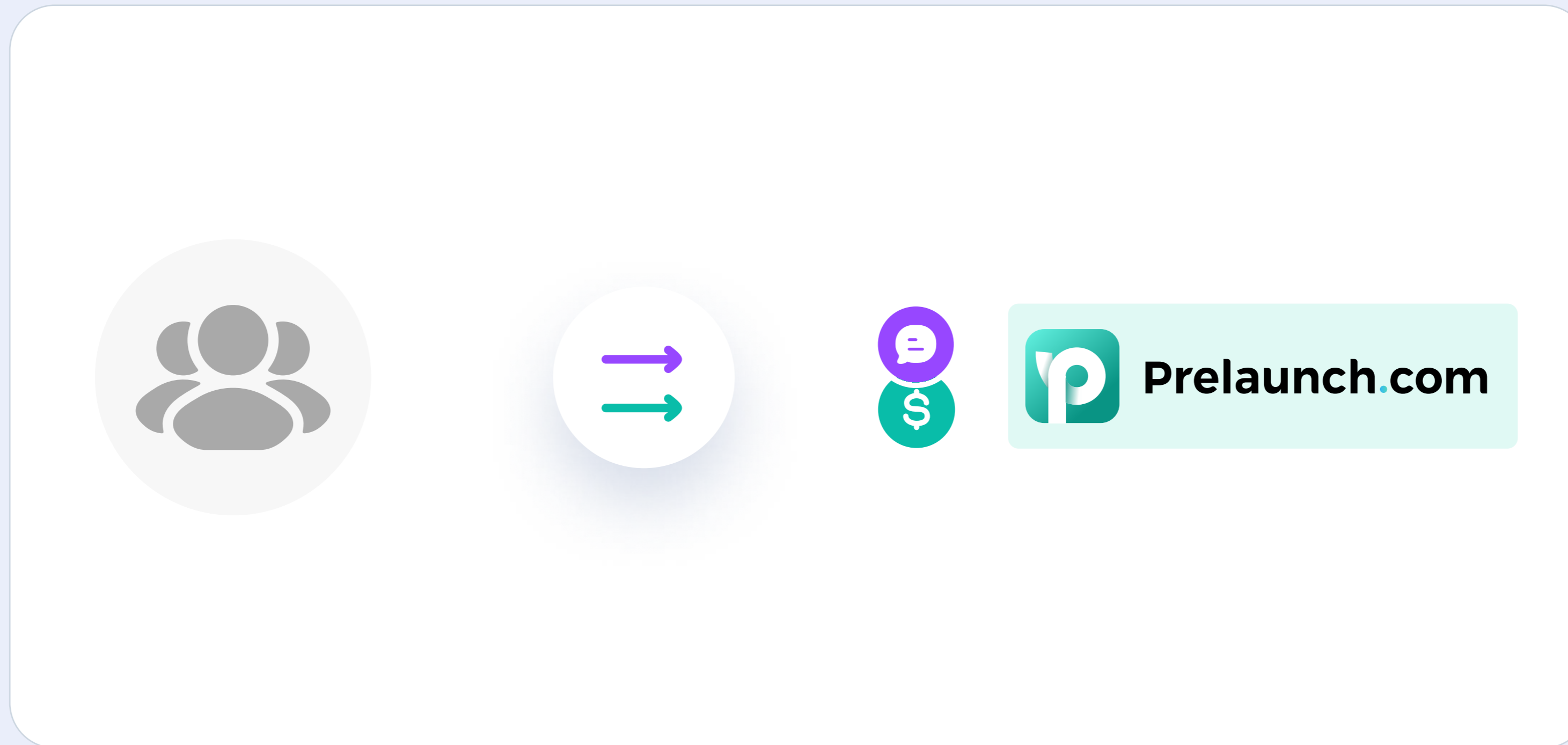
The Agwa team turned to Prelaunch to help them evaluate the best-selling option and discover interesting insights about their future.

Prelaunch.com is a quantitative and qualitative insights platform based on people who have **skin in the game.**

Unlike paid panels where respondents are paid
by brands to give insights...



Prelaunch gathers bullet-proof insights from your ready-to-buy customers



How It Works



The Agwa team used Prelaunch's Concierge Service to create a landing page showcasing the concept and visuals.

They drove traffic to the page using targeted social media ads, focusing on the markets they want to test.

Interested visitors subscribed to stay up-to-date.



Your Effortless, AI-Assisted Home Garden

AI tech and revolutionary automation grow food without any intervention from you.

Receive a weekly newsletter with the best products

Subscribe

How It Works



After subscribing, visitors were presented with the MSRP of \$800. If they were sure they wanted it, they placed a \$10 deposit to reserve it for \$599.

By placing a \$10 reservation deposit, people confirm their genuine buying intention. There's no better way to filter out true buyers.

Agwa: Your Effortless, AI-Assisted Home Garden



2 LAYERS

\$599 ~~\$800~~

Reserve Your Special Discount

Model: 3 layers (All-inclusive)

2 layers (Flexible)

2 layers (All-inclusive)

3 layers (Flexible)

3 layers (All-inclusive)

Pay \$10 to Join the Waitlist

No Thanks

How It Works



The Agwa team used Prelaunch's Option Testing to determine if people were willing to opt in to a subscription plan for the pods...



Option 1

2 LAYERS

\$599 ~~\$800~~



Option 2

2 LAYERS

3 Months Subscription

\$660 ~~\$875~~

x20
pods monthly



Pay \$10 to Join the Waitlist

How It Works



Or buy a bigger version at a higher price.



Option 3

2 LAYERS

\$699 ~~\$1000~~



Option 4

2 LAYERS

3 Months Subscription

\$790 ~~\$1120~~

x20
pods monthly



Pay \$10 to Join the Waitlist

How It Works



After reserving, people answered a detailed survey, sharing why they want to buy it, how they want to use it, and who they are.

Why did you reserve this product?

Type your answer here...

OK press Enter ↵

How can we make it even better?

Type your answer here...

OK press Enter ↵

How It Works



If people were not interested in buying it (yet), they hit the "No Thanks" button.



Reserve Discount for \$10

No Thanks



How It Works



This opened up a survey that prompted users to share their objections and other reasons for not reserving.

1. What stopped you from reserving Agwa today?

A Product availability

B Not enough information available

C Security/Trust

D Security/Trust

E Product not appealing/useful

F Unclear value

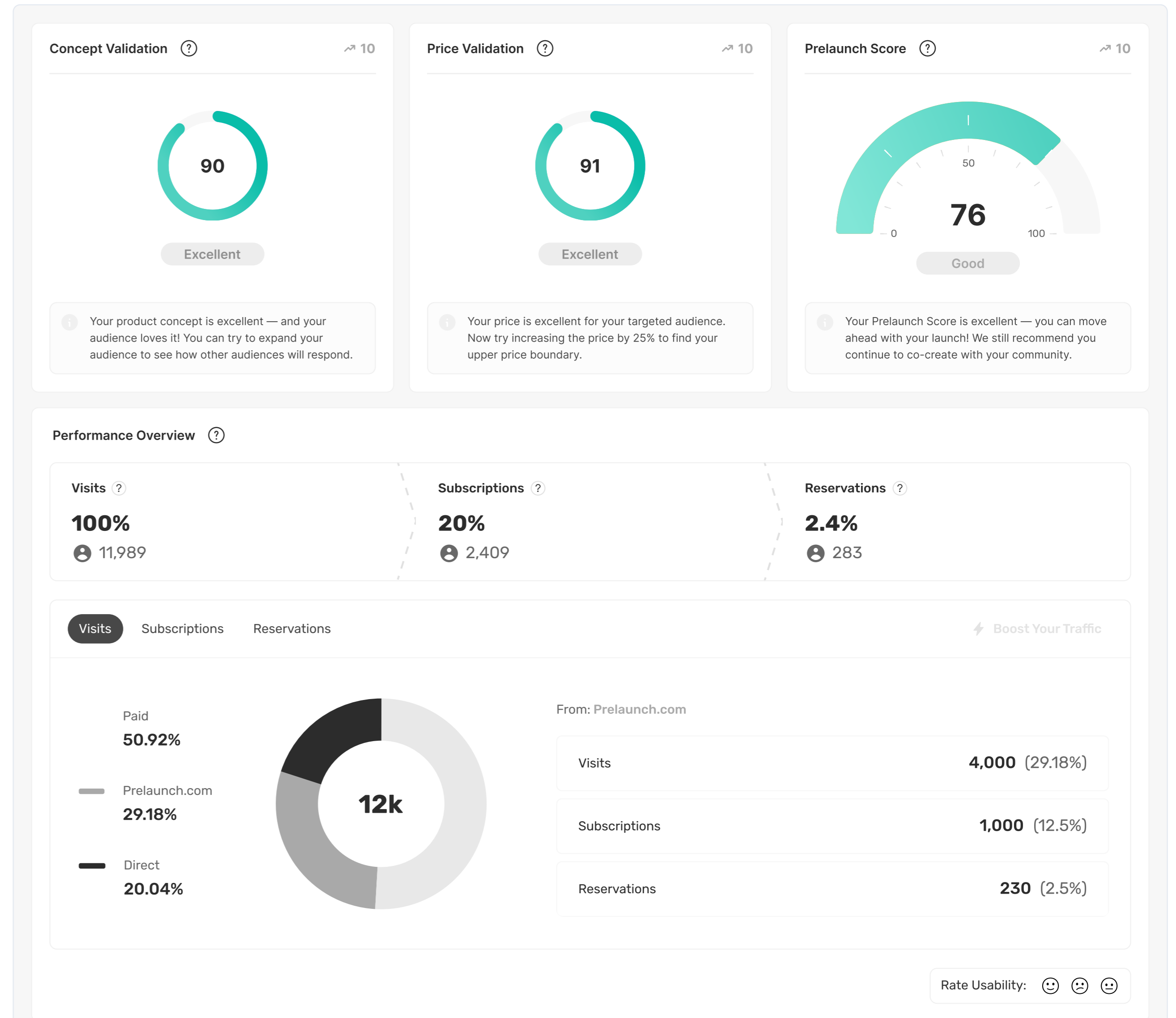
H Other

How It Works



The Agwa team could see their product's potential in real-time.

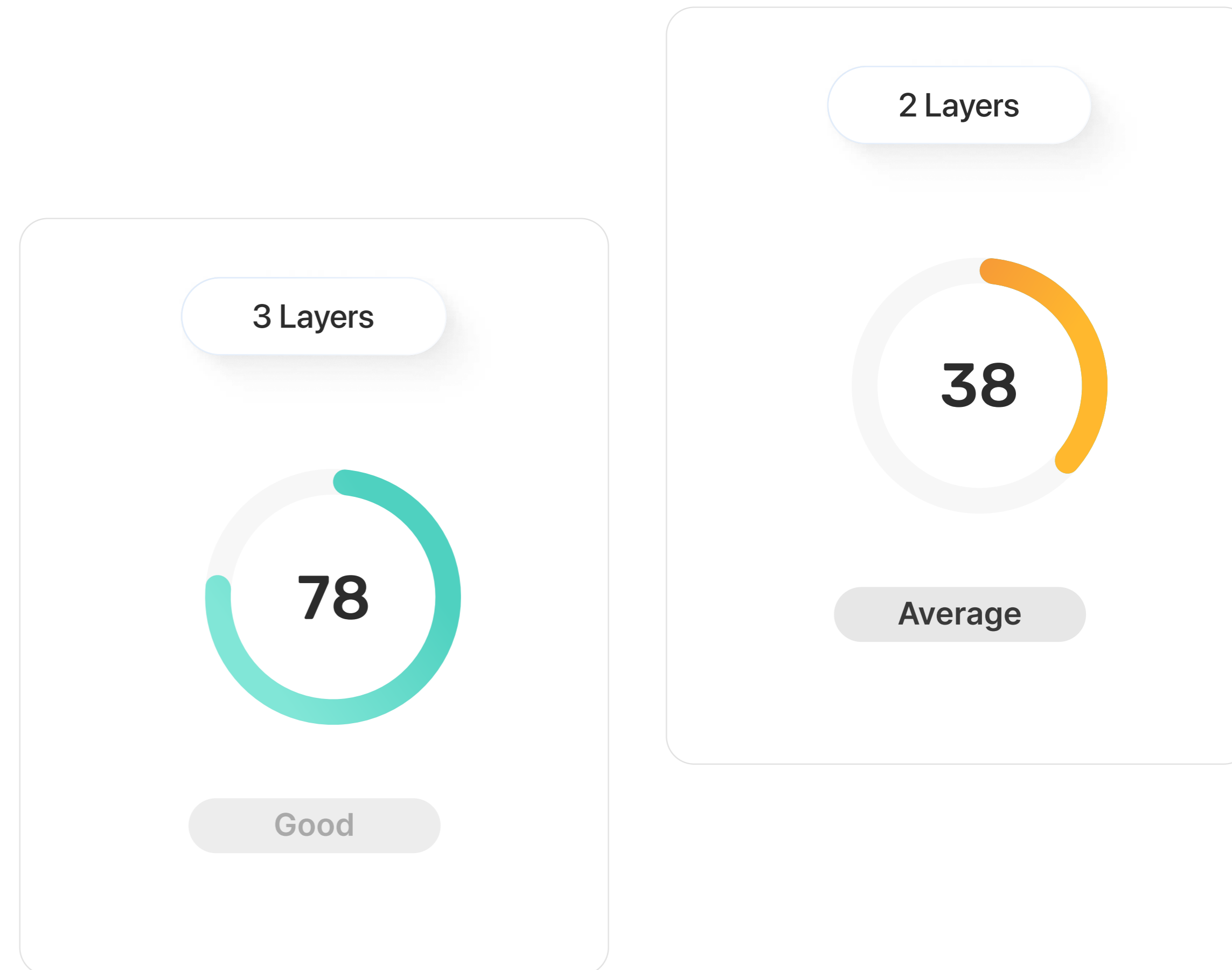
Prelaunch's aggregated benchmarking system compares data across similar products. This let the Agwa team know how well they're performing for each metric and what they need to improve.



How It Works



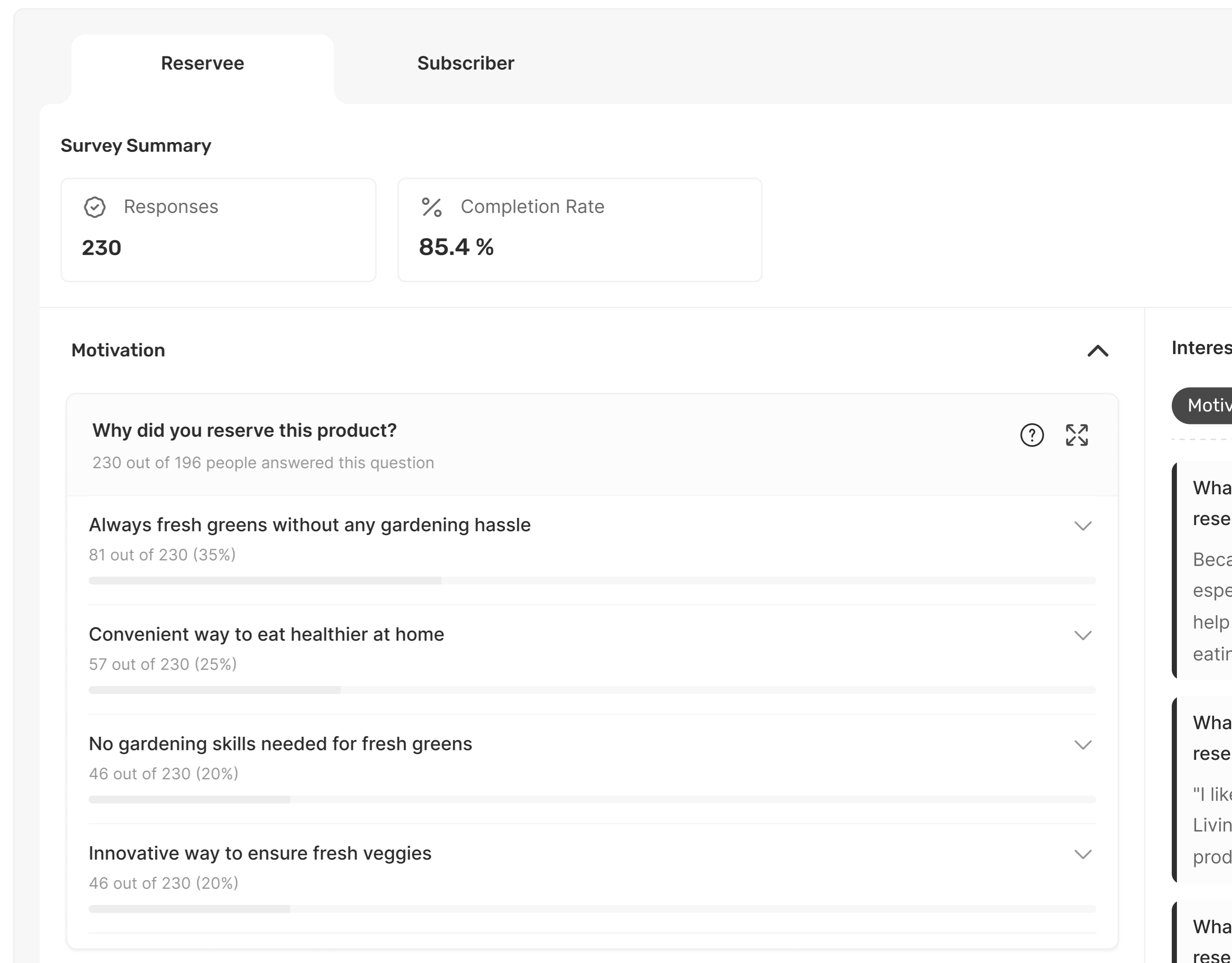
The team used Prelaunch's Iterations to test various hypotheses: prices, business models, options, colors, etc.



How It Works



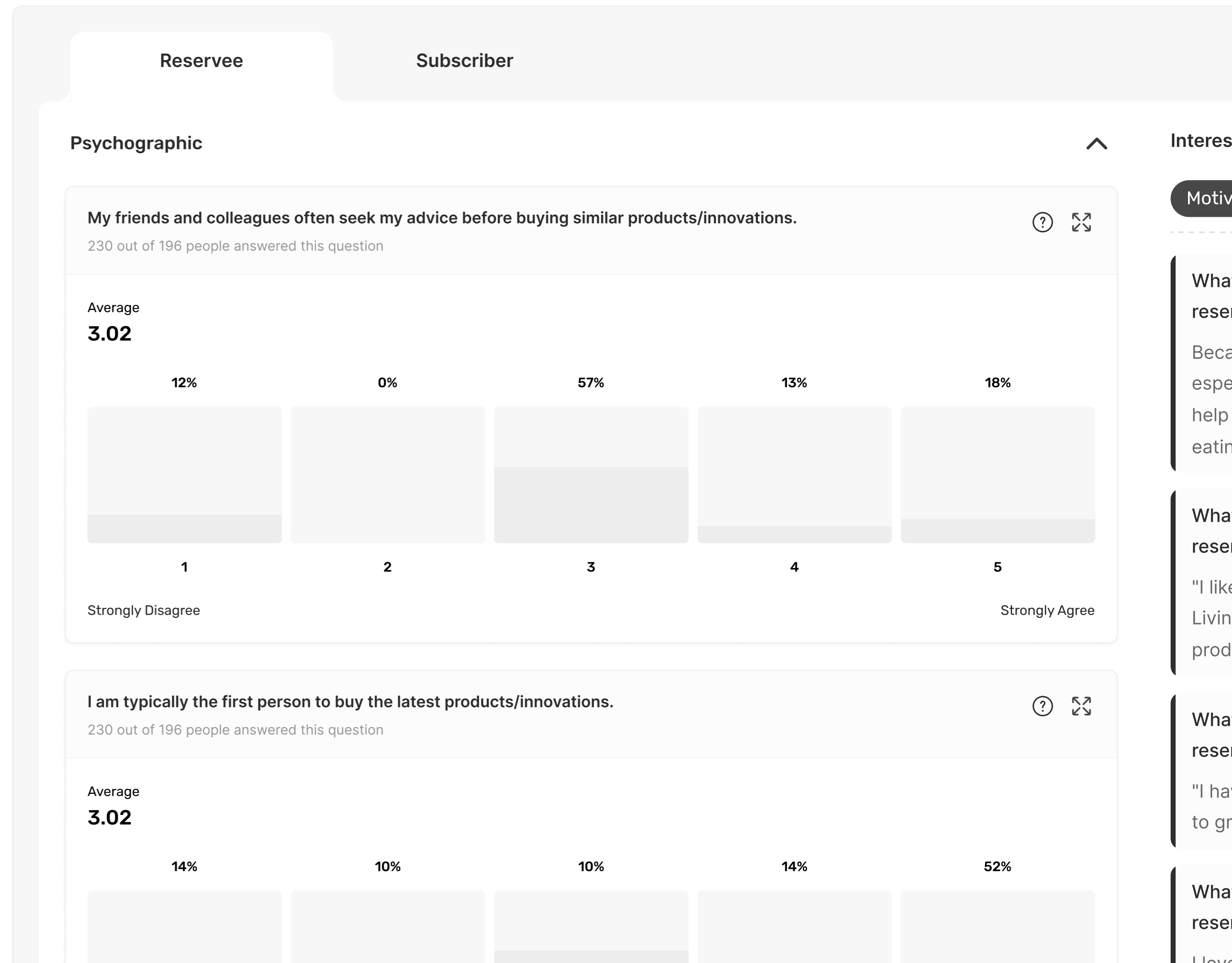
The Agwa team understood who their future customers were thanks to Prelaunch's Audience Dashboard. Here they could explore both the aggregated as well as the individual responses from people who reserved their product.



How It Works



By analyzing whether their future customers were Early Adopters or part of the Early Majority, the Agwa team was able to assess the product's scalability in the market.



How It Works



Prelaunch leverages machine learning algorithms to identify customer persona clusters based on interests, behavior, and motivations. The Agwa team used this to better understand their main customer segments and tailor their messaging accordingly.

Elena Smith
📍 Dallas • 🎂 28 yr old **40%**

Emily Carter
📍 West London • 🎂 32 yr old **30%**

Joshua
📍 We...

Liam Clark
The Eco-Conscious Minimalist

“
I'm not much of a gardener, but I'm keen on reducing my carbon footprint and embracing minimalism in every aspect of life.”

📍 Location: Dallas
🎂 Age: 28 yr old
❤️ Marital: Single
🏠 Arrangement: Rents a modern, eco-friendly studio with an emphasis on clean...

👛
Freelance Graphic Designer, minimalist, passionate about the environmen

Income: **\$65,000**

Use Cases

Liam sets up Agwa in his living s
practical purpose.
(48%)

He values the self-regulating fe
plant care.
(42%)

Liam relies on Agwa's eco-frien
greens.
(10%)

Social Channels

Instagram
(43%)

X, formerly known as Twitter
(25%)

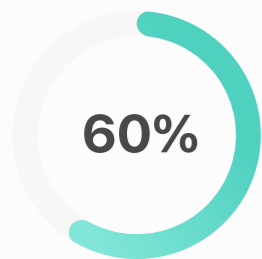
Now back to our question

People LIKE A

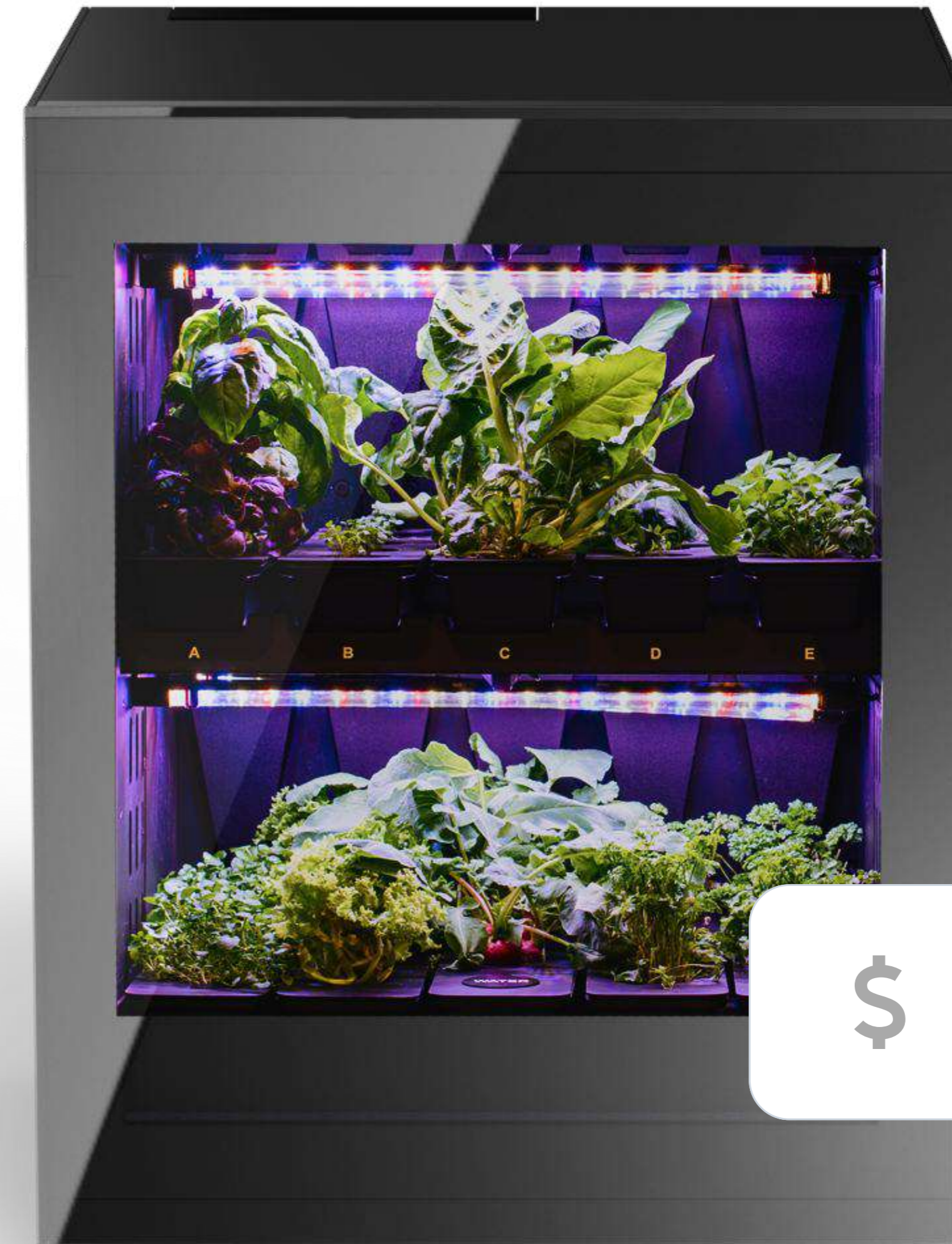
- It's more compact
- It's more beautiful
- It fits into the interior much better



Agwa's previous traditional market research found out that people generally preferred version A.



Over 60% of people surveyed using traditional tools said they preferred version A.



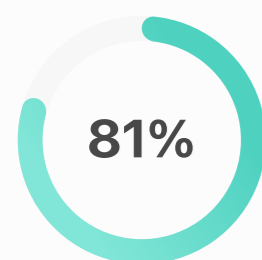
\$ 599

But they BUY B

- Because A is too small
- You can't grow enough food in A
- B allows more diverse greens



However, after using Prelaunch, the Agwa team discovered that while non-buying audiences said they preferred version A, the real customers were buying version B.



81% of ready-to-buy customers put down money for version B.



\$ 790

**“Skin in the game” produces more authentic
and deeper results**

What would make Agwa even better?



People are more engaged and give deeper insights when placing a deposit than when asked the same questions on popular traditional survey systems.

Panels paid Respondents \$5

I don't know

Nothing I can think of.

More color options

More visuals

Panels paid Respondents \$5

I'd love a gardening product that gives me fresh herbs and produce all year without the hassle of figuring out nutrients or plant health. Having healthy, non-GMO greens right at my fingertips would be amazing.

I want something easy to use that gives me plenty of veggies and herbs. Fresh, organic greens anytime, without worrying about the weather, sounds perfect.

I need a gardening product that saves me money and stops my greens from going bad like the ones from the store. Better quality produce and healthier eating would be a huge improvement.

It should have an automated system for watering and lighting, so I always have fresh greens on hand, ready to use and never wasting.

How important are each of these features/ benefits to you?



Responses collected via the traditional survey platform were mostly neutral.

PAID SURVEY

	Not at All Important	Slightly Important	Important	Fairly Important	Extremely Important
Light Care	6.9% (7 responses)	38.2% (39 responses)	32.4% (33 responses)	7.8% (8 responses)	14.7% (15 responses)
Remote Assistance	4.9% (5 responses)	23.5% (24 responses)	40.2% (41 responses)	14.7% (15 responses)	14.7% (15 responses)
Pods Delivery	15.7% (16 responses)	21.6% (22 responses)	42.2% (43 responses)	11.8% (12 responses)	19.6% (20 responses)
Freshness and Flavor	0% (0 responses)	20.6% (21 responses)	34.3% (35 responses)	11.8% (12 responses)	17.6% (12 responses)

How important are each of these features/benefits to you?



While on Prelaunch people have much stronger opinions.

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	Not at All Important	Slightly Important	Important	Fairly Important	Extremely Important
Light Care	2.7% (2 responses)	9.3% (7 responses)	17.3% (13 responses)	18.7% (14 responses)	52% (39 responses)
Remote Assistance	5.3% (4 responses)	13.3% (24 responses)	22.7% (17 responses)	29.3% (22 responses)	32% (24 responses)
Pods Delivery	8% (6 responses)	14.7% (11 responses)	13.3% (10 responses)	36% (27 responses)	28% (21 responses)
Freshness and Flavor	32% (24 responses)	26.7% (20 responses)	17.7% (13 responses)	10.7% (8 responses)	13.3% (10 responses)

Prelaunch uncovers some very "surprising" results

- Agwa found a major customer segment loves fishing



Prelaunch uncovers some very "surprising" results

- Agwa found a major customer segment loves fishing
- Agwa understood some customers buy Agwa to grow veggies for their rabbits



Prelaunch uncovers some very "surprising" results

- Agwa found a major customer segment loves fishing
- Agwa understood some customers buy to grow veggies for their rabbits
- Agwa understood that people are also interested in photographing the growth of the greens



What did Agwa discover through Prelaunch?

- The Agwa team learned that while people say they want the smaller version, those who will actually buy it are 4x more likely to buy the larger version.
- The Agwa team discovered their most engaged customers are aged 35-44 and live in the US, Canada and the UK.
- The Agwa team understood that the best messaging involves organic and fresh produce, followed closely by AI-related high-tech messaging.
- The Agwa team realized a lot of untapped audiences they can reach who are highly interested in their product for other use cases.
- The Agwa team received a preliminary revenue prediction based on their Prelaunch market test and addressable market size. At launch, they could generate \$61,000-116,000, with a potential to scale to \$7.5-8M.

Prelaunch.com

Bullet-Proof Insights from Your Ready-to-Buy Customers

[Book a Demo →](#)

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