207 ANALYTIX

The Economics of Proving Demand

What a Wrong First Shelf Costs, and How the Offers Are Priced

Cross-Platform White Paper 5 of 5

Prepared by Afferent | November 2026

Executive Summary

A new brand makes its biggest commitments at the moment it has the least evidence and the least cash: a line review, a first purchase order, and paid shelf space. Industry estimates of 60% to 85% failure for new CPG products make that a live risk. Afferent's offers are priced and scoped around this reality: a fixed price and timeline for a Sprint, and a do-it-yourself option for brands that want to start on their own.

What a Wrong First Shelf Costs

- **Buyer line review.** The buyer expects store-level proof. A brand not yet on shelf has no scanner data to show.
- **First purchase order.** Placed against a forecast, with inventory and working capital at risk.
- **Shelf-space purchase.** Shelf space at retail and convenience stores can be a costly up-front spend, paid before the first unit sells. Terms vary by retailer and banner.

Without proof, each commitment is a bet. With store-matched demand for specific products, each one is a more informed decision.

How the Offers Are Priced

OFFER	PRICE	TIMELINE	WHAT IT IS
Retail Sell-In Sprint	**$7,500, one time**	**21 days**	**A branded Product Lab for the brand's community, requests matched to real stores, a door-by-door whitespace analysis, a five-slide Merchant Pitch Deck, and a day-one waitlist.**
Concept & Flavor Sprint	$3,500, one time	14 days	Variant and claim ranking, with dietary friction analysis, before a brand commits to a production run.
Quarterly Line-Review Retainer	$2,000 a month ($24,000 a year)	Ongoing	Four dedicated quarterly Sprints, timed to the brand's retailers' review calendars.
Afferent Forms (do-it-yourself)	Quoted for your stores	Quoted	A white-label request form a brand builds in about 30 seconds from its own website, with a demand dashboard, a buyer brief, and campaign reports.

A Sprint is priced as a project: one flat fee tied to one review, with a fixed scope and a fixed 21 days.
The retainer trades commitment for price: four Sprints for $24,000 a year is $6,000 each, 20% below

the $7,500 flagship. **Forms sets the floor:** Afferent Forms lets any brand start on its own and bring Afferent in when a review is close.

Sizing the Decision

The revenue-at-risk model gives a brand a way to size what an unstocked product may be costing a retailer. With 210 verified requests, the model returns about $26,000 at a 5x multiplier and $25 of annual spend, about $70,000 at 10x and $33.33, and about $142,000 at 15x and $45.

> **Assumptions, stated plainly.** The 210 requests are a modeled example. The multiplier and the annual spend are Afferent assumptions to be replaced with a brand's own category figures. The result is an illustrative estimate, not a forecast or a guarantee.

Fit Check

A GOOD FIT WHEN	NOT YET A FIT WHEN
A retail line review, buyer pitch, or expansion is 30 to 90 days away, and the brand needs store-level evidence.	The brand already has velocity data for the banners it is pitching.
The brand has an audience it can invite: customers, followers, or an email list.	The target banners are outside the 210 tracked, or the brand has no audience to invite yet.

Prices are initial list prices as of 1 November 2026 and will be refined as pilots run. Afferent does not guarantee retail placement or sales.

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