RETAILBOUND ACCELERATOR
2025 Sample Schedule

Week 1: Program Welcome and Orientation
Accelerator Group Meeting: Welcome to the Retailbound Accelerator
Activity: Retail Sales Channel Matrix
1:1 with Designated Retail Consultant

Week 2: Retail Price Optimization
Accelerator Group Meeting: Review The Completed Retail Sales Channel Matrix
Activity: Retailer and Distribution Price Modeling
Guest Speaker: Why Earned & Paid Media (PR) Are Equally Both Important
1:1 with Designated Retail Consultant

Week 3: Competition – Key Features/Benefits
Accelerator Group Meeting: Review The Completed Retail Pricing Model
Activity: Competitive Product Matrix
1:1 with Designated Retail Consultant

Week 4: Retail Presentation Deck
Accelerator Group Meeting: Review The Completed Competitive Product Matrix
Activity: Retail Presentation Deck Template
Guest Speaker: How To Design Your Retail Box to Outshine The Competition
1:1 with Designated Retail Consultant

Week 5: New Item Product Template & Product Sales Sheet
Accelerator Group Meeting: Review The Completed Retail Presentation Deck
Activity: New Item Product Template & Product Sales Sheet
1:1 with Designated Retail Consultant

Week 6: Warehousing & Logistics
Accelerator Group Meeting: Review The Completed New Item Product Template & Product Sales Sheet
Activity: 3PL Selection Matrix
Guest Speaker: How To Pick the Best 3PL For Your Retail Needs
1:1 with Designated Retail Consultant

Week 7: Agreements & More
Accelerator Group Meeting: Review The Completed 3PL Selection Matrix
Activity: Retailer, Distributor & Manufacturer Agreement Review + Retail Pitch + MAP Agreement
1:1 with Designated Retail Consultant

Week 8: Looking Forward
Accelerator Group Meeting: Review The Completed Retail Pitch & MAP Agreement and Simulation Final
Activity: Group Review of Retail Pitches
1:1 with Designated Retail Consultant

US Distribution Introductions
At the end of the cohort, select product brands will be introduced to three National Distributors to make a pitch.