



SKETCH TO SHELF BOOTCAMP

2025 Sample Schedule

Week 1: Program Welcome and Orientation / Retail Price Optimization

Retail Bootcamp Group Meeting # 1: Welcome

Activity: Retail Sales Channel Matrix

Retail Bootcamp Group Meeting # 2: Review the Completed Retail Sales Channel Matrix

Activity: Retailer and Distribution Price Modeling

Guest Speaker: How to Source & Manufacturer with Confidence

Week 2: Competition – Key Features/Benefits / Retail Presentation Deck

Retail Bootcamp Group Meeting #3: Review the Completed Retail Pricing Model

Activity: Competitive Product Matrix

Retail Bootcamp Group Meeting # 4: Review the Completed Competitive Product Matrix

Activity: Retail Presentation Deck Template

Guest Speaker: How To Design Your Retail Box to Outshine the Competition

Week 3: New Item Product Template & Product Sales Sheet / Warehousing & Logistics

Retail Bootcamp Group Meeting #5: Review the Completed Retail Presentation Deck

Activity: New Item Product Template & Product Sales Sheet

Retail Bootcamp Group Meeting #6: 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

Week 4: Agreements & More / Looking Forward

Retail Bootcamp Group Meeting #7: Review the Completed 3PL Selection Matrix

Activity: Retailer, Distributor & Manufacturer Agreement Review + Retail Pitch + MAP Agreement

Retail Bootcamp Group Meeting #8: Review the Completed Retail Pitch & MAP Agreement and Simulation Final

Activity: Group Review of Retail Pitches.

Guest Speaker: Why Earned & Paid Media (PR) Are Equally Both Important