

ZENYVA™ - Indiegogo Pre-launch & Compliance Checklist

Prepared 2025-09-04

Pre-launch (3 weeks)

- Create a waitlist page; collect email + SMS.
- Warm up audience with 2–3 value emails; set a launch date.
- Seed 30–50 micro-creators (renders or samples); collect permissions.
- Lock perks and pricing; confirm shipping rates and 3PL.
- Shoot hero/product photos; 45–60s founder video (why + what + when).
- Build paid list-build campaigns (Meta/TikTok lead ads + retargeting).
- Draft Update #1 (launch) and #2 (manufacturing/testing).
- Create a subscribers-only secret perk to drive sign-ups.

Campaign days

- Day 1–2: Email/SMS your list; aim for 30–40% of goal; publish Update #1.
- Retargeting live (site visitors, email list, engaged socials).
- Mid-campaign: Publish Update #2; post behind-the-scenes; release one add-on.
- Last 48 hours: countdown emails/SMS; social proof montage; urgency banner.

Compliance (supplements)

- No disease/treatment claims; use structure-function language (e.g., “supports energy, immune, cognitive”).
- Include FDA disclaimer: “These statements have not been evaluated by the FDA...”
- Show Supplement Facts panel; avoid before/after medical claims.
- State GMP manufacturing truthfully; third-party testing only if verifiable.

Fulfillment

- Confirm 3PL or ShipStation workflow; get pick-pack & postage quotes.
- Pack Year Kits as multiple shipments (e.g., 3-bottle boxes) to reduce breakage/costs.
- Include a simple insert (how to take, customer support URL, QR to subscribe).
- Set a clear returns/damages policy and contact email.

Post-campaign

- Move to Indiegogo InDemand; open Shopify for direct orders.
- Survey backers (addresses/variants) and send timeline updates.
- Set up subscription offer for repeat customers (10–15% savings).
- Turn best creator clips into ads; continue retargeting.

Trademark & Specimen (later, for SOU)

- Use ZENYVA™ now (™); switch to ® only after registration.
- Specimen when selling: bottle photo with mark + orderable product page (price + Buy).