Fact & Formula

What you get.



Four ways to work with us, and exactly what lands in your inbox with each one.

Your scout | Your second opinion | Your spec writer | Your NPD partner

factandformula.co.uk

We can be your

Pick one, or all four. Every one ends in a straight answer and a pack you can act on.



Scout.

The Opportunity Report

Not sure what to launch next? We map the category and show you the gaps.

Page 05



Second opinion.

Concept Validation

You've got an idea. We tell you yes or no before you spend.

Page 10



Spec writer.

The Product Brief

We turn the idea into an exact brief your manufacturer can make from.

Page 14



NPD partner.

The NPD Retainer

A retainer that keeps your pipeline full all year.

Page 19

Sound familiar?

Most brands come to us because something's stuck. Find the one that sounds most like you, and where we'd start.



Sales have stalled.

Your best seller has peaked, and more ad spend just buys the same sales.

Sounds like

- Your best seller has peaked.
- One product pays all the bills.
- Your category's got crowded.
- Customers buy once and disappear.
- Sales dip at the same time every year.

Start with

Your scout



You can't afford another miss.

The last launch didn't sell. The next one has to work first time.

Sounds like

- Your last launch flopped.
- The team's split on an idea.
- Your manufacturer is pushing their own formulas.
- You saw it on TikTok. Trend, or just a moment?

Start with

Your second opinion



You've got cash to invest.

You'd rather build products than buy more ads, and want a plan for the year.

Sounds like

- Cash is coming in.
- Nobody owns NPD.
- New investment, or a new owner wants a range plan.
- You're building the business to sell.

Start with

Your NPD partner



A product needs fixing.

Costs are up, the reviews keep saying the same thing, or a rule change has stopped it selling.

Sounds like

- Margins are getting squeezed.
- Reviews keep pointing at the same problem.
- An ingredient restricted, a claim pulled, a listing blocked.
- A product's flying and you want flavours, sizes or bundles.

Start with

Your spec writer



You want to go somewhere new.

A new category, a new channel, or a retailer asking for new lines.

Sounds like

- Moving into a new category, like human into pet.
- Opening TikTok Shop, retail or a new country.
- A retailer has asked for new lines, with evidence to pitch.

Start with

Your scout

Every pack stands on the same five sources.

Whichever way you work with us, the research is built the same way, and it always ends in a straight answer.

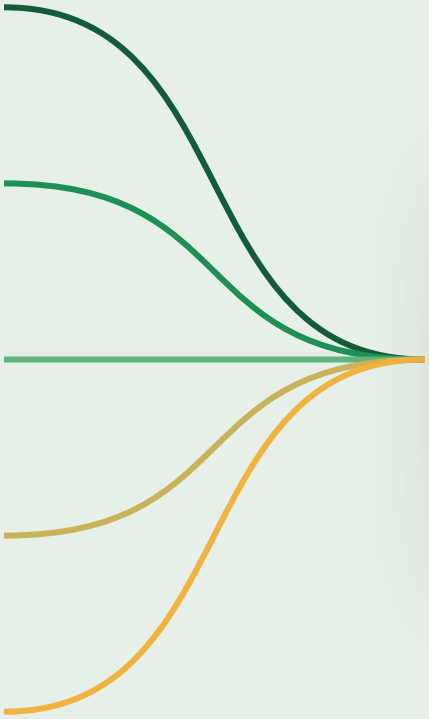
What people search for
Amazon search volumes, sales, prices and reviews

What's taking off
TikTok, Pinterest, Reddit and social ads

Where it's heading
Google search trends and seasonality

What actually sells
Real sales data from brands we run day to day

What it costs to make
Cost per unit, minimum orders and margin

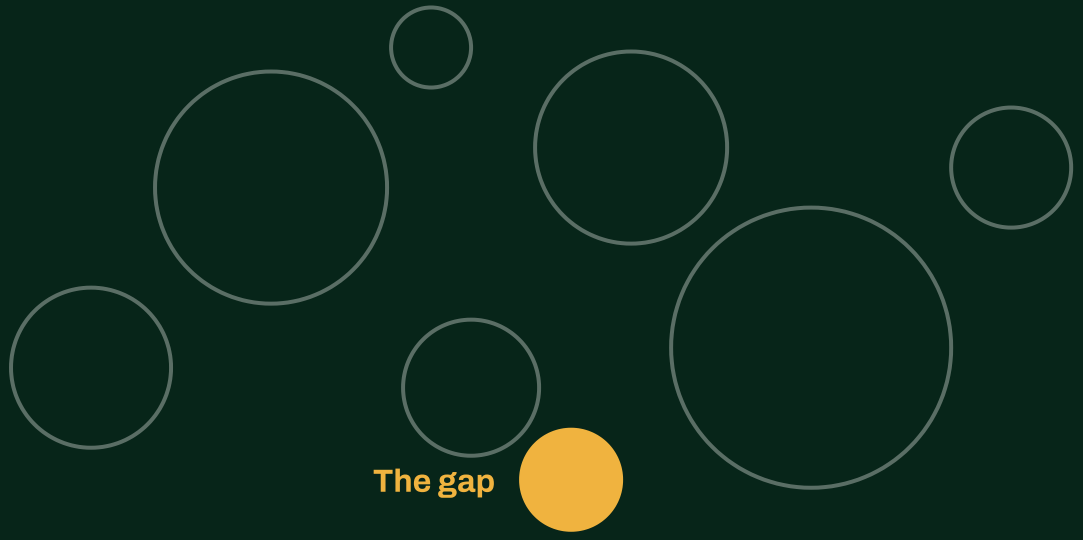


One answer

- **Go.**
- **Change it.**
- **Don't.**

01

Your scout.



The Opportunity Report

Not sure what to launch next? We map the category and show you the gaps.

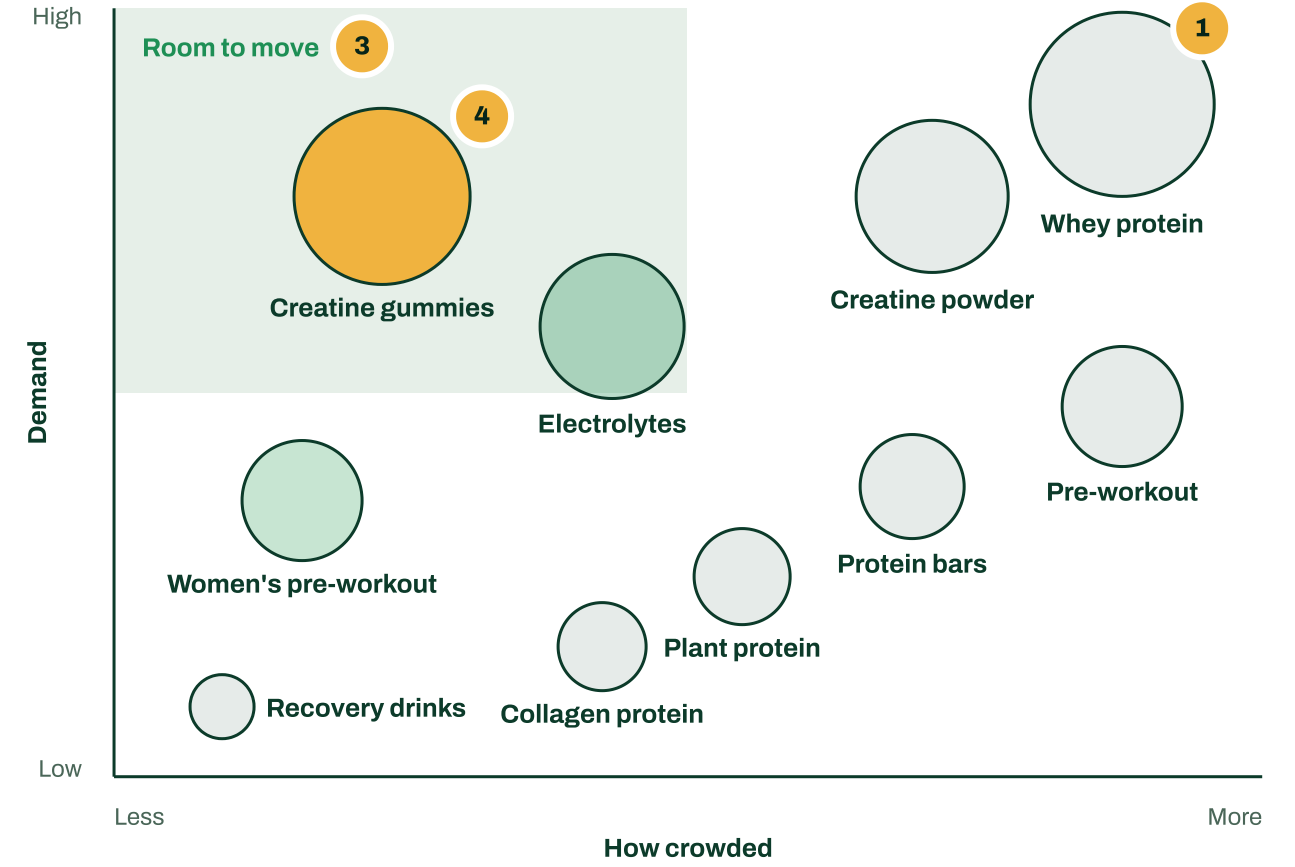
What lands in your inbox

- A map of the whole category
- Which way demand is moving
- The gaps, from reviews and questions
- Three opportunities, ranked
- A product concept for each
- What to do next

Best for brands planning their next range. The next four pages show a sample.

Where the room is.

The whole category on one page: where demand is high and the competition isn't.



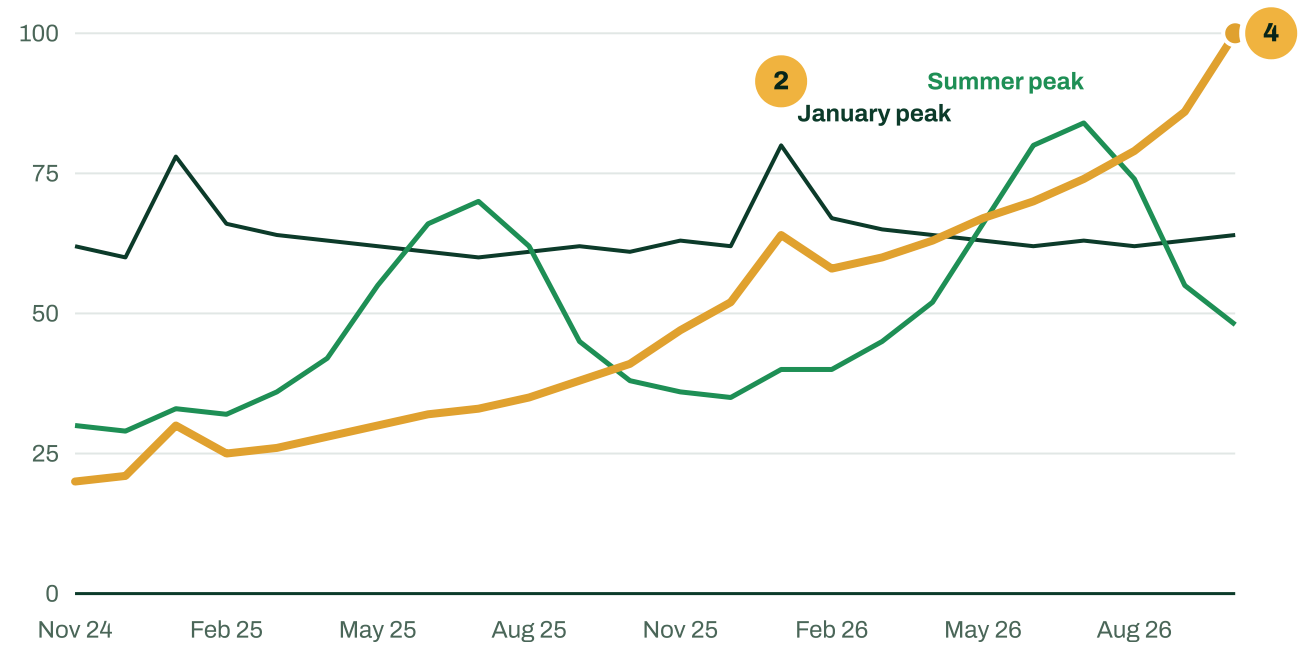
What you're looking at

1. Each bubble is one part of the category, sized from search and sales data.
2. The bigger the bubble, the faster it's growing.
3. The shaded corner is where we look first: real demand, few strong players.
4. Creatine gummies sit right in it, with electrolytes close behind. Both get a page of their own.

Which way it's moving.

Two years of demand, so you launch into a rise, not the top of a spike.

1 **Search interest, 24 months**



3 **Social signal for creatine gummies**

TikTok Rising fast	**Pinterest** Rising	**Reddit** Steady, mostly questions about dose

What you're looking at

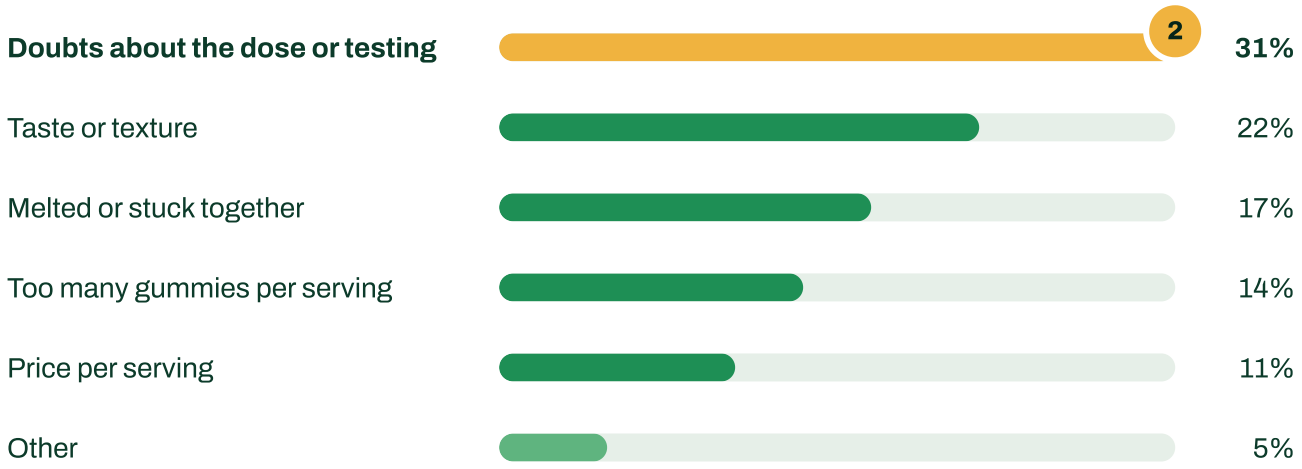
1. Search interest over two years, scaled so the busiest month is 100.
2. January lifts all of fitness, and electrolytes peak every summer. When you launch matters as much as what.
3. Social is checked against search, so a TikTok moment doesn't pass for a trend.
4. The read: creatine gummies have gone from niche to mainstream, and haven't peaked.

What buyers are missing.

Every complaint in the reviews is a product brief someone hasn't written yet.

1

Complaints in 1 to 3 star reviews: creatine gummies



3

What nobody sells yet

- Every batch tested, result on the pack
- A full 3g dose in two gummies
- Sugar-free, without the aftertaste
- A gummy that survives summer delivery

What you're looking at

1. We read the reviews of the top sellers, lowest stars first, and sort every complaint.
2. The biggest complaint isn't taste. It's trust: buyers doubt the creatine is really in there.
3. Each complaint becomes something a new product can do better.

Three worth making.

Ranked, with a concept for each. Number one goes straight into a second opinion.



1 Tested creatine gummies

Real demand, and a trust problem nobody has fixed.

Demand	●●●●○
Room	●●●●●
Margin	●●●○○

Next: second opinion



2 Everyday electrolyte sticks

Moving out of sport and into hydration for everyone.

Demand	●●●●○
Room	●●●○○
Margin	●●●●○

Launch before summer



3 Low-stim pre-workout for women

A growing search with very few products made for it.

Demand	●●●○○
Room	●●●●○
Margin	●●●●○

Watch for six months

02

Your second opinion.

Go | **Change it** | Don't

Three possible answers. You always get one of them, and the reasons behind it.

Concept Validation

You've got an idea. We tell you yes or no before you spend.

What lands in your inbox

- **The verdict, on page one**
- **A scorecard across all five sources**
- **Price and profit, checked**
- **Claims, manufacturing and platform risks**
- **Exactly what to change, if it's a change**

Best for an idea you're not sure about. The next three pages show a sample.

The answer, on page one.

No forty-page build-up. The verdict comes first, and the evidence follows.

Concept Validation

Prepared for: sample client

Change it. 1

2 **The idea we tested**

Creatine gummies: five per serving, sugar-coated, £24.99 a month.

Our answer

The demand is real and still climbing. The product, as briefed, walks into the category's three biggest complaints. Fix those, and it's a go.

3 **Change these three things**

1. **Two gummies, not five.** A full 3g dose in two.
2. **Test every batch, and say so on the pack.** It answers the top complaint.
3. **Go sugar-free, at 80p to 95p a serving.** In line with the best sellers.

What you're looking at

1. Go, change it, or don't. Always on page one.
2. Your idea, restated exactly as you gave it, so nothing gets lost.
3. A change verdict always says what to change. Here, three fixes turn a risky product into a strong one.

How we got there.

Every source scored, every score explained. No black boxes.

Scorecard: creatine gummies — **6.8** out of 10 overall

Search demand	8/10	Searches up year on year, every month.
Social momentum	7/10	Strong on TikTok, building on Pinterest.
Trend direction	8/10	Two years of growth, no sign of a peak.
Live sales	6/10	Top sellers move volume, but ratings are slipping.
Cost to make	5/10	Gummies cost more than powder and need stability work.

Risk flags

Claims	Only authorised creatine claims. "Builds muscle" can't go on the pack.
Manufacturing	Creatine can break down in a moist gummy, so stability trials come first.
Platform	Expect supplement paperwork requests before the listing goes live.

What you're looking at

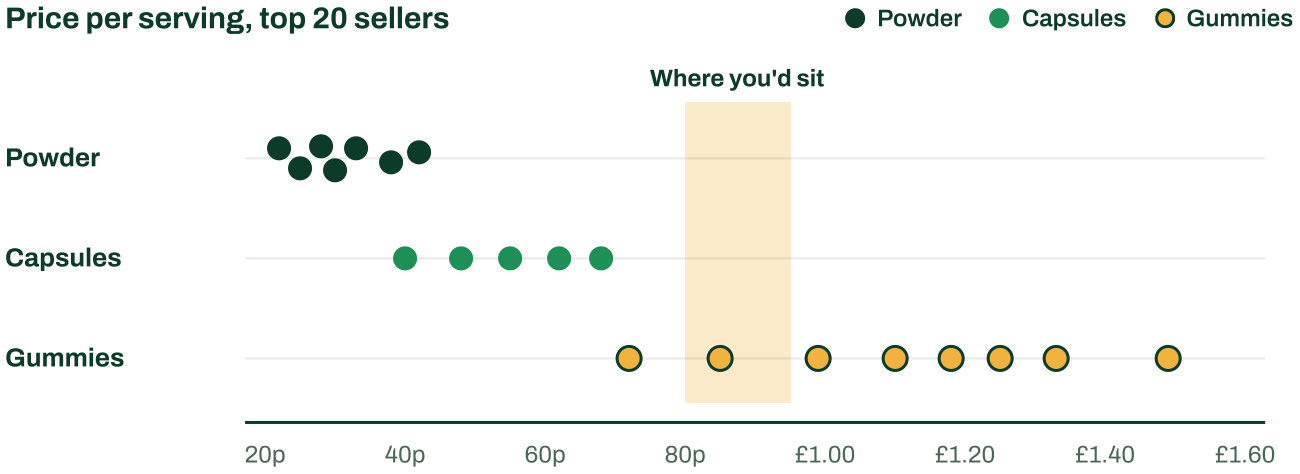
1. The five sources, each with a score and a line of evidence you can check.
2. Risks across claims, manufacturing and platform, so nothing surprises you after the stock lands.

Will it make money?

Where it sits on the shelf, and what's left after fees, ads and cost.

1

Price per serving, top 20 sellers



2

One pouch, 30 servings

Price	£27.99	Ads, 15% of sales	−£3.50
VAT	−£4.66	Freight in	−£0.40
Net sales	**£23.33**	Product cost	−£5.60
Amazon fees	−£6.90	**Profit**	**£6.93**

29.7%

net margin, on sales after VAT

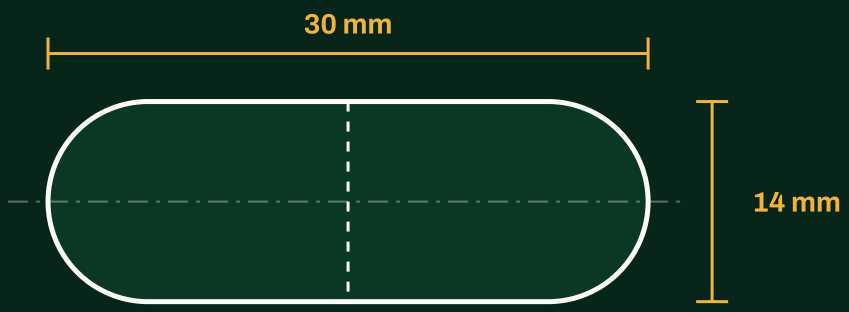
3

What you're looking at

1. Every top seller plotted by price per serving, so you see the whole shelf at once.
2. Gummies sell at a premium to powder. That premium is what makes the margin work.
3. Fees, ads and freight all taken off, so the margin is one you could actually bank.

03

Your spec writer.



Gummy detail, from a sample brief

The Product Brief

We turn the idea into an exact brief your manufacturer can make from.

What lands in your inbox

- A drawing of the product and pack
- Formulation targets, per serving
- Claims you can use, word for word
- A full label checklist
- Target cost, price and margin
- Questions to send your manufacturer

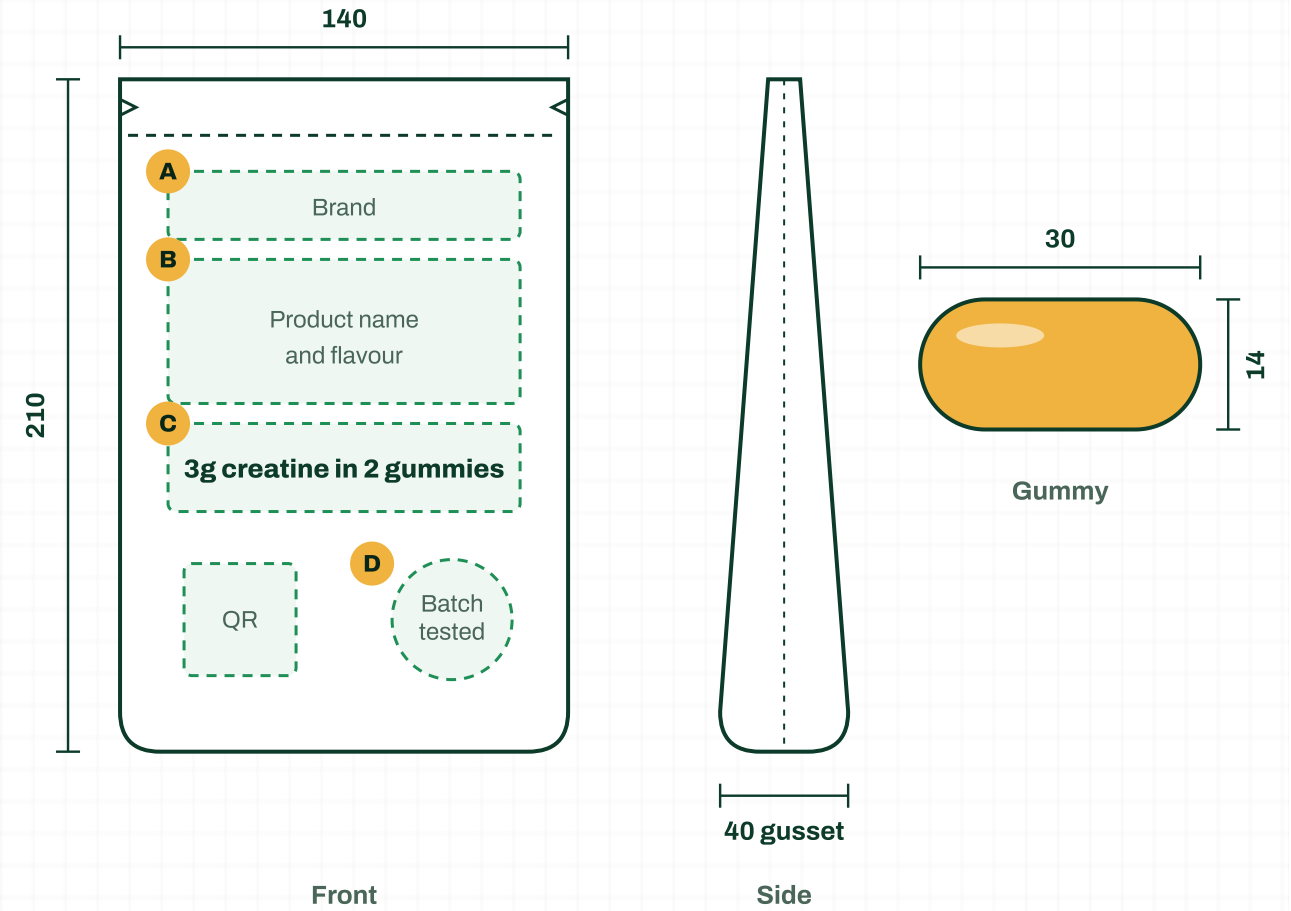
Best for brands ready to develop. The next four pages show a sample.

What it looks like.

The pack and the product, drawn and measured, with every part of the front planned.

Pack drawing: front, side and gummy

Dimensions in mm



On the front

- **A** Brand
- **B** Product name and flavour
- **C** The dose, in plain numbers
- **D** Batch-tested seal, with a QR code to the lab result

The pack

Stand-up pouch with zip, recyclable mono-material PE
60 gummies, 30 servings
Desiccant inside, to protect the creatine
Capsule-shaped gummy, about 5 g each
No hazmat, ships through standard FBA

What goes in it.

Targets your manufacturer can quote against, each with the reason behind it.

Formulation targets: tested creatine gummies — Per serving

	What	Target	Why
	Serving	**2 gummies**	Fewer than rivals, a top complaint
	Creatine monohydrate	**3.0 g per serving**	What the authorised claim needs
	Base	**Pectin**	Vegan, and holds its shape in heat
	Sweetening	**No added sugar**	Buyers ask for it, few deliver it well
	Flavour	**Sour cherry**	Best-reviewed flavour in the category
	Free from	**Gelatin, gluten, dairy**	Widens the audience at little cost
2	**Overage**	**Set from stability data**	Keeps the label true to the last day
	Stability	**Real-time and accelerated trials**	Creatine breaks down when moist
	Shelf life	**18 months**	Room for two seasons of stock
3	**Testing**	**Independent lab, every batch**	The result goes on the pack, via QR

What you're looking at

1. Every target comes with its reason, traced back to the data.
2. Where the science needs proving, the brief says how: stability trials and overage, not guesswork.
3. The things buyers said they wanted are written in as requirements, not nice-to-haves.

Illustrative example. Figures are for demonstration only.

What it can say.

Claims checked against the GB register before a word goes to the designer.

1

You can say, word for word

"Creatine increases physical performance in successive bursts of short-term, high intensity exercise."

Condition: 3 g of creatine a day.

"Daily creatine consumption can enhance the effect of resistance training on muscle strength in adults over the age of 55."

Condition: 3 g a day, alongside resistance training, for adults over 55.

2

You can't say

- ~~Builds muscle fast~~
- ~~Boosts brain power~~
- ~~Speeds up recovery~~

3

On the label

- The words "food supplement"
- Name of the active substance
- Amount per daily dose
- Recommended daily dose
- Warning not to exceed the dose
- Not a substitute for a varied diet
- Keep out of reach of young children
- Allergens, emphasised
- Best before date and batch
- UK business name and address

What you're looking at

1. Claims come word for word from the GB register, with the conditions that apply.
2. The ones you can't use are listed too, because that's where most brands slip.
3. A full label checklist, so the artwork gets signed off first time.

Final label sign-off sits with your manufacturer or a regulatory specialist. We can bring one in.

What you keep.

From shelf price to profit, one pouch at a time, at every order size.

Where £27.99 goes

One pouch, at a 10,000 order



Cost by order size

Order	Cost per pouch	Profit per pouch	Net margin
5,000 pouches	£6.40	£6.13	26.3%
10,000 pouches	**£5.60**	**£6.93**	**29.7%**
25,000 pouches	£4.90	£7.63	32.7%

Questions to send your manufacturer

- Can you hit 3 g of creatine in two gummies at this size?
- What stability data do you hold for creatine in pectin?
- What overage do you recommend, and why?
- What's the minimum order and lead time per flavour?
- Can every batch come with an independent lab certificate?

Margin is worked out on sales after VAT.

04

Your NPD partner.



One year, three launches, each one tested before a penny goes on stock.

The NPD Retainer

A retainer that keeps your pipeline full all year.

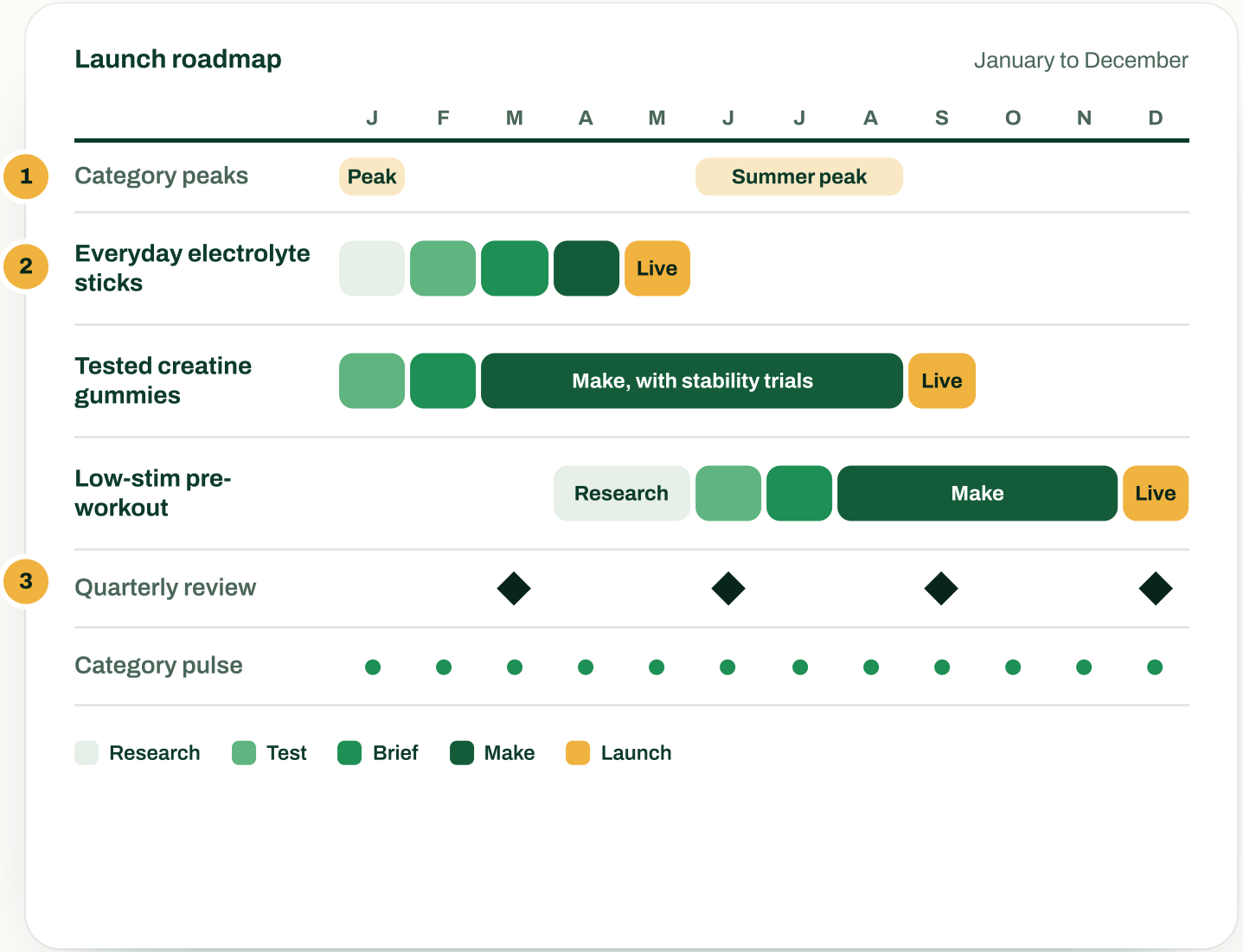
What lands in your inbox

- A 12-month launch roadmap
- A pipeline of ideas, scored
- A monthly category pulse
- Quarterly deep dives and reviews
- A brief for every idea that makes it
- A direct line to Daniel

Best for brands that launch every year. The next three pages show a sample.

Your year, planned.

Every launch timed to the category's peaks, with room for the slow bits like stability trials.



What you're looking at

1. The category's peaks come first. Launches are planned back from them.
2. Every idea moves through the same five stages: research, test, brief, make, launch.
3. A review every quarter. If the data moves, the roadmap moves with it.

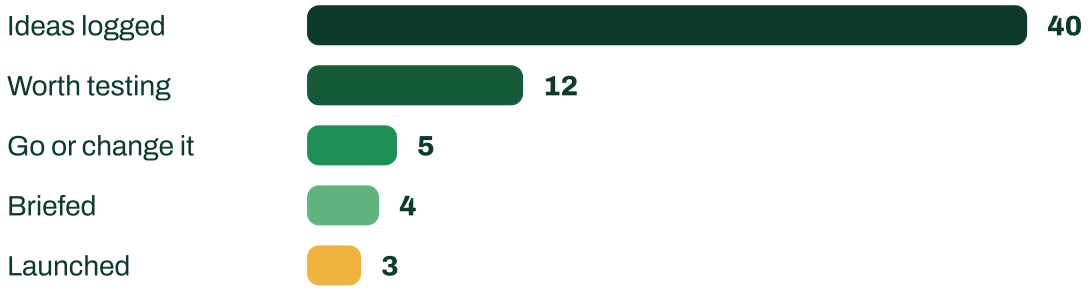
Illustrative example. Figures are for demonstration only.

The pipeline.

Lots of ideas in, a few great products out. You only spend on the ones that earn it.

This year so far

Ideas from you and from us



The idea board

Idea	Where the signal came from	Verdict
Everyday electrolyte sticks	Search and seasonality	Go
Tested creatine gummies	Reviews and search	Change it
Low-stim pre-workout	Search and Reddit	Go
Mushroom coffee	TikTok spike, flat search	Don't
Protein crisps	Amazon search	Testing
Collagen gummies	Crowded, prices falling	Don't

What you're looking at

1. Every idea gets logged and scored, yours and ours.
2. You see the whole board, not just the winners, with where each signal came from.
3. Most ideas don't make it. That's the point: a social spike with no search behind it gets a don't, before it costs you anything.

How it runs.

A steady rhythm, so new products stop being a scramble and start being a habit.



Every month

A category pulse

One page. What moved, what's new and what to watch.



Every quarter

A deep dive and a review

A full look at one category, and the roadmap updated to match.



Every idea

Tested before you spend

Anything new goes through the five sources and comes back with a verdict.



Whenever

A direct line to Daniel

WhatsApp, email or a call. Questions, ideas and second looks.

Fact & Formula

Got an idea? Let's check it.

Tell us what you're working on. We'll come back within two working days with how we'd approach it and what it would cost.

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Everything under NDA as standard