

MOLOSOC™

Moisture Lock Foot Covers

Nitrile hydration socks for moisturizing treatments

Hydratační návleky na nohy

Nitrilové hydratační ponožky pro zvlhčující ošetření



INSTRUCTIONS FOR USE / NÁVOD K POUŽITÍ



1 Wash and dry feet.
Umyjte a osušte nohy.



2 Apply cream, balm, or oil to feet.
Naneste krém, balzám nebo olej na chodidla.



3 Slip MOLOSOC over each foot.
Nasaďte MOLOSOC na každou nohu.



4 Wear 20-30 minutes.
Noste 20-30 minut.



5 Remove and enjoy softer feet.
Sundejte a užijte si jemnější chodidla.



MATERIAL / SAFETY MATERIÁL / BEZPEČNOST

- Material: 100% nitrile (latex-free, powder-free)
- Hypoallergenic, suitable for sensitive skin.
- Keep away from sharp objects and heat.

Materiál: 100 % nitril (bez latexu, bez pudru)

Hypoalergenní, vhodné pro citlivou pokožku

Uchovávejte mimo dosah ostrých předmětů a zdrojů tepla

MOLOSOC GO-TO-MARKET + GROWTH PLAN (PRELAUNCH → LAUNCH → SCALE)

Presented by:

Zaneta Seilerova

CONTENT

- 
- 1** Strategic Overview
 - 2** Business Context & Current Stage
 - 3** Market Validation & Demand Hypothesis
 - 4** Consumer Insight & Behavioral Drivers
 - 5** Brand Positioning & Differentiation Strategy
 - 6** Revenue & Unit Economics Model
 - 7** Acquisition & Distribution Framework
 - 8** Conversion & Customer Journey Architecture
 - 9** Launch Execution Plan
 - 10** Budget Model & CAC Targets
 - 11** Performance Measurement Framework
 - 12** Risk Assessment & Contingency Planning
 - 13** 90-Day Execution Timeline
 - 14** Scaling Strategy (Phase II & III)
 - 15** Performance Measurement Framework

STRATEGIC OVERVIEW

MOLOSOC is a Czech direct-to-consumer brand introducing reusable nitrile moisture-lock foot covers designed to solve a common at-home foot care problem:

When people apply cream to their feet, they must either sit and wait, risk slipping, or use plastic solutions that are uncomfortable and impractical.

MOLOSOC ALLOWS USERS TO:

- Apply cream
- Stand up immediately
- Move normally
- Avoid slipping or staining floors

THE COMPANY IS CURRENTLY IN PRE-LAUNCH PHASE WITH:

- Functional website (molosoc.com)
- Tracking infrastructure (GA, GSC, Klaviyo)
- Active Meta advertising campaigns
- Strong early engagement
- First production batch arriving within 1–2 weeks

STRATEGIC FOCUS:

The strategic objective is to validate product-market fit, sell through first inventory, and establish a scalable acquisition engine.

BUSINESS CONTEXT & CURRENT STAGE

CURRENT STAGE: Pre-revenue waitlist phase.

OPERATIONAL SETUP:

- Domain + WordPress landing page live
- Email collection via Klaviyo
- Meta ads driving traffic
- Early testimonials (internal testing phase)
- Inventory of 1,000 pairs inbound
- First public batch positioned as 500 units

The brand is in early-stage but structurally prepared to transition from waitlist to revenue immediately upon inventory arrival.

PRIMARY CHALLENGE: Convert early interest into profitable sales while maintaining low customer acquisition cost.



MARKET VALIDATION & DEMAND HYPOTHESIS

CONSUMER INSIGHT:

Foot hydration is common behavior among women aged 30–60.

Pain points include:

- Slipping after applying cream
- Ruining floors or sheets
- Inconvenient plastic wrap solutions
- Sitting and waiting unproductively

MOLOSOC solves a practical friction problem in an existing routine.

DEMAND VALIDATION SIGNALS:

- High click-through rates on storytelling ads
- Active waitlist signups
- Positive early user feedback (softened skin, usability, comfort)

HYPOTHESIS:

There is clear consumer interest in a reusable, hygienic, non-slip solution that integrates seamlessly into daily life.



CONSUMER INSIGHT & BEHAVIORAL DRIVERS

- PRIMARY AUDIENCE: Women 30–60 - Interested in:
- Self-care
 - At-home beauty routines
 - Foot health
 - Practical lifestyle solutions
- Emotional drivers:
- Comfort
 - Efficiency
 - Cleanliness
 - Avoiding inconvenience
- Rational drivers:
- Reusable
 - Safe nitrile material
 - Easy to wash
 - Non-slip functionality

BUYING TRIGGER: “Finally I can moisturize and still function normally.”



BRAND POSITIONING & DIFFERENTIATION STRATEGY

POSITIONING STATEMENT: MOLOSOC is a reusable moisture-lock solution that allows you to apply foot cream and continue moving safely.

CORE DIFFERENTIATORS: Reusable nitrile material
Non-slip walking support
Designed specifically for at-home care
Developed by real users (mother & daughter story)

COMPETITIVE LANDSCAPE: Indirect competitors:

- Gel socks
- Disposable plastic wraps
- Silicon foot protectors

MOLOSOC creates a micro-category within home foot care.

REVENUE & UNIT ECONOMICS MODEL



PRICING:

- Retail price: 199 Kč
- Waitlist price: 169 Kč

REVENUE STRATEGY:

Phase 1 – Waitlist discount to drive urgency
Phase 2 – Standard pricing
Phase 3 – Bundles (2-pack discount)
Phase 4 – Expansion products (future)

CAC must remain below 30–40% of gross margin for sustainable scaling.

KEY PROFITABILITY LEVER:

Email list conversion and retargeting efficiency.



ACQUISITION & DISTRIBUTION FRAMEWORK

Phase A – Prelaunch (Lead Capture)

OBJECTIVE:

Build high-intent waitlist.

CHANNELS:

- Meta Ads (Lead objective)
- Retargeting warm audiences
- Organic social storytelling

Phase B – Launch (Inventory Arrival)

OBJECTIVE:

Convert waitlist + cold traffic
into purchase.

CHANNELS:

- Meta Ads (Conversion objective)
- Retargeting campaigns
- Email launch sequence

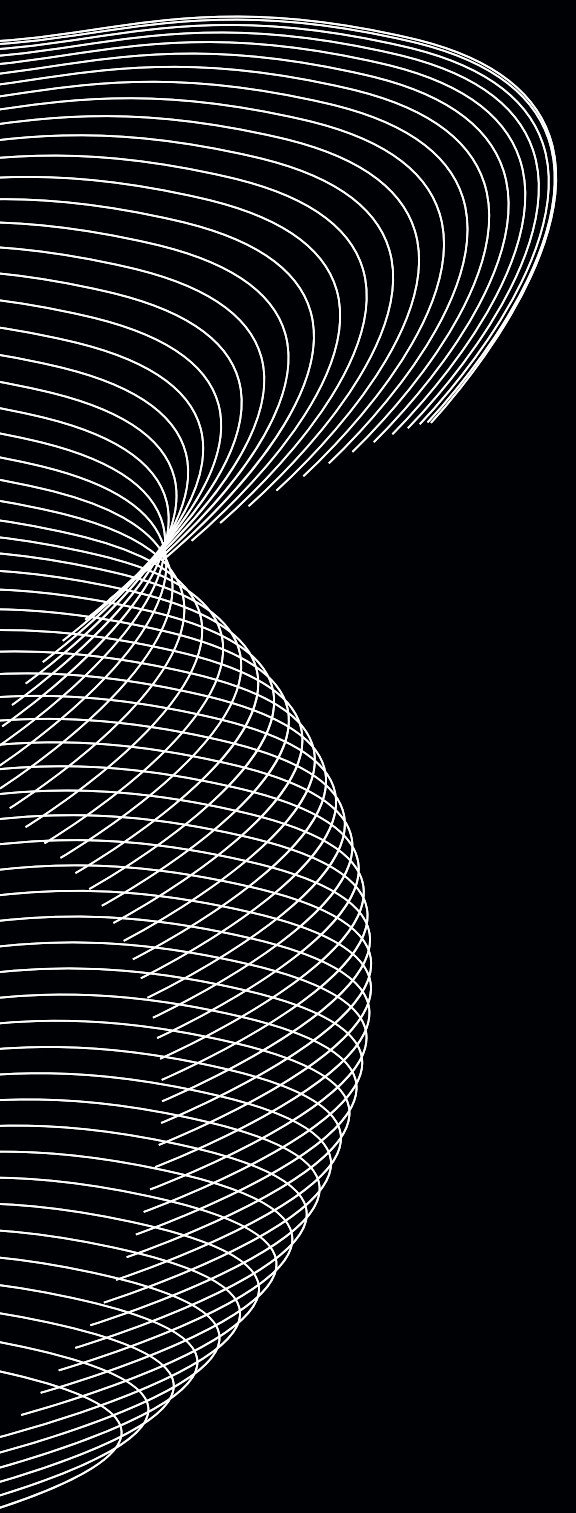
Phase C – Scale

OBJECTIVE:

Reduce CAC and diversify
traffic.

CHANNELS:

- SEO content strategy
- UGC / creator partnerships
- Repeat purchase campaigns



CONVERSION & CUSTOMER JOURNEY ARCHITECTURE

1

Customer journey stages:

- Awareness (Meta video ads)
- Interest (Landing page benefits)
- Consideration (FAQ + proof)
- Commitment (Waitlist or purchase)
- Reinforcement (Email sequence)
- Review capture
- Repeat intent

2

Conversion levers:

- Strong benefit-driven hero
- Scarcity messaging (limited first batch)
- Clear FAQ (objection handling)
- Compact proof block
- Clean funnel structure

LAUNCH EXECUTION PLAN

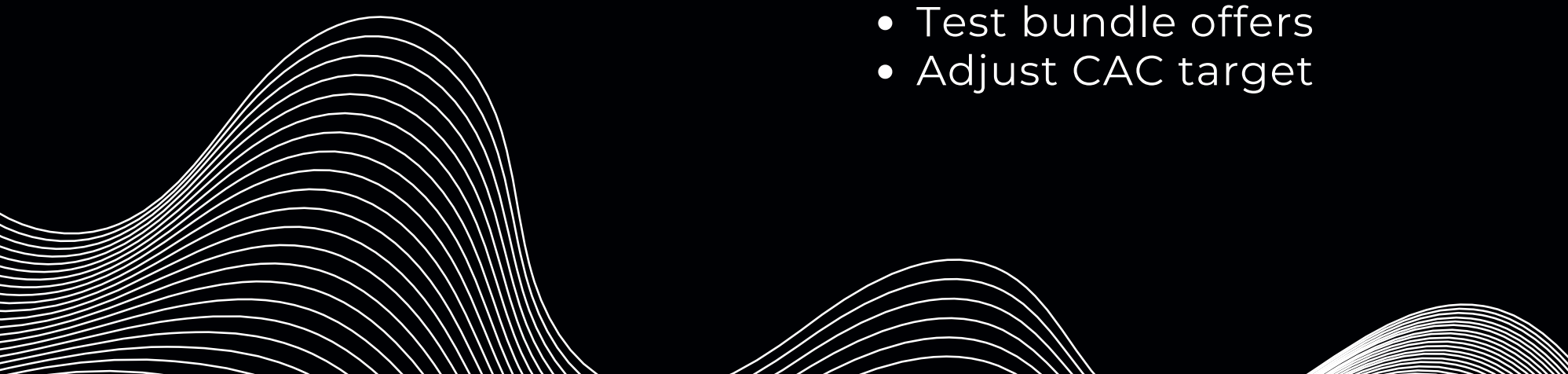
WEEK 1-2 (PRE-ARRIVAL)

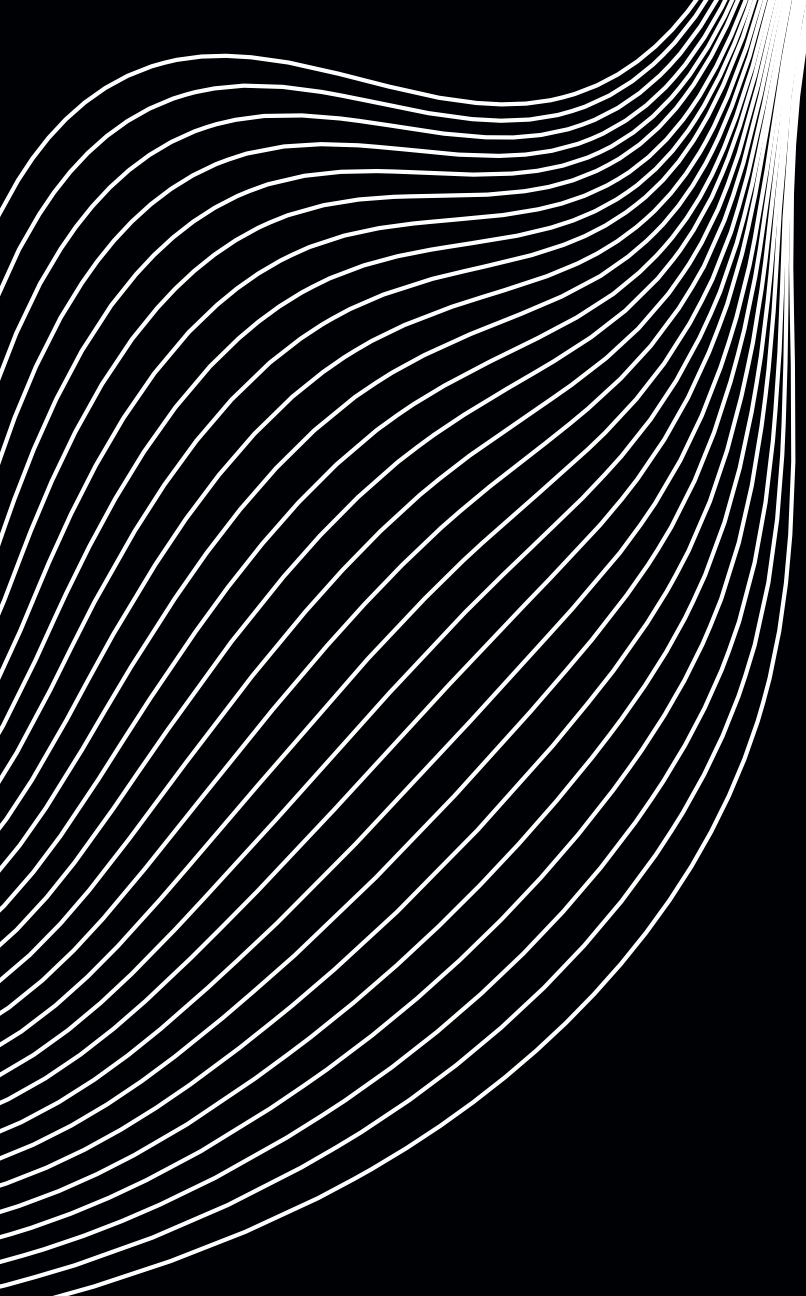
- Finalize landing page structure
- Consolidate Meta campaigns
- Build email automation
- Test creatives
- Grow waitlist

INVENTORY ARRIVAL WEEK

- Switch campaigns to conversion objective
- Launch 7-day email sequence
- Activate retargeting aggressively
- Emphasize scarcity

POST-LAUNCH (30 DAYS)

- Collect reviews
 - Identify winning creatives
 - Test bundle offers
 - Adjust CAC target
- 



BUDGET MODEL & CAC TARGETS

LEAN VALIDATION BUDGET:

250–500 Kč/day for 10–14 days

LAUNCH BUDGET:

700–1,500 Kč/day for 14 days

SCALE BUDGET:

Based on validated CAC and margin tolerance.

PRIMARY KPI:

Cost per acquisition must align with gross profit per unit.

PERFORMANCE MEASUREMENT FRAMEWORK

Key metrics:

- Cost per lead
- Landing page conversion rate
- Lead-to-purchase rate
- Cost per acquisition
- Email open & click rate
- Creative CTR
- Retargeting ROAS

Weekly optimization cycle recommended.



RISK ASSESSMENT & CONTINGENCY PLANNING

1

Overestimating lead conversion

MITIGATION:

Prepare direct purchase funnel immediately.

2

Inventory delay

MITIGATION:

Transparent communication with waitlist.

3

High CAC

MITIGATION:

Improve conversion, not just increase ad spend.

4

Early trust gap

MITIGATION:

UGC, testimonials, visible founder story.

90-DAY EXECUTION TIMELINE



MONTH 1:

Validate messaging + convert first inventory.

MONTH 2:

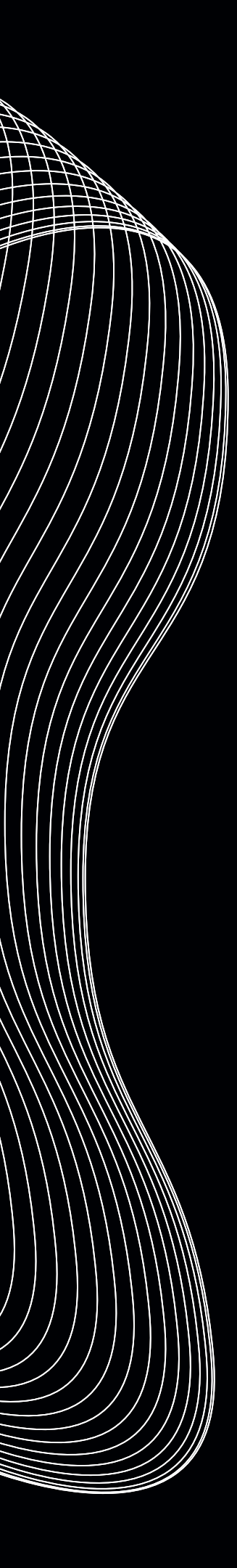
Stabilize CAC + capture reviews.

MONTH 3:

Expand content marketing + optimize bundles.



SCALING STRATEGY (PHASE II & III)



1

Future expansion:

- EU markets (Slovakia first)
- Amazon / marketplace distribution
- Partnerships with beauty bloggers
- Physical retail pilot
- Complementary foot-care accessories

2

Long-term goal:

Position MOLOSOC as a premium practical home-care brand.

FINAL RECOMMENDATIONS

1. Focus on conversion structure, not content overload.
2. Consolidate advertising campaigns.
3. Leverage email as primary revenue multiplier.
4. Use scarcity strategically but authentically.
5. Scale only after CAC is stable and margin-positive.

MOLOSOC HAS STRONG EARLY ENGAGEMENT AND CLEAR PROBLEM-SOLUTION ALIGNMENT.

