



The Retailyzer U.S. Retail Accelerator

Turn existing strengths into a U.S.
retail advantage.

A curated, invite-only cohort for ambitious brands
building a faster, more focused path into U.S. retail.

APPLICATIONS NOW OPEN • 20-week program

JANUARY 2027 COHORT

What you gain

Move faster. Avoid costly mistakes. Build a stronger retail case.

Faster Path

Move through the critical retail
decisions faster, with structure
and clear priorities.

Fewer Costly Mistakes

Avoid common pricing, packaging,
logistics and retailer mistakes
before they become expensive.

Commercial Clarity

Know what to sell, how to price it,
how to position it and where it fits.

Buyer-Focused Communication

Sharpen your story, sales deck
and materials around what buyers
need to see.

Stronger Economics

Understand margins, investment
and financial requirements before
you scale.

Expert Guidance

Make stronger decisions with
direct guidance from an
experienced U.S. retail operator.

Built from real U.S. retail experience

EXPERIENCE

15 years

Operating and
commercial
experience

RETAIL SCALE

25,000+

stores
Built through
previous U.S. retail
expansion

MAJOR U.S. RETAILERS

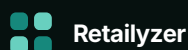
Direct experience

Buyers, brokers, pricing, retail
presentations, launches and
sell-through

ACTIVE CLIENT DEVELOPMENT

CVS · Target · Walmart

Walgreens · BJ's · AWG



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**"We wouldn't have gotten this far this quickly
without Retailyzer."**

Christoffer Burman
Founder & CEO, Burman Enterprise AB



**"I did not think we would get into big retailers
like CVS that quickly."**

Filip Anhera
Co-Founder & CEO, FX Swede AB

20 WEEKS. SIX CONNECTED MODULES. ONE COHORT.

Your Path to Success in U.S. Retail

Noncompeting brands progress together through the same commercialization journey.

01

Business Preparation & Market Research

A clear view of your strongest U.S. retail opportunities and where to focus first.

Market research · competitor analysis · consumer insight · retailer priorities · differentiation

02

Product & Pricing for U.S. Retail

A retail ready assortment, pricing structure and margin model.

SKU strategy · product positioning · MSRP · wholesale pricing · landed cost · retailer and brand margins

03

Retail Communication & Packaging

A stronger buyer story, sales deck direction and packaging priorities.

Brand story · retail sales deck · buyer communication · packaging priorities · shelf communication · display opportunities

04

Logistics for U.S. Retail

A clear operating plan for the logistics requirements of U.S. retail.

3PL evaluation · lead times · case packs · replenishment · retail fulfillment requirements · operational gaps

05

Budget & Financial Planning

A financial plan for margins, working capital and retail investment.

Retail budget · working capital · margins · cash flow · trade spend · launch investment

06

U.S. Retail Roadmap Strategy

A prioritized roadmap for channels, retailers and next commercial steps.

Retailer priorities · channel strategy · broker needs · buying cycles · trade shows · sequencing · Phase 2 direction

HOW IT WORKS

**Expert guidance. Peer learning.
Real accountability.**

Weekly Cohort Sessions

Education, strategic guidance, direct feedback and commercial challenge.

Private Brand Support

Dedicated private Slack channel for questions, document review and direct support.

Peer Working Sessions

Peer discussion, implementation and shared problem solving.

Brand-Specific Feedback

Review of your actual products, pricing, deck, packaging, logistics and economics.

Templates & Frameworks

Structured tools to help each brand complete the work.

Built-In Accountability

Weekly commitments, progress reviews and a clear cadence.

WHAT COMES NEXT - PHASE 2: RETAIL ENTRY

For brands ready to move into market: broker strategy, retailer outreach, buyer meeting preparation and support, commercial follow-up and retail launch.

**Scoped separately
to each brand's priorities.**