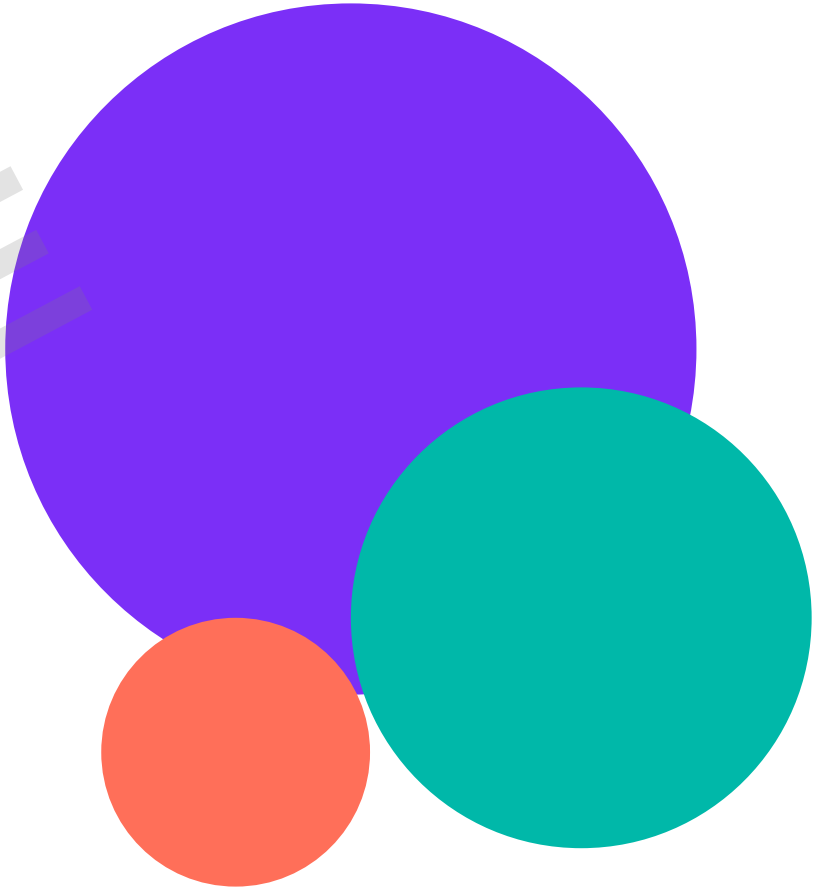
PRODUCT LAUNCH - SPRING 2027

Introducing Loop Lite

Launch plan for our first sub-$100 fitness tracker

SAMPLE



Loop Wearables - Launch team - Go-to-market review, 2 February 2027

Launch overview

- Loop Lite: 7-day battery, heart-rate and sleep tracking at $79
- Launch date: 15 April 2027 in the US, UK and Canada
- Goal: 60,000 units in the first 90 days
- Channels: our website, two national retailers and Amazon

Why this launch matters

Opens the budget segment where we have no product today.

Entry point to the $4.99 Loop+ subscription.

Retail partners asked for a sub-$100 device.

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Who it is for

Three target segments from our 2026 survey of 2,400 people

First-time trackers

Age 22-40

Want step and sleep basics

Price sensitive: under $100

Phone-only exercisers

Use free running apps

Want heart-rate without a smartwatch

Value battery life

Gift buyers

Buying for teens or parents

Simple setup is essential

Peak: Mother's Day, holidays

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Key features and benefits

1

7-day battery

Charge once a week, not every night.

2

Sleep score

Simple 0-100 score with one tip each morning.

3

Heart-rate zones

Know when a workout is easy, moderate or hard.

4

Swim-proof

Water-resistant to 50 m for pool and shower.

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