Will It Launch Prize Terms and Conditions

- Will It Launch will exclusively manufacture and distribute your product throughout an agreed territory in exchange for a royalty.
- Will It Launch will handle everything turnkey in the licensing program including manufacturing, product development, inventory, retail packaging, distribution, and media.
- Will It Launch assumes 100% of the risk.
- Will It Launch will only obtain rights to products that actually are launched by Will It Launch. If the market testing fails, ownership of the product resides with the inventor. Will It Launch will have no rights to products that are not launched.
- Typical industry royalty rates are between 1 and 5% of wholesale billings.
- If the winning product passes testing and makes it to retail, typical ASOTV products sell at least 1 million units; that’s $330,000 in royalty to the inventor assuming a 3% royalty at $11 wholesale. On average, more successful ASOTV products sell between 3 to 8 million units per year for a lifecycle of 3 to 5 years.
- View a sampling of products currently on retail shelves here.