

ADVANCED PRODUCT RESEARCH

Advanced Product Research Case Study: Finding a \$42K/Month Amazon Opportunity

Client: Solstice Outdoor Goods* **Industry:** Outdoor & Camping Gear **Engagement:** 5 weeks



Advanced product research illustration showing a magnifying glass over a data bar chart representing Originem Ventures' Amazon FBA product validation process

The Client: A First-Time Private Label Entrepreneur

CLIENT SNAPSHOT

Solstice Outdoor Goods is a first-time private label entrepreneur with capital ready to deploy, entering the outdoor/camping niche without an existing catalog or a validated product direction.

The client had already lost money once on a product chosen by instinct rather than data, and wanted a validated, defensible pick before committing capital again.

The Challenge: Picking a Product Without Reliable Data

The client needed a product with real, sustained demand, a competitive gap they could realistically win, and healthy margins after landed cost and Amazon fees — but manual browsing wasn't producing anything they could commit six figures to with confidence.

Research Filter	Threshold Applied
Minimum monthly search volume	3,000+

Max. average competitor reviews	400
Minimum margin after landed cost	28%
Seasonality tolerance	Low-to-moderate only

Our Advanced Product Research Process

- Phase 1 — Category Scan**

Ran category-wide demand and competition analysis across three candidate niches using Helium 10, Jungle Scout, and Keepa.
- Phase 2 — Trend & Seasonality Check**

Cross-referenced 24 months of price and BSR history for each candidate to screen out seasonal traps and manipulated ranking spikes.
- Phase 3 — Margin Modeling**

Built landed-cost models per option, including freight, FBA fees, and estimated ad spend, to project realistic net margin rather than gross margin alone.
- Phase 4 — Shortlist Delivery**

Delivered three validated opportunities with full sourcing cost breakdowns, so the client could compare trade-offs directly instead of picking on instinct.

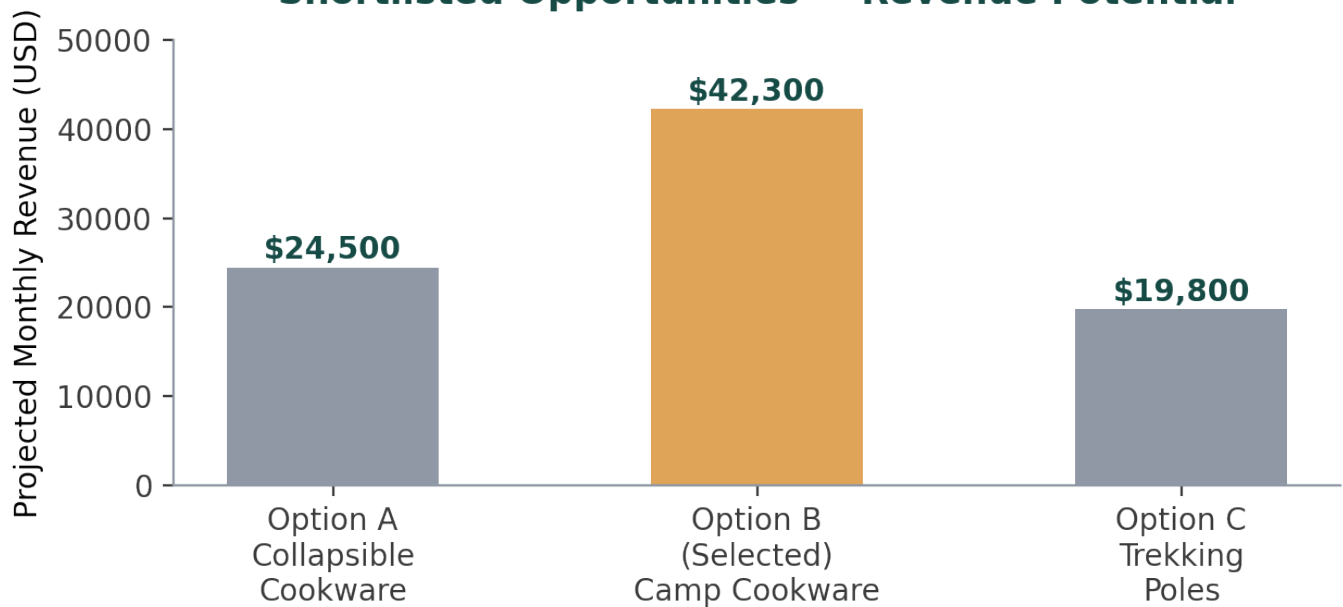
“What stood out wasn't just the product they picked — it was seeing the two we didn't pick, and understanding exactly why. That's the part that made me trust the decision.

— FOUNDER, OUTDOOR GEAR BRAND

The Results: A Validated, Data-Backed Product Pick

\$42,300 PROJECTED MONTHLY REVENUE	31% PROJECTED NET MARGIN	3 VALIDATED OPTIONS DELIVERED	5 WEEKS RESEARCH-TO-DECISION TIME
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Shortlisted Opportunities — Revenue Potential



Of the three validated opportunities, the client selected a collapsible camp cookware set projected at \$42,300 in monthly revenue with a 31% net margin — the strongest risk-adjusted option of the three, and one they could defend with data in hand. This same advanced product research process powers every Amazon FBA product research and private label validation engagement we run.

CONCLUSION

Replacing gut-feel product selection with a structured, data-backed research process gave Solstice Outdoor Goods a defensible first product pick — and a repeatable filter they can apply to every future launch.

RELATED SERVICES & KEYWORDS

Amazon FBA Product Research

Private Label Product Validation

Helium 10 & Jungle Scout Analysis

Market Demand Analysis

Competitor & Niche Research

Winning Hunter & PP Spy

eCommerce Sourcing Strategy

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Originem Ventures runs data-driven product research using Helium 10, Jungle Scout, and Keepa to help you launch with confidence instead of guesswork.

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Illustrative portfolio case study prepared by Originem Ventures LLC. Client identity anonymized/composited for confidentiality. Figures reflect representative engagement outcomes.