

## Whisper Wild

### Unit Economics, Pricing, and Price Justification

#### Executive Summary

Whisper Wild is designed as premium consumer hardware with defensible differentiation and sustainable unit economics. Pricing reflects both the physical bill of materials and the system-level value: safer routines, reduced resistance, and fewer failed grooming attempts.

#### 1) Estimated Cost per Unit (COGS) at Scale

Below is an early manufacturing estimate based on comparable small consumer electronics and molded-housing products. Final COGS will depend on tooling choices, component sourcing, and volume.

Component bucket	Estimated range (per unit)
Housing, soft-touch overmold / plastics	\$3.00–\$4.00
Mechanical / cutting components (incl. blades)	\$2.50–\$3.50
Electronics (LEDs, speaker/sound module, basic sensor)	\$1.50–\$2.50
Assembly + QA	\$1.50–\$2.50
Packaging + inbound/outbound logistics (blended)	\$1.50–\$2.50
Estimated total COGS	\$10.00–\$13.50

Design note: early prototypes may have higher unit costs; the goal is to converge toward the range above as tooling and volume improve.

#### 2) Target Retail Price and Channel Strategy

Current target pricing:

- Critter Clippers: \$39.99 MSRP
- Tiny Tame Buzzers: \$45–\$50 MSRP

These price points position Whisper Wild as premium but accessible—above basic tools, below high-end specialty devices. They also support multi-channel distribution (DTC, retail, professional partnerships) while preserving acceptable gross margins.

### 3) Price Justification: Why Families Pay a Premium

Parents already pay premiums for child-specific safety solutions. Whisper Wild adds value beyond mechanics by addressing the pre-grooming failure point: cooperation. That value is experienced as fewer failed attempts, lower stress, and safer outcomes.

- Functional value: safer handling + reduced resistance.
- Emotional value: decreased anxiety around recurring routines.
- Time value: fewer multi-attempt 'battles' per week.
- Professional value: usable in salons/care settings where safety and cooperation matter.

Macro tailwinds also support premium pricing: consumer trade-up behavior and premiumization patterns observed across categories in recent years.

### Selected References

Retailer listings and brand product pages (benchmarking category pricing and features).

McKinsey consumer trends reporting on premiumization/trade-up behavior.

CB Insights hardware startup analysis and commercialization context.