WEBSITE SUMMARY COPY

Homepage Case-Study Feature

The short-form version below is designed for the CaptVita Work page or homepage case-study module and routes visitors to the full BulletProof Mouthguards story.

BULLETPROOF MOUTHGUARDS

From Startup to #1 in Sports Mouthguards and $3M+ in Annual Amazon Revenue

AMAZON LAUNCH + BRAND GROWTH & SCALE

THE CONSTRAINT

A startup mouthguard brand without the Amazon presence, conversion system, advertising structure, or customer intelligence required to scale.

CAPTVITA'S ROLE

Build the Amazon digital shelf, improve conversion, manage Amazon advertising, connect supporting demand channels, and create a repeatable product-launch and growth model.

#1	**SPORTS MOUTHGUARDS** within 24 months	**$3M+**	**ANNUAL AMAZON REVENUE** by Year 3

CAPTISCALE DISCIPLINES

Intelligence & Positioning | Go-to-Market & Launch | Brand & Creative | Platforms & Digital Shelf | Media & Demand | Data & Measurement

VIEW CASE STUDY >

USE WITH THE FULL CASE STUDY

The homepage feature should link directly to the complete case study so the headline result is supported by the conversion, advertising, category-ranking, and product-expansion evidence behind it.