

Backed by Wavelaunch VC™

A long-term operating partner for creators building real companies.

A photograph of three women in a lounge or club setting. The woman on the left is wearing a colorful, multi-colored halter top and is looking towards the camera with a slight smile. The woman in the center is wearing a black leather jacket over a floral halter top and is whispering to the woman on the right. The woman on the right is wearing a dark blue dress and is also looking towards the camera. They are all sitting on a patterned sofa against a wood-paneled wall.

Wavelaunch Studio



Investor? Join fund.
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an invite-only initiative

60 spots available per cohort year.

What the D26 program is about.

Most creators with real audiences never build real companies. Not because they lack the following, but because they lack the infrastructure, capital, and the experience to execute their vision. We built our company to close that gap.

Wavelaunch Studio operate as your co-founder, not an agency. Through our D26 program, we select a group of creators each year and deploy up to \$250,000 in operating capital per venture — backing product development, brand architecture, manufacturing, marketing, and everything in between.





Since 2022, we have launched over 200 creator-led brands across apparel, beauty, fitness, wellness, and lifestyle — with new verticals added each cohort year.

By becoming a part of D26, you get a dedicated team of brand strategists, designers, marketers, and operators working on one thing: building your brand into a company that outlasts any algorithm. From product strategy to manufacturing, content to distribution: we run the business so you can focus on what you do best.

Most creators monetize 10% of their potential. Here’s how much you can potentially make based on your following and reach.

Figures are estimates based on publicly available creator economy data

Platform	under 100k	under 500k	over 500k
Instagram	\$200K–\$800K/year	\$800K–\$3M/year	\$3M–\$10M+ /year
YouTube	\$150K–\$600K/year	\$600K–\$2.5M/year	\$2.5M–\$8M+ /year
TikTok	\$300K–\$1M/year	\$1M–\$4M/year	\$4M–\$15M+ /year
X / Twitter	\$80K–\$300K/year	\$300K–\$1M/year	\$1M–\$4M/year
Others	\$100K–\$400K/year	\$400K–\$1.5M/year	\$1.5M–\$5M+ /year

Backed by the 30+ capital partners.

Combined valuation

\$
41m

Valuations of brands launched

Capital Deployed / year

\$
12m

Deployed \$50m+ over 3 years

Total fund backed by Capital Partners

\$
100m



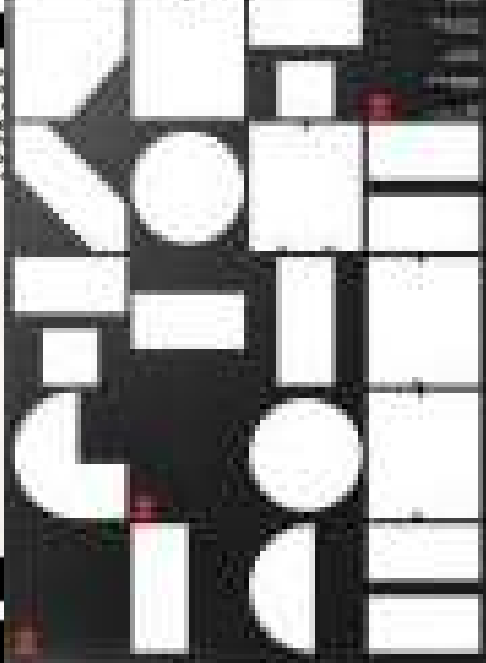


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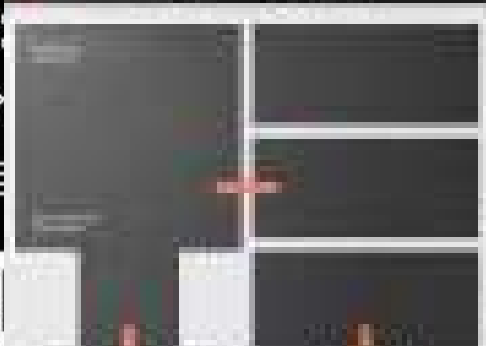
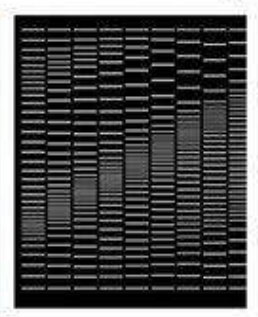
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SLAP

A Collection by Studio Baroque Volume 001

S B®

We create spaces that not only look beautiful but also serve the practical needs of modern life.

StudioBaroque



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HOME IS THE LAST
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GABRIELA COLL
GARMENTS



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Only Clean Only

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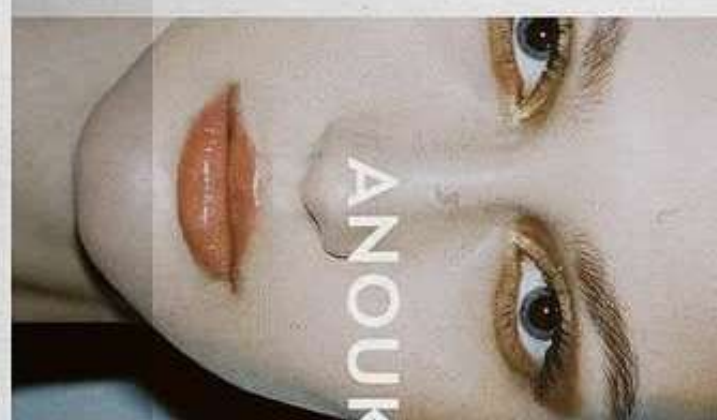
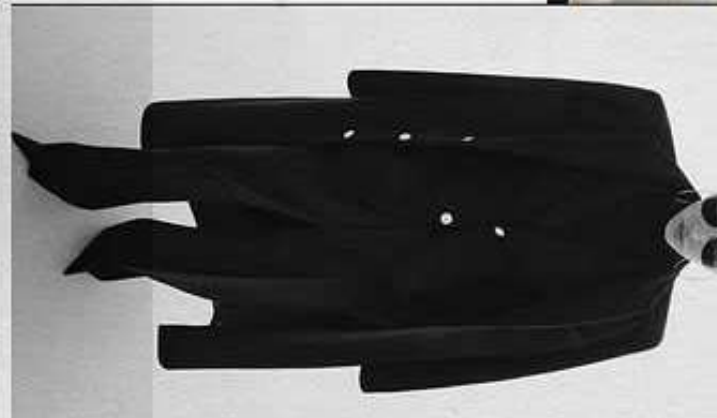
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MUTUAL:



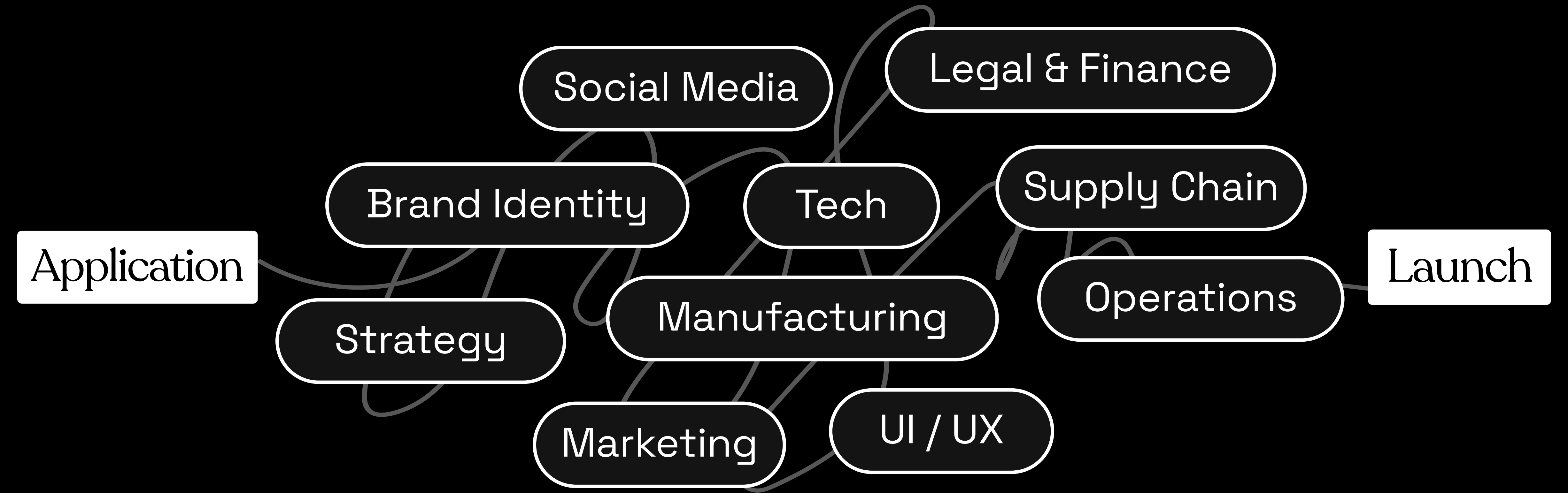
Solo Pilates



GUCCI

From idea to company, in eight months.

Capital is deployed and teams are activated across product, design, operations, and marketing. From this point, the business is moving — every workstream running in parallel, every milestone tracked inside the Wavelaunch operating system.



Building a brand is messy. We put \$250,000 toward making sure it isn't yours to figure out.

What Our \$250K Investment Actually Funds

1	2	3	4
BUILD	LAUNCH	SCALE	MANAGE
Brand strategy and positioning Brand identity and design system Product research and validation Supplier sourcing and sampling	Product manufacturing and packaging Website and ecommerce infrastructure Content production and creative assets Launch campaign preparation	Paid advertising and performance marketing Influencer and creator distribution Operational systems and logistics Growth experimentation and optimization	Financial operations and capital oversight Inventory, logistics, and supply chain Customer support and retention systems Performance & growth optimization

Timeline of our 8 month journey

STEPS

Brand Thesis

Research

Brand Identity

Product/Service

Manufacturing

DEPLOYMENT

STEPS

Marketing, Growth & Operations

Distribution & Platform

Most creator brands fail due to poor execution after launch.
Our studio funds and operates every stage from idea to scale.

From application to launch in 8 months, managed via WavelaunchOS.

Eight months is not a long time to build a company. It is, however, exactly how long it takes when you have the right team, the right capital, and a system that has done it before.

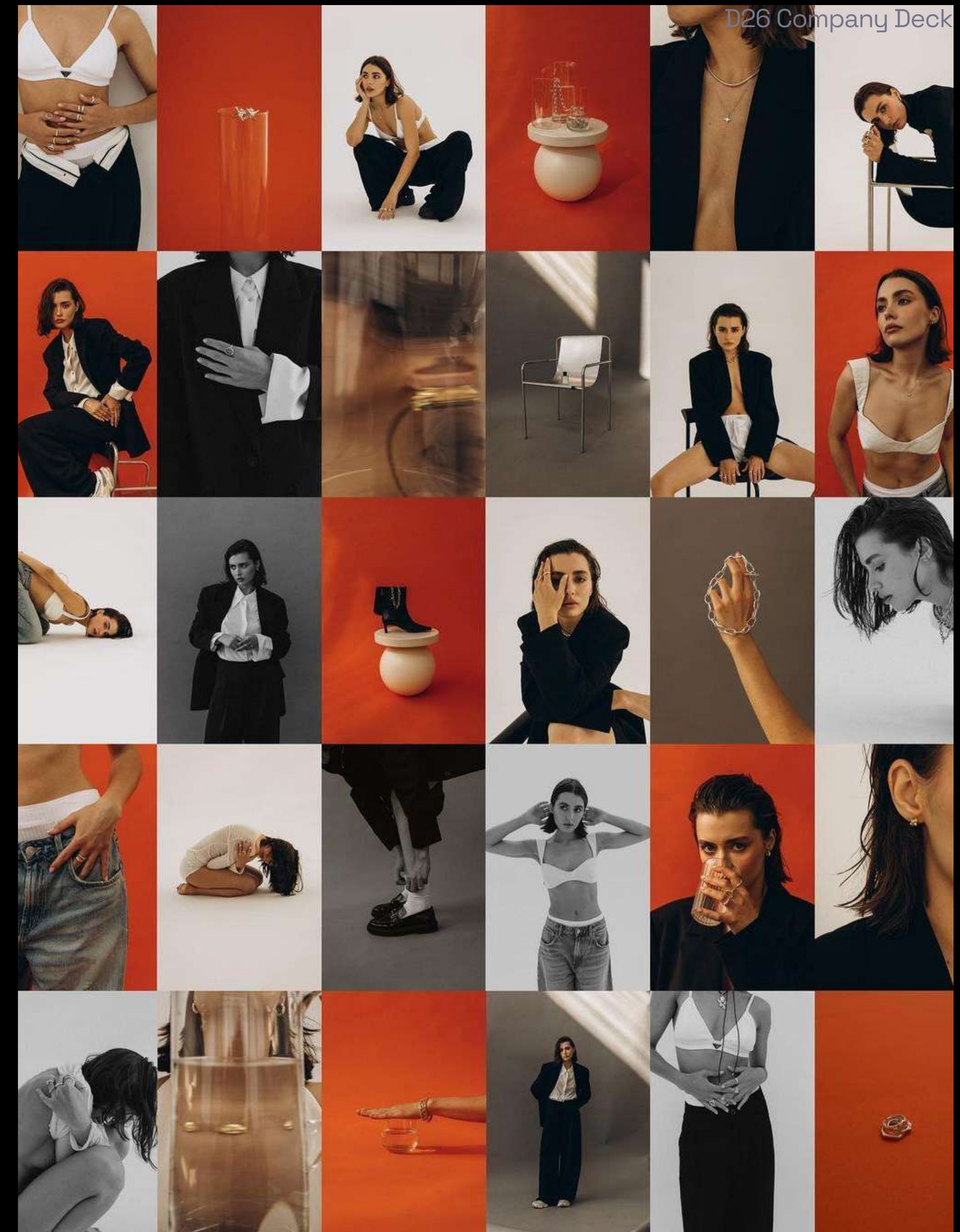
WavelaunchOS: Proprietary Dashboard

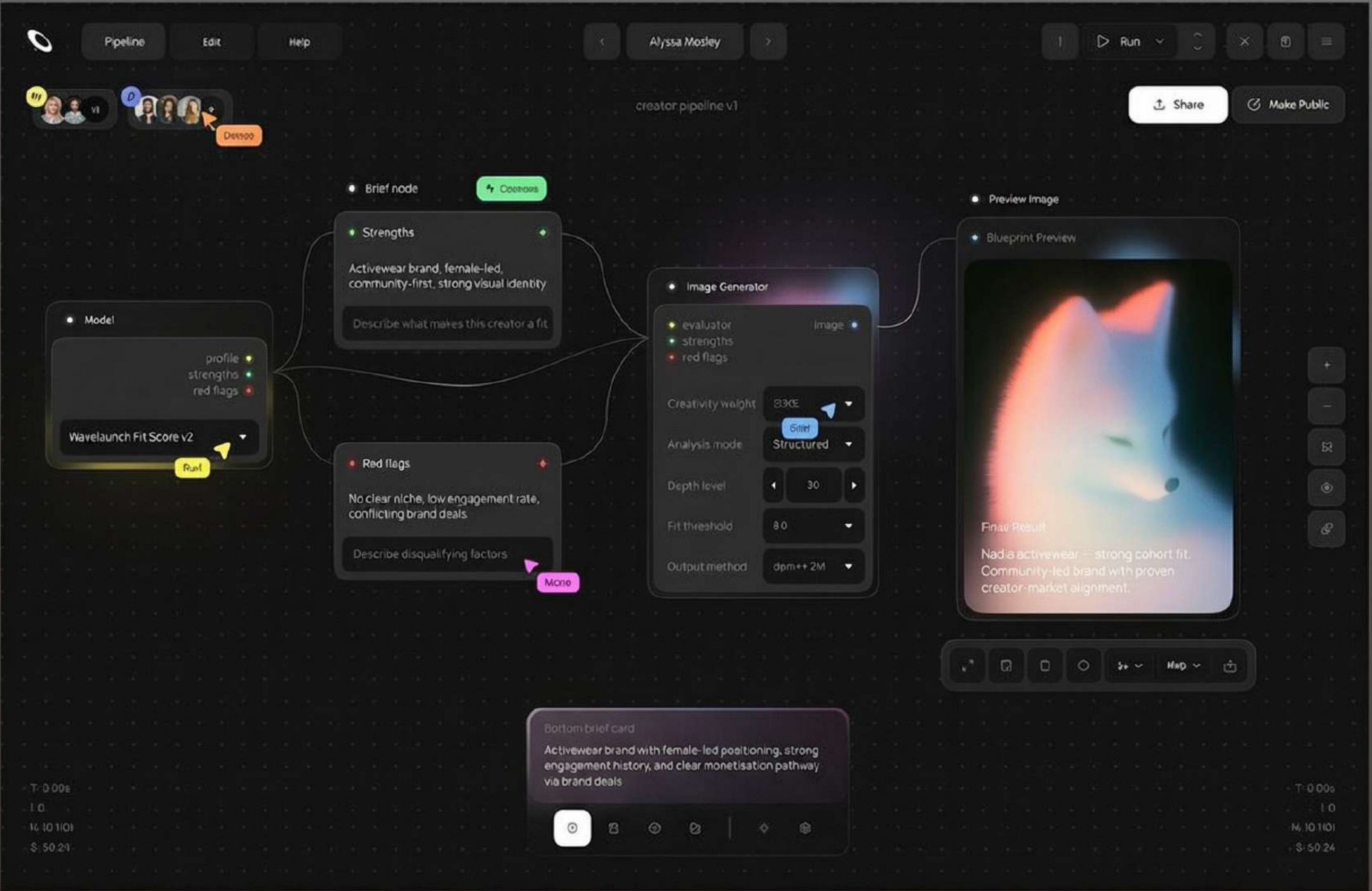
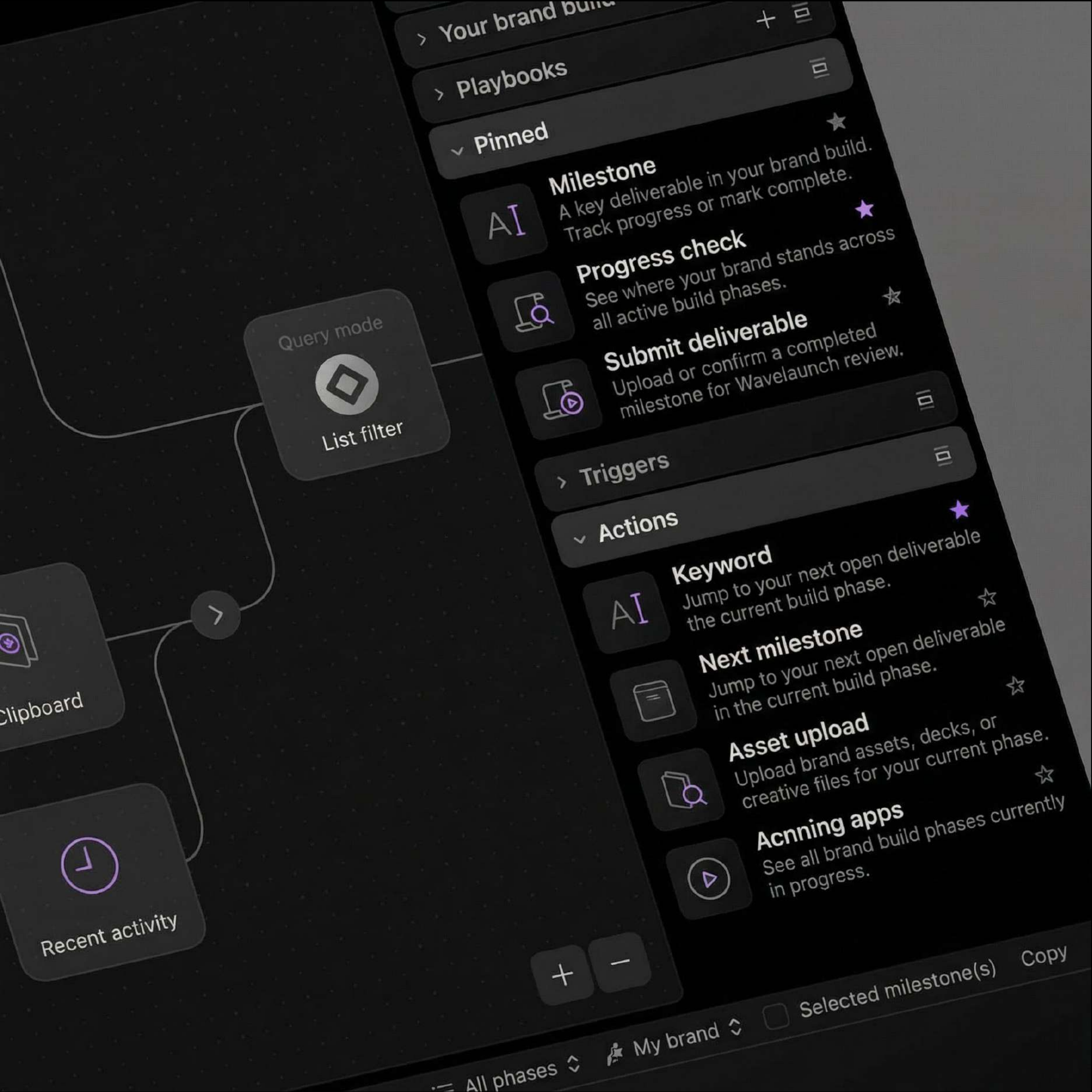
Your brand. One place. Zero chaos.

When you join D26, you get access to the Wavelaunch operating system — our in-house platform built specifically for creator brands. No chasing emails. No wondering what's happening next. No digging through threads to find a file someone sent three weeks ago.

Everything lives in one place. Your month-by-month roadmap, milestone tracking, document storage, creative approvals, team messaging, manufacturing updates, campaign timelines, and financial reporting are all accessible in a single dashboard built around how your brand actually moves. Every operator on your team works inside the same system, so nothing gets lost and nothing gets repeated.

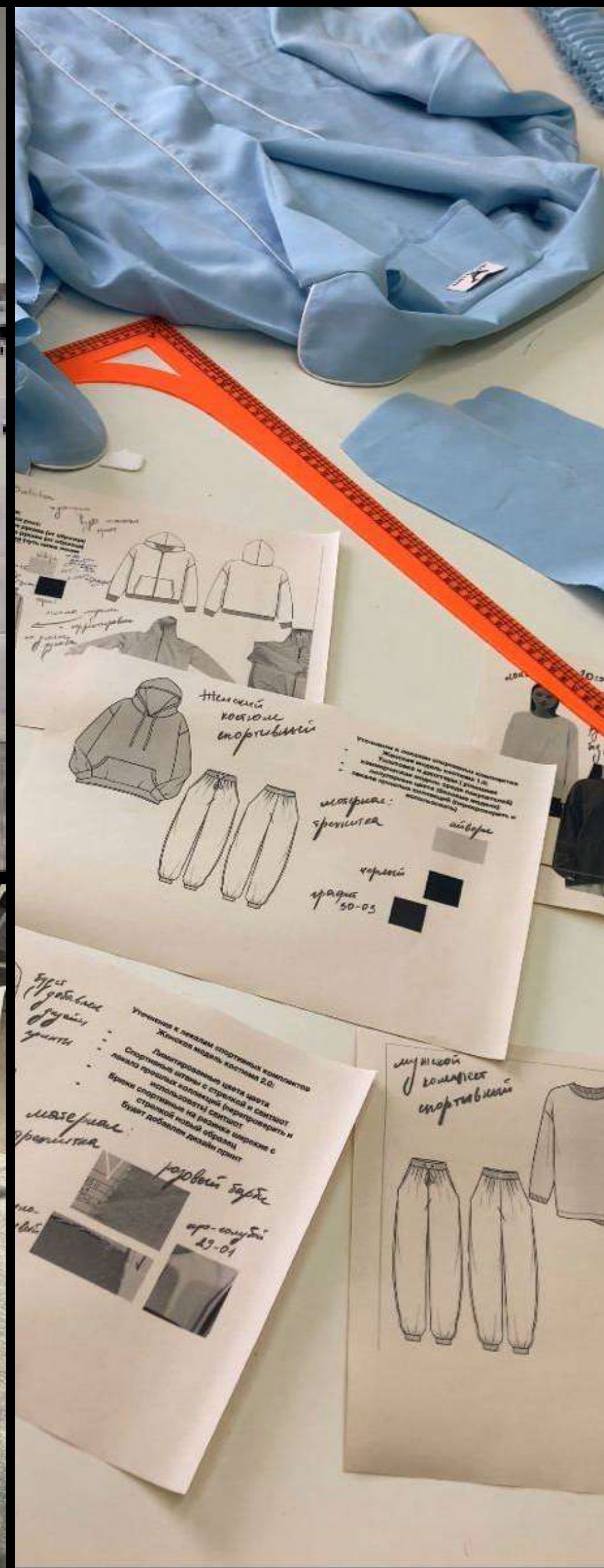
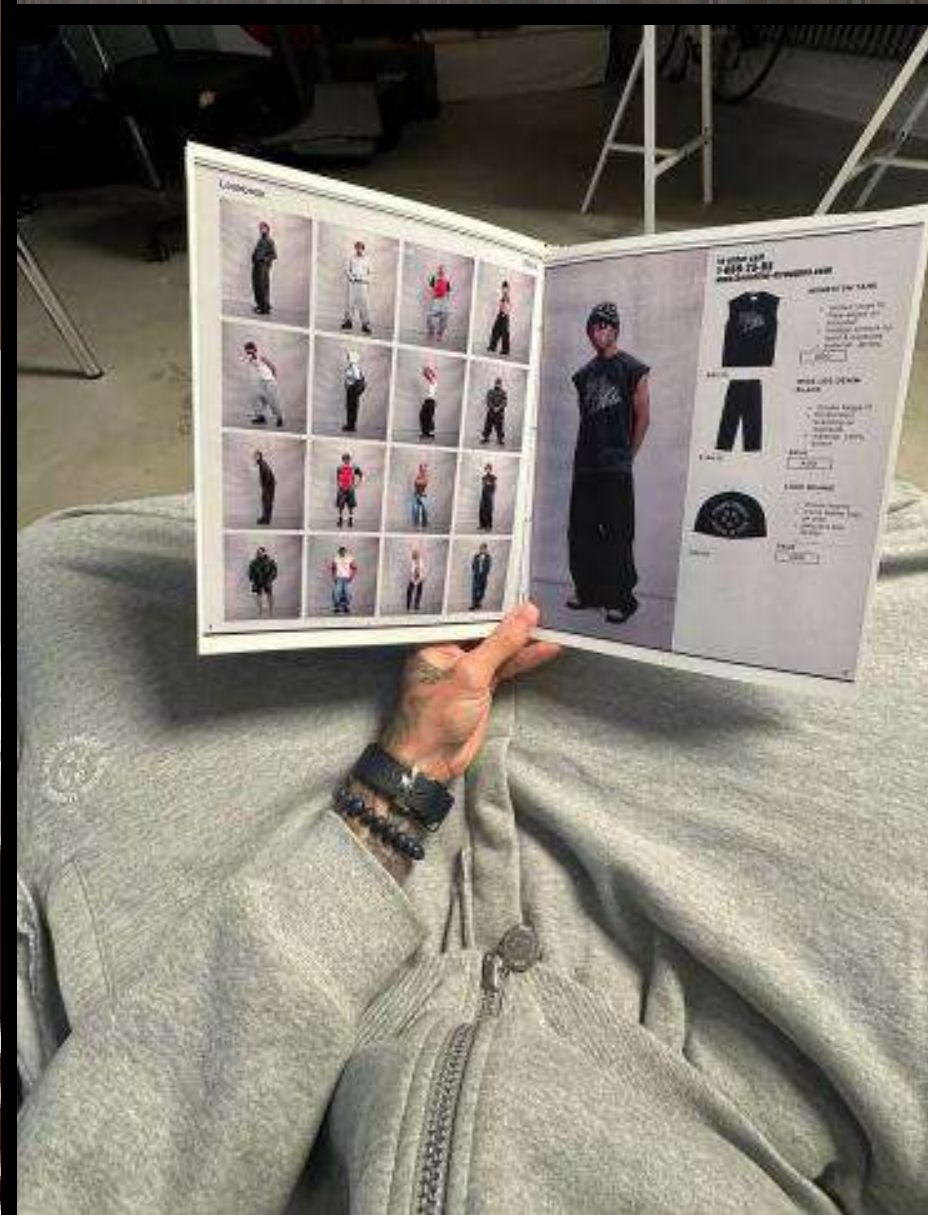
You always know where your brand stands, what's being worked on, and what's coming next. We built our own OS so you never have to ask.





Behind the scenes.

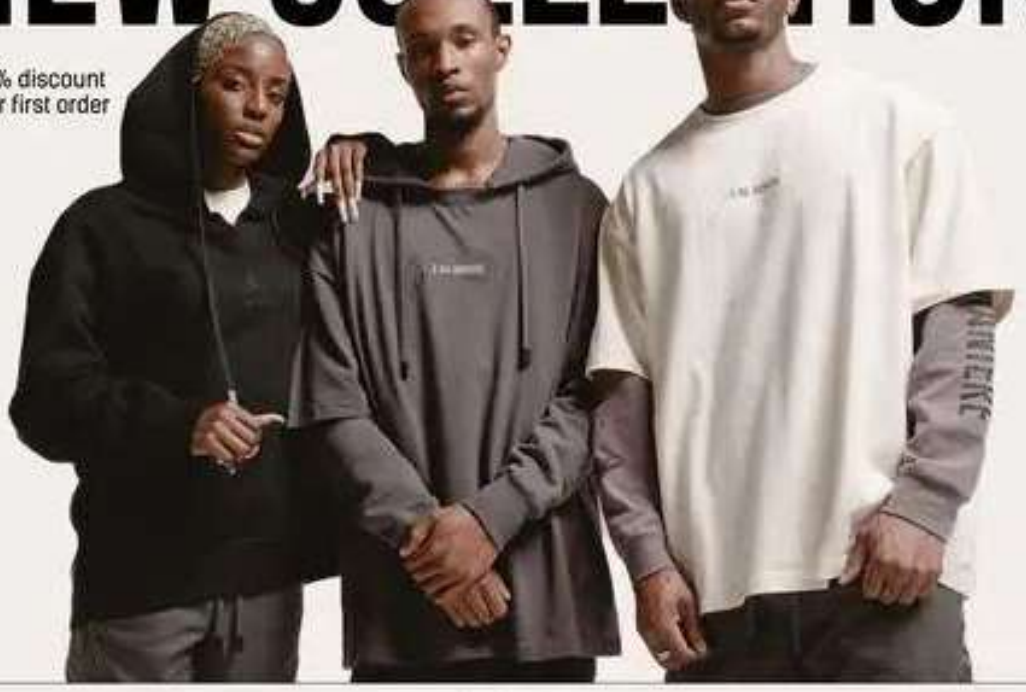
Every brand that comes through Wavelaunch Studio is built with the same level of craft, attention, and operational depth. What you're about to see is a cross-section of what that looks like in practice — across design, marketing, social, product, and production.



NewAbout UsDeliveryCollectionsContacts

NEW COLLECTION

Get 30% discount on your first order



ABOUT US

Our clothing brand helps people create a comfortable and stylish image in the modern world



Our clothes are made entirely from natural materials, which allows you to create one hundred percent comfort.



POPULAR GOODS

Frequently purchased products this season







ff-White™

RADISE

MORE EXCITING, MORE DETACHED.

WETHER THIS WOULD BE A GOOD OR BAD SITUATION.



A LIFE MORE EXCITING, BUT MORE DETACHED.

WETHER THIS WOULD BE A GOOD OR BAD SITUATION.

Off-White™



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ORGANIC BLANK

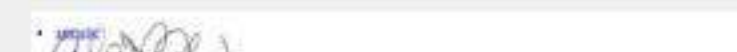
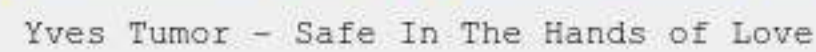
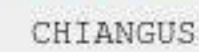
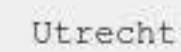
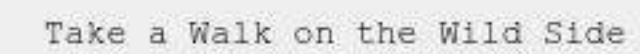
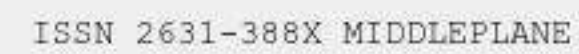
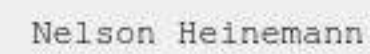
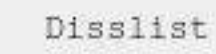
CREATE STUFF PEOPLE ARE PROUD TO USE

ORGANIC BLANK



SPRO







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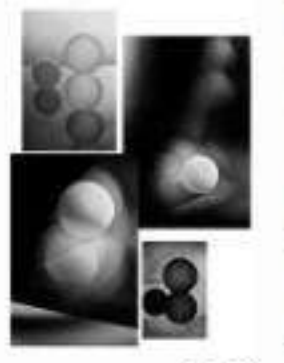
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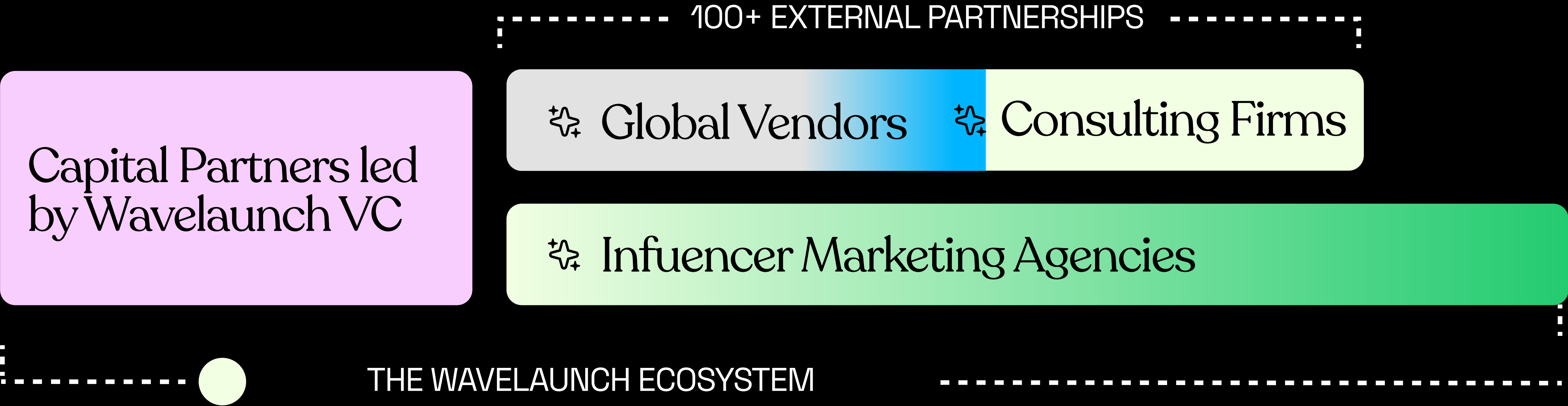


For a closer look at our creative direction,
email us at studio@wavelaunch.org.

The Wavelaunch Ecosystem

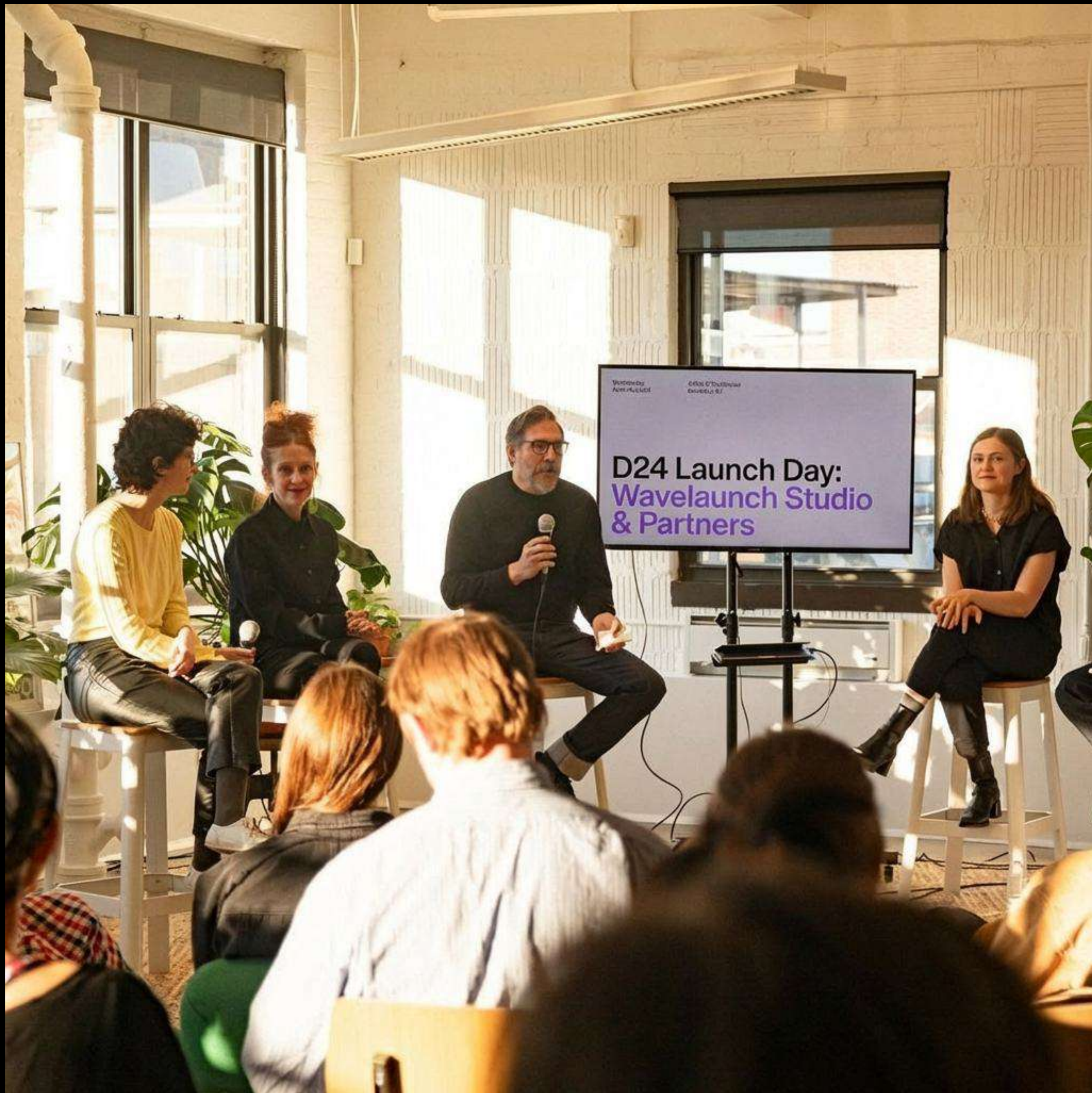
Over the years, we have built relationships with hundreds of institutions, vendors, agencies, and consultants across every function required to launch and scale a consumer brand.

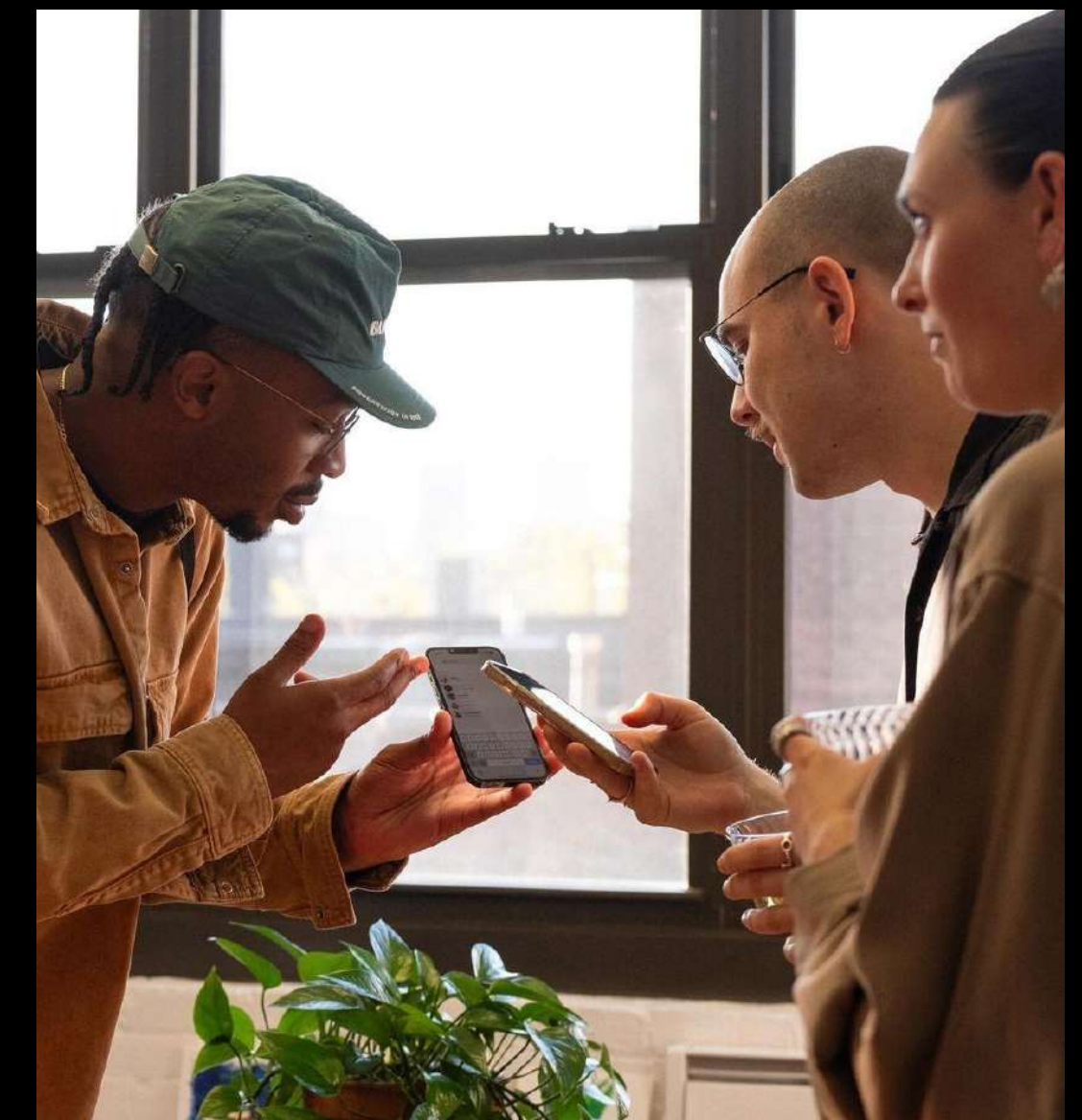
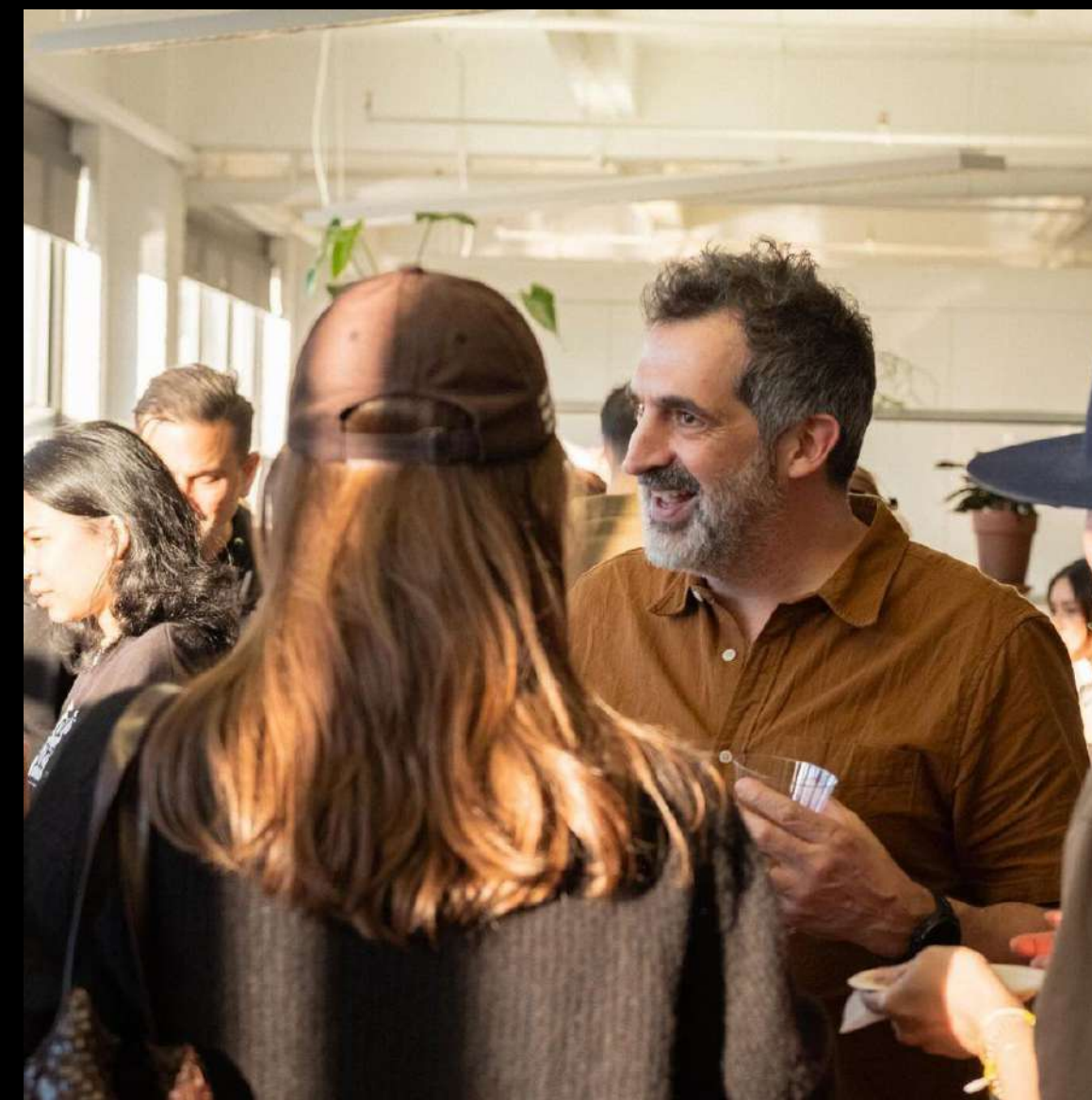
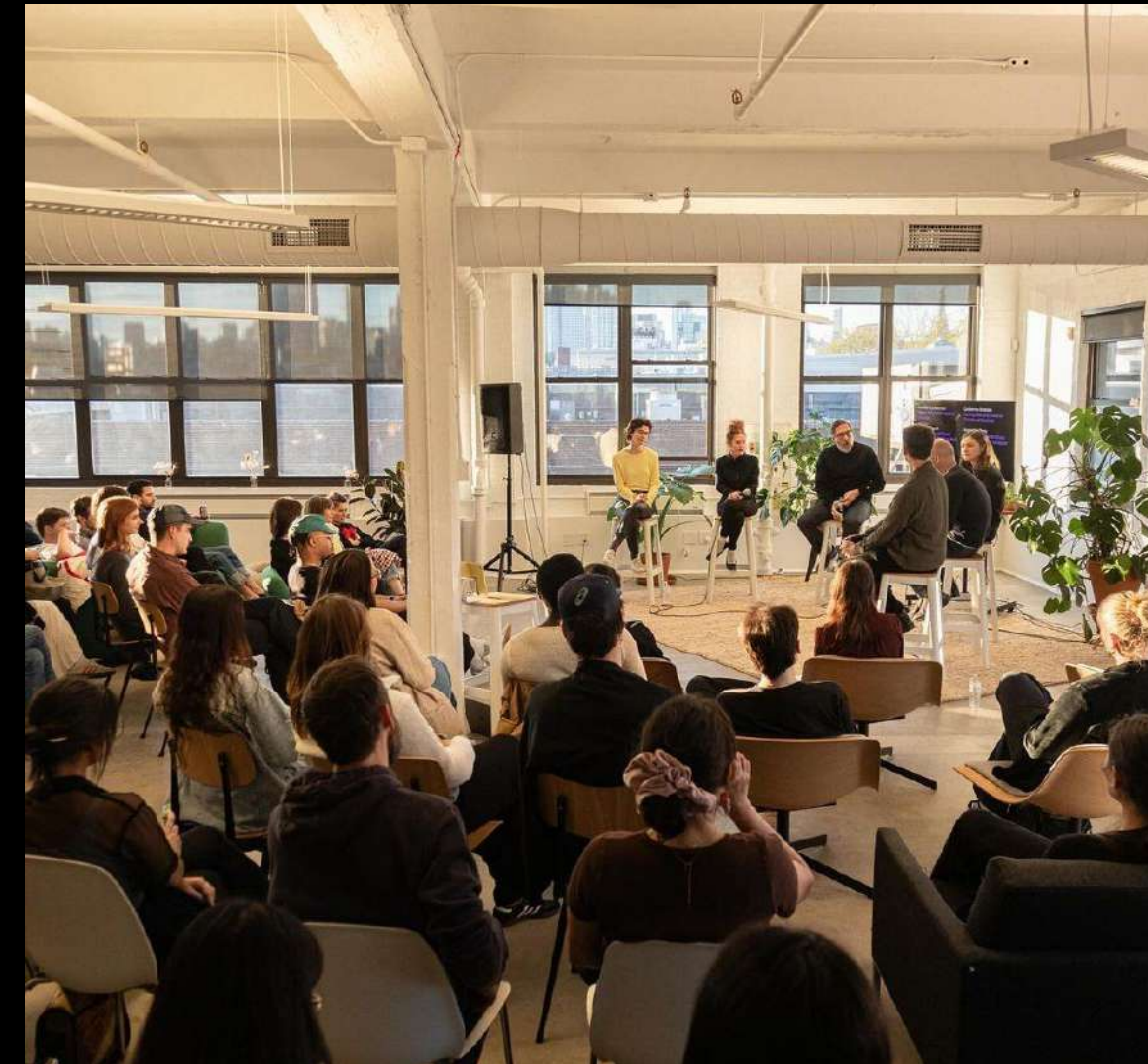
Years in the making. Yours from day one.



Building a consumer brand requires a network that takes years to develop — manufacturer relationships that guarantee quality at scale, creative agencies that understand how to translate influence into brand equity, logistics partners that keep operations running without friction, and legal and financial infrastructure that protects everything you build. Most creators spend years trying to piece this together on their own. Most never fully do.

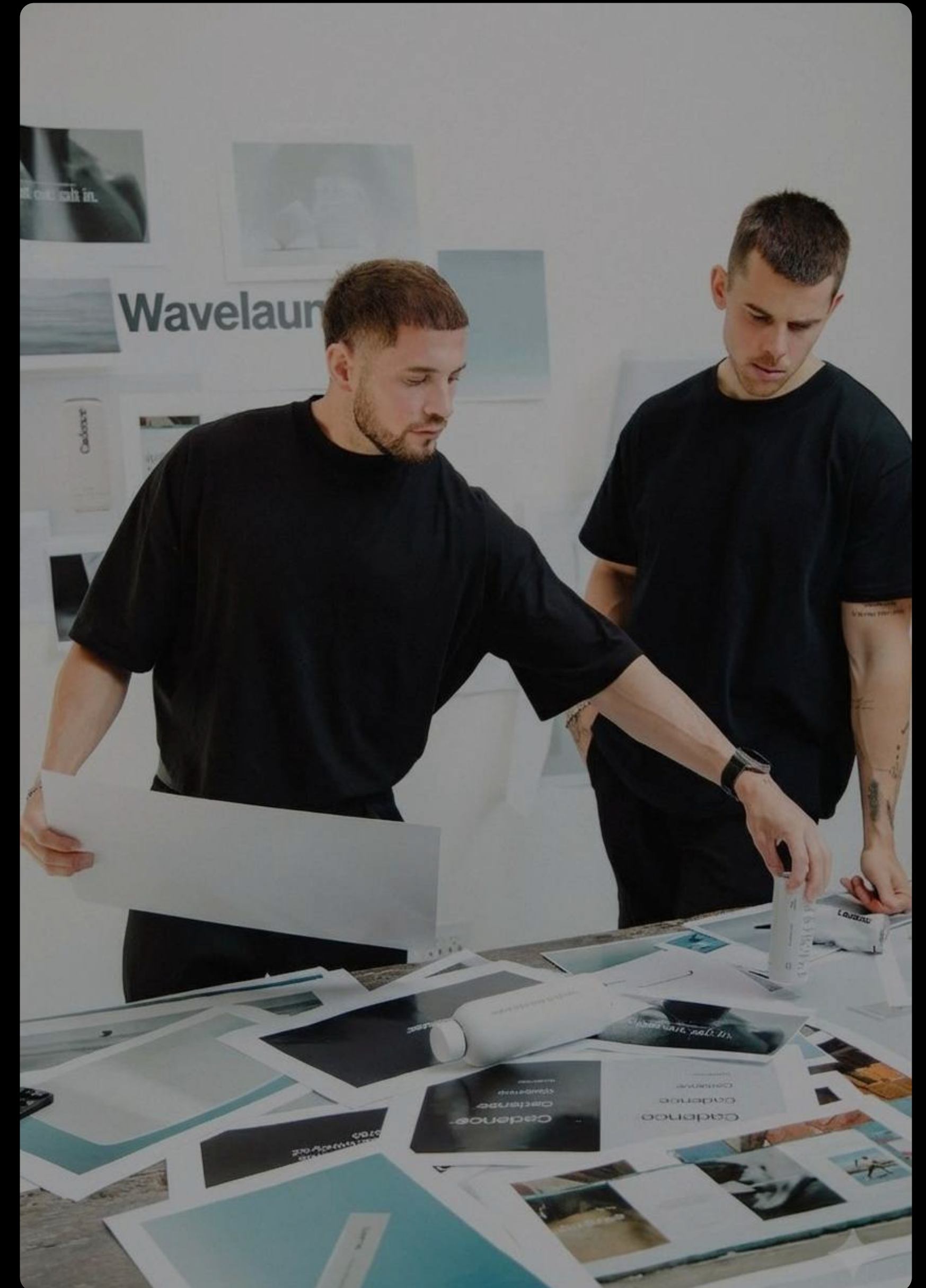
When you join D26, you inherit the entire Wavelaunch partner network immediately. Global vendors, fulfillment and logistics partners, influencer marketing agencies, consulting firms, creative and design studios, technology providers, legal and compliance specialists, and capital partners — all accessible from day one. We spent years building these relationships so you don't have to.





Terms of Partnership.

- 0% equity in the brand we build together. You retain full ownership of your company while we operate as your long term growth partner. Final decision-making authority stays with you across all key business decisions.
- 25% net profit share on all revenue generated. We only earn when the brand generates real profit, which keeps both sides aligned on building a sustainable and scalable business.
- 25% commission on brand deals and sponsorships we source for you. We leverage our agency relationships and negotiating power to secure partnerships you may not access independently, and take a share only on deals we bring in.
- We charge a \$5,000 onboarding fee before the program begins. Once a creator is accepted, we commit significant capital, resources, and time to building the brand. The fee ensures mutual commitment from both sides and helps cover the costs of our pre-funding operations, including vision development, investor outreach, and studio execution.



What sets us apart from other VC funds and accelerators.

We are not after the personal brand you have spent years to build.

Accelerators like Y Combinator give you capital and connections, then send you off to figure out the rest. Wavelaunch Studio does not work that way. Every business function — product, operations, marketing, legal, finance, and design — is handled by a dedicated team that stays with you until the brand is built, profitable, and positioned for what comes next. When the time is right, we introduce you to our network of investors and acquirers to take your business to the next level.

What makes our model genuinely different is that prior business experience is not a requirement. You do not need a background in operations, technology, or finance. You need a loyal audience and the ambition to build something beyond content.

Wavelaunch was designed specifically for today's creators and influencers — people who have already done the hardest part of building a following, and simply need the right partner to turn that following into a company.

In return, we keep a small stake in what we build together. That is the entire deal.

FAQs

Do I need prior business experience to apply?

No. Wavelaunch was built specifically for creators who have an audience but no operational background. We handle the business. You bring the influence and creative direction.

How do I get invited to D26?

D26 is an invite-only program. If you have received this deck, you have already been identified as a potential fit. You can also reach out directly at partnership@wavelaunch.org.

What happens if my brand does not perform?

We do not walk away. Our capital is recovered only through business performance, which means we are incentivized to solve problems, not exit them. We stay in it for the long term.

How much time do I need to commit each week?

We ask for a small weekly window for approvals, alignment, and creative direction. The exact time varies by phase but is designed to work around your existing content schedule.

Can I still do brand deals and sponsorships with other companies while in the program?

Existing deals are not affected. New deals that we source on your behalf fall under the 25% commission structure.

What types of brands do you build?

We have launched brands across apparel, beauty, fitness, wellness, and lifestyle. If your audience is engaged and your niche has commercial potential, we will evaluate it.

When is the \$5,000 refundable?

The \$5,000 onboarding fee is generally non-refundable since work begins immediately after acceptance. However, if the partnership cannot continue due to circumstances on our end or a mutual decision not to proceed, the fee will be refunded.

What happens after the brand launches?

The launch is the beginning, not the finish line. We remain your operating partner for as long as the business is running. Our profit share means we only make money when you do. If you ever want to buy back our 10% equity stake, that option is always on the table and terms are agreed based on your brand's valuation at the time.

Can I be based anywhere in the world?

Yes. D26 operates globally. The launch event is held in Singapore and online, but your location does not affect your eligibility or the program experience.

What is the one thing you need from me to make this work?

Show up. Every brand we have built succeeded because the creator stayed engaged, trusted the process, and showed up consistently for their audience throughout the build. We handle everything else.

One cohort every year.

D26 is not a rolling program. Once a year, we bring together a select group of creators, introduce them to the Wavelaunch network, and officially launch the cohort into the program. The event is held both in-person and online — open to every partner regardless of where they are in the world.

The current cohort is D26. To be held in Singapore, March 2027.

If D26 program is for you, here is how we start.

1

Blueprint & Evaluation.

We design your venture blueprint covering product direction, brand positioning, financial modeling, and execution strategy before a single dollar is deployed. This is where your brand gets its foundation.

2

Partnership Alignment.

You review and approve the vision. Our capital team confirms viability. We formalize the partnership agreement and align on the long-term structure before anything moves forward.

3

Road to Brand Formation.

We create the brand entity, establish legal and financial infrastructure, and bring you into the Wavelaunch operating system. From this point forward, everything is live and moving.

4

Seamless Onboarding.

Partner is onboarded via WavelaunchOS. Capital is deployed. Teams are assigned across product, design, operations, and marketing. Execution begins.

Ready when you are.

Every brand in the Wavelaunch portfolio began exactly here: with someone who had an audience, an idea, and the conviction to do something real with it. D26 opens once a year. Spots are limited and allocated by invitation only.

Apply at wavelaunch.org or reach out directly at partnership@wavelaunch.org