Backed by Wavelaunch VC™

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



Wavelaunch Studio



Investor? Join fund.

Learn more

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Applications open.

60 places in each annual cohort. Applications are currently by invitation only, with public applications opening soon.

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 created Wavelaunch Studio to close that gap.

Through D26, we select creators and allocate $250,000 in specialist services and operating resources to each accepted brand. The allocation supports product development, branding, manufacturing coordination, marketing and ongoing operations. It comprises services and resources rather than a cash payment to the creator.





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.

Led by Wavelaunch VC.

Combined valuation

$41m+

Valuations of brands launched

Capital Deployed / year

$12m+

Deployed $50m+ over 3 years

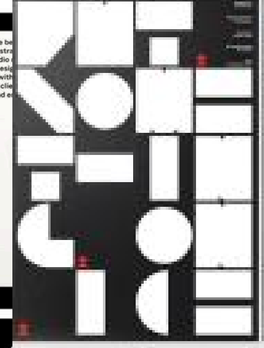
Total fund backed by Capital Partners

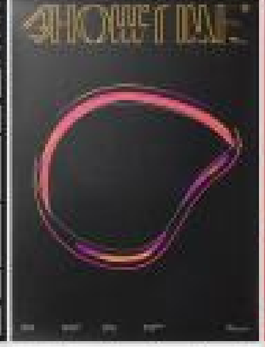
$100m


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A.CRE®
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FOUNDER
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2404 WILSHIRE BLVD. UNIT 4F
LOS ANGELES, CA 90057
E:
BRAD@ACRECREATIVE.COM
I:
@ACRECREATIVE
P:
+22 624 6672
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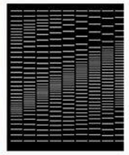





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A Collection by
Studio Baroque
Volume 009
S B
We create spaces
that not only look
beautiful but also
serve the practical
needs of modern life.
StudioBaroque








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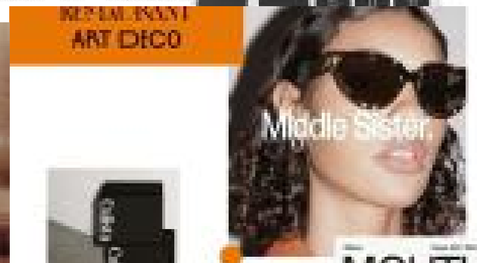

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Middle Sister.






MOUTHWASH


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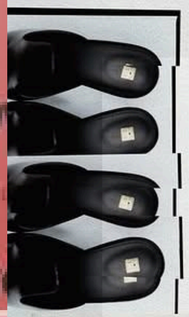





Salve Pilates

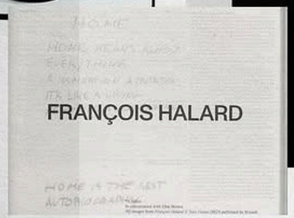









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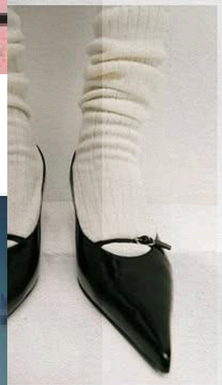

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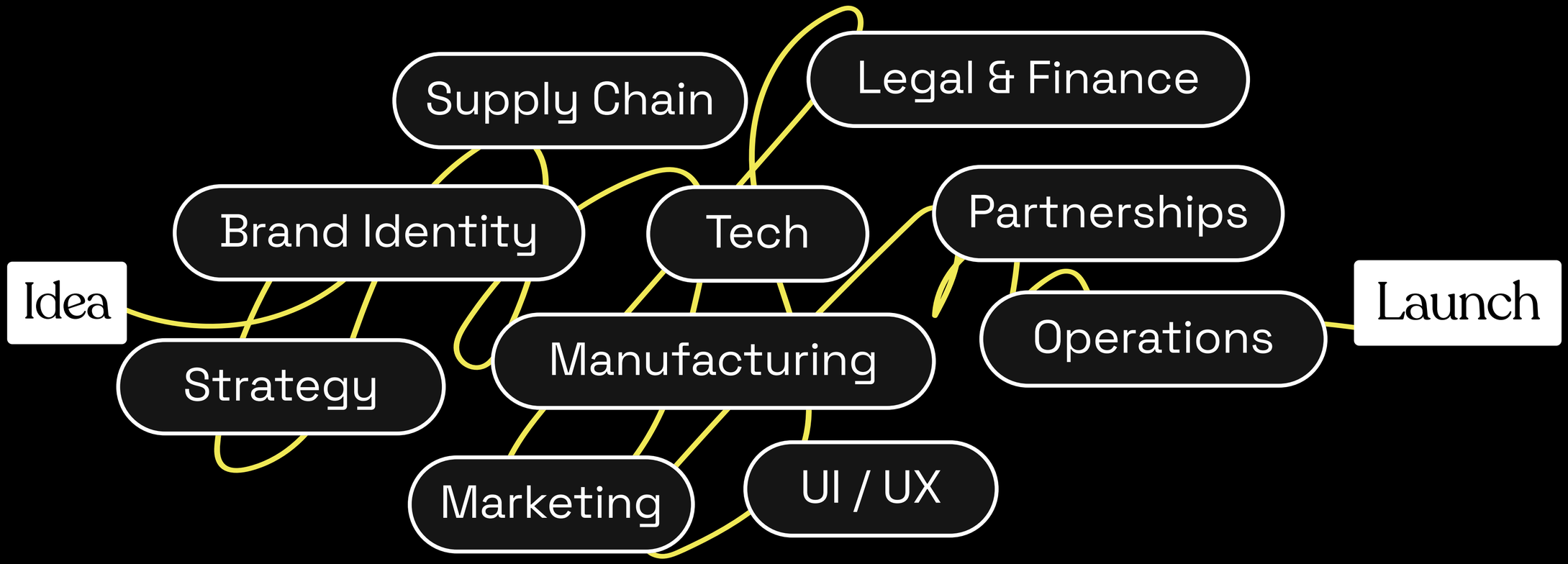
ANOUK

Acne Studios



From idea to launch. an eight-month roadmap.

Following approval and onboarding, the agreed resources are allocated and teams begin work across product, design, operations and marketing. Workstreams progress together, with milestones and decisions tracked through WavelaunchOS.



We bring $250,000 in specialist services and operating resources to help turn your idea into a working business.

What Your $250K Resource Allocation Covers

Specialist services across development, launch, growth and operations. Your partnership agreement defines the scope, delivery period and allocation for your brand.

BUILD

- Audience Research
- Market Research
- Competitor Analysis
- Product Validation
- Brand Strategy
- Brand Positioning
- Brand Naming
- Visual Identity
- Packaging Design
- Product Design
- Product Specifications
- Prototyping
- Material Sourcing
- Supplier Vetting
- Sample Review

LAUNCH

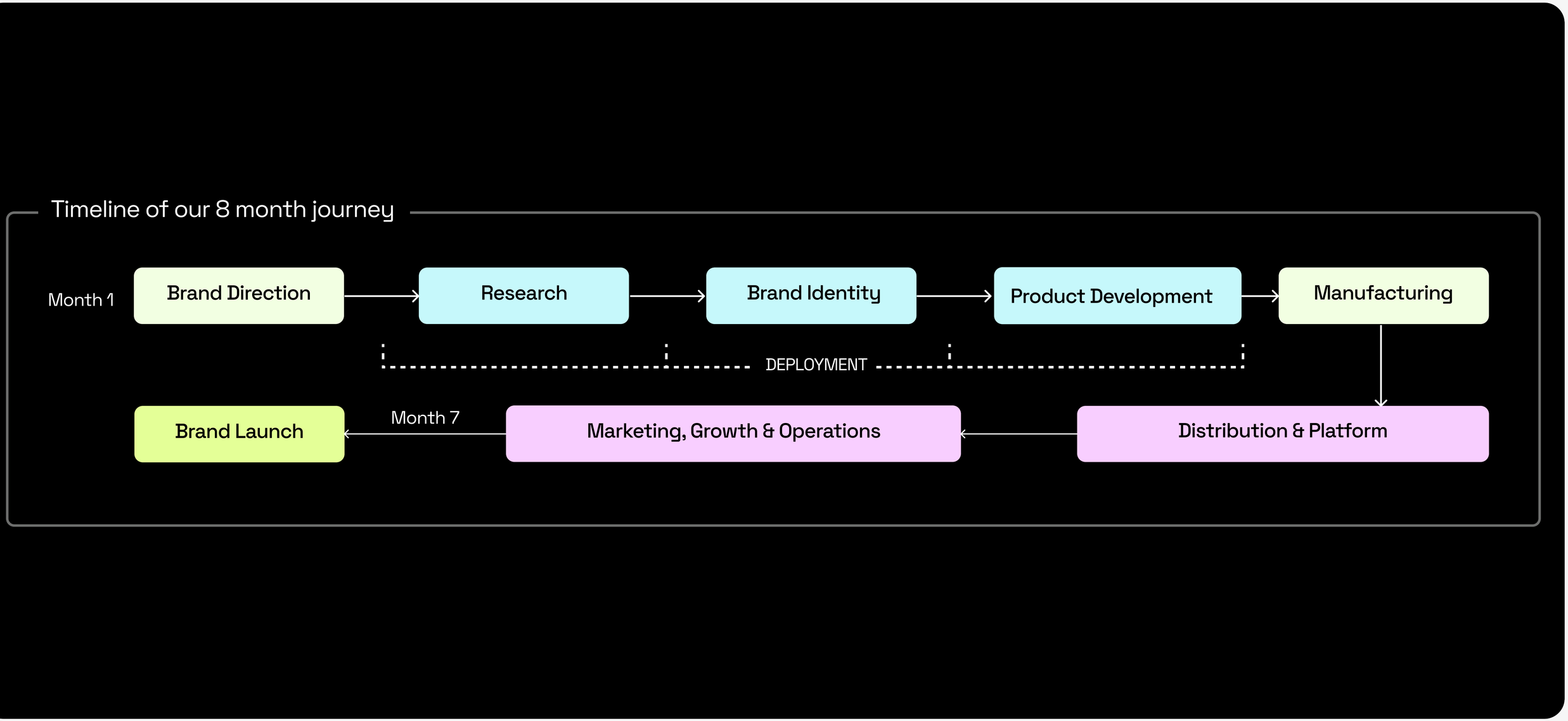
- Manufacturing Coordination
- Production Quality Checks
- Packaging Production
- Web Design
- Ecommerce Development
- Product Page Copy
- Product Photography
- Video Production
- Payment Setup
- Shipping Setup
- Analytics Setup
- Launch Planning
- Campaign Creative
- Email Setup
- Fulfilment Setup

SCALE

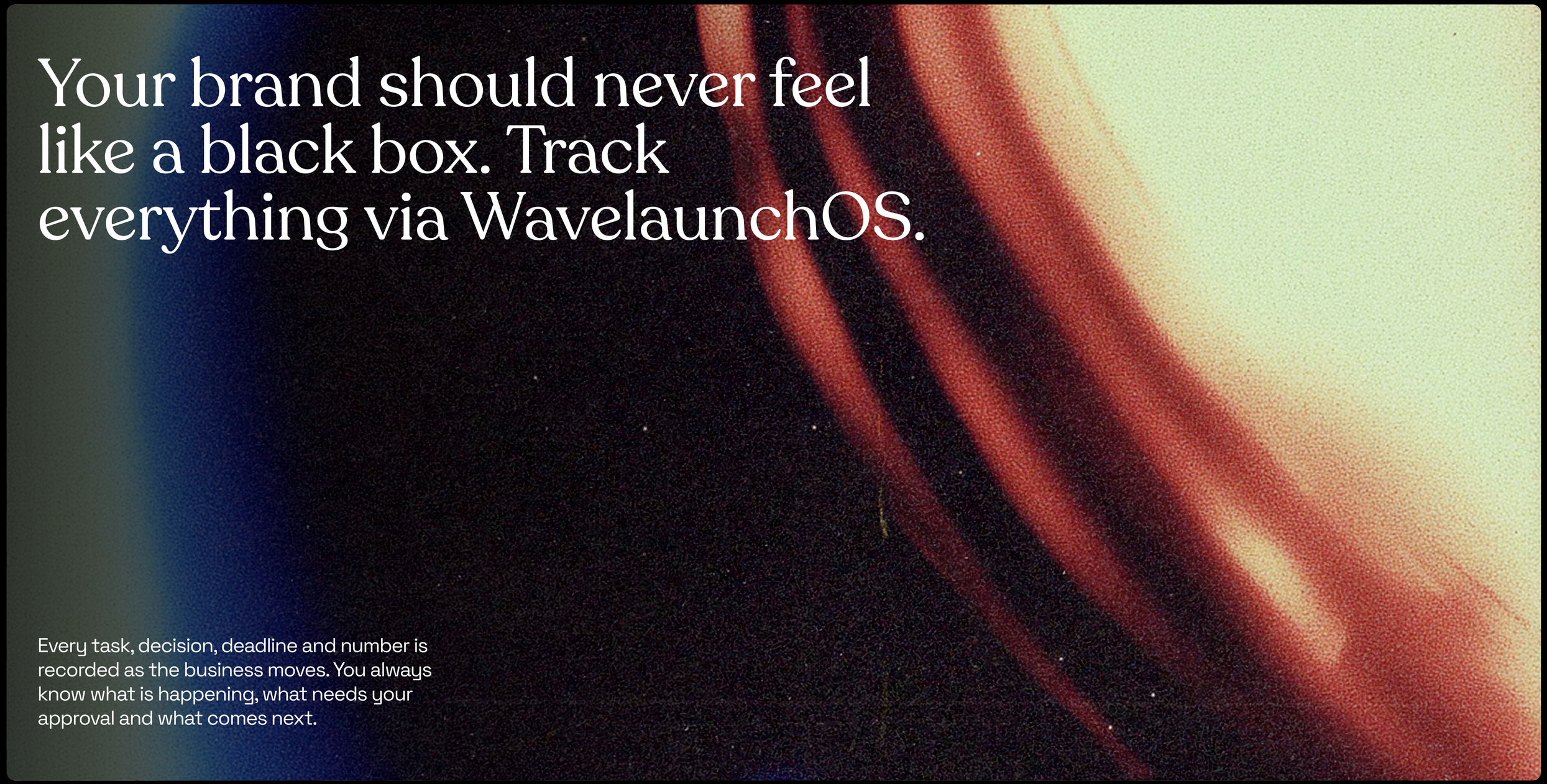
- Technical SEO
- Content SEO
- Paid Search
- Paid Social
- Creative Testing
- Conversion Optimisation
- Landing Pages
- Email Marketing
- SMS Marketing
- Creator Partnerships
- Affiliate Programmes
- Retargeting
- Customer Research
- Offer Testing
- Retention Campaigns

MANAGE

- Inventory Planning
- Demand Forecasting
- Reorder Planning
- Supplier Management
- Order Management
- Fulfilment Coordination
- Returns Management
- Customer Support
- Cash Flow Planning
- Bookkeeping Coordination
- Budget Tracking
- Profit Reporting
- Performance Dashboards
- Workflow Automation
- Project Management



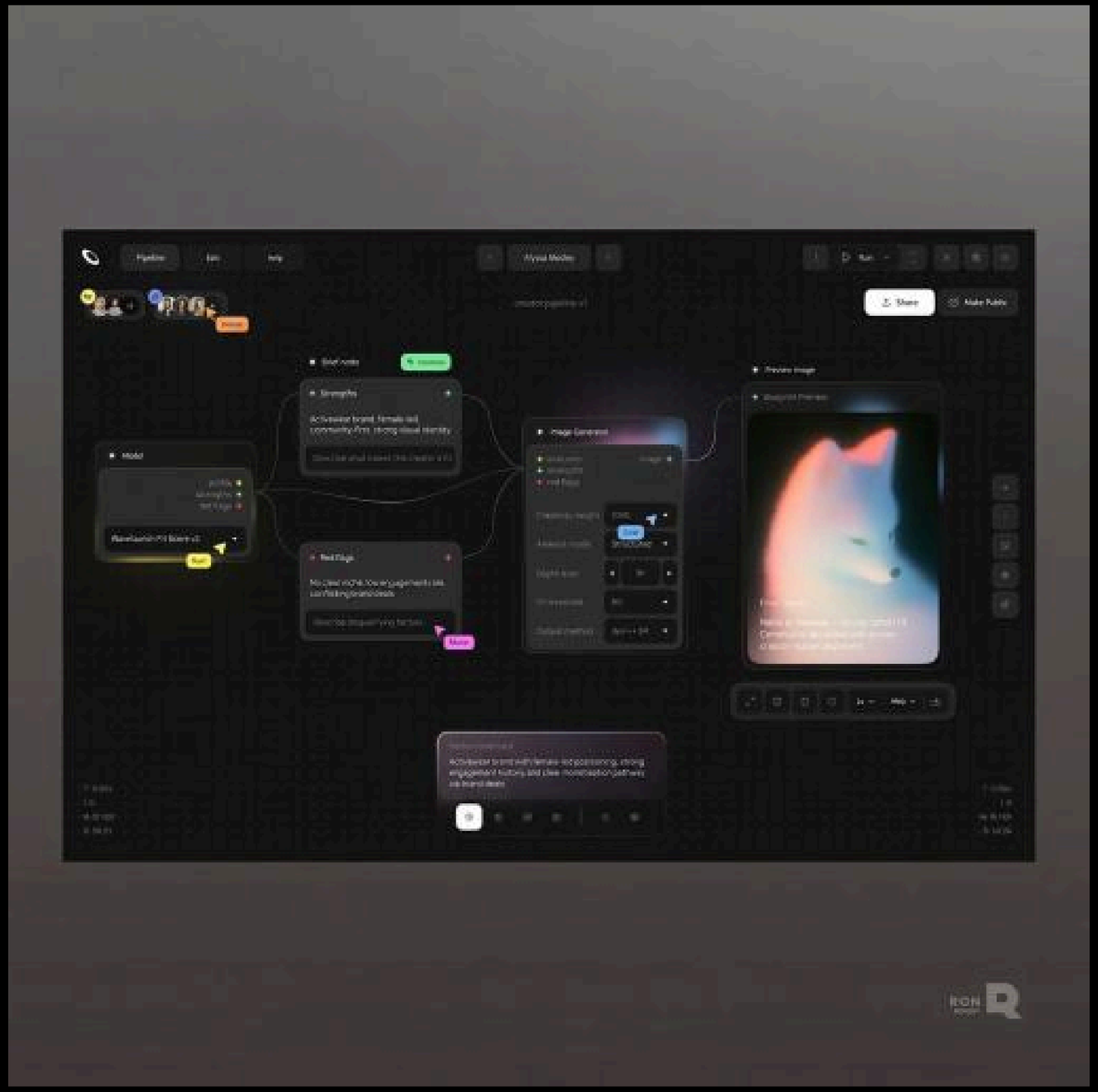
Our team manages the work from initial development through launch and ongoing operations, following the scope and milestones agreed for your brand.



Your brand should never feel like a black box. Track everything via WavelaunchOS.

Every task, decision, deadline and number is recorded as the business moves. You always know what is happening, what needs your approval and what comes next.


AURELIA
LABS
Live Revenue
$142,580 this month
$55K
+0%
$57K
+8%
$56K
+6%
$55K
+0%
$52K
-12%
$55K
+0%
60k
55k
50k
45k
Week 1
Week 2
Week 3
Week 4
RENEWAL
DAY CREAM
Peptide Complex
+ Niacinamide
50 ML ⊖ 1.7 FL OZ
AURELIA
LABS
RENEWAL
DAY CREAM
Peptide Complex
+ Niacinamide
50 ML ⊖ 1.7 FL OZ



Your proprietary dashboard

We run the company. You stay close to every decision.

WavelaunchOS gives you one clear view of the business as it moves from idea to launch and beyond. Roadmaps, approvals, files, conversations, timelines and performance live in the same place, so nothing gets lost in chats or scattered across tools.

Our teams manage the daily work across product, design, manufacturing, marketing and operations. When a decision needs your input, it comes to you with the context required to approve it, question it or ask for a change.

A quick check shows what is moving, what needs attention and what happens next. If you want more detail, you can open any project and see the work, decisions and numbers behind it.





Behind the scenes.

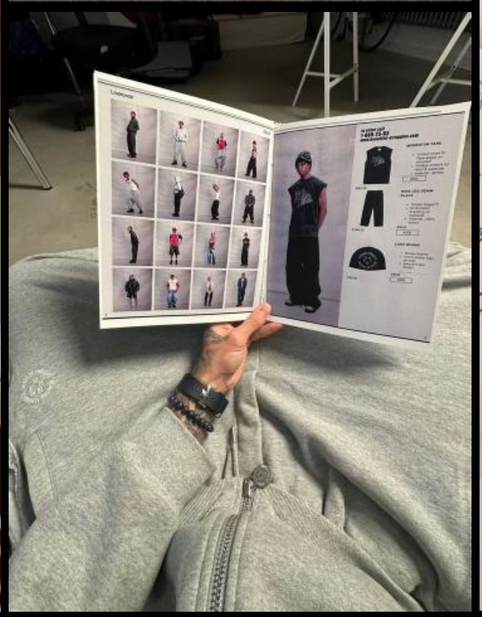
Every brand that comes through Wavelaunch Studio is built with the same level of craft, attention, and operational depth. What you're about to see is a cross-section of what that looks like in practice — across design, marketing, social, product, and production.

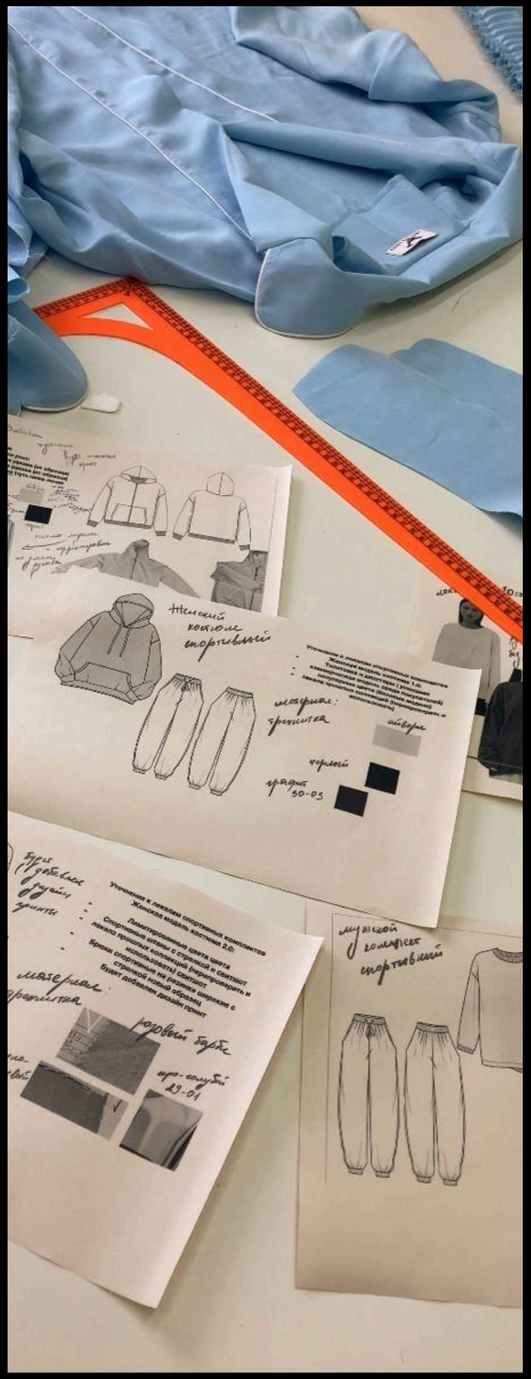

JOSEPH ATELIER
COLOR: brown
COLLECTION: hoodies
DATE: june










мужской комплект спортивный


New
About Us
Delivery
Collections
Contacts
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.
Read more
POPULAR GOODS
Frequently purchased products this season


ff-White™
RADISE
MORE EXCITING,
ORE DETACHED.
R THIS WOULD BE
D OR BAD SITUATION.


A LIFE MORE EXCITING,
BUT MORE DETACHED.
WETHER THIS WOULD BE
A GOOD OR BAD SITUATION.
Off-White™

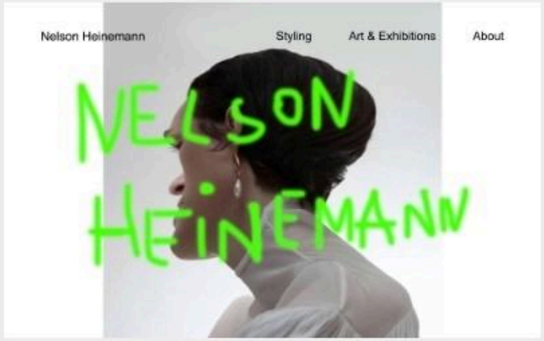

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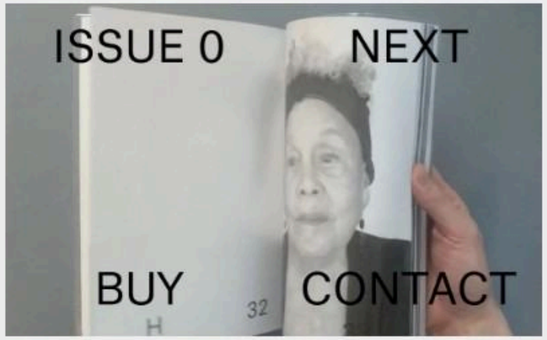
RAW Magazine



Disslist



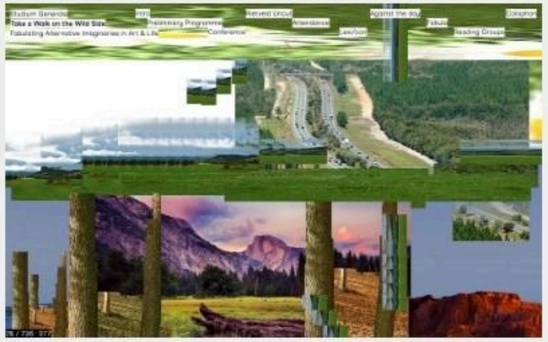
Nelson Heinemann



ISSN 2631-388X MIDDLEPLANE



American Millennial Interview



Take a Walk on the Wild Side



Utrecht



CHIANGUS



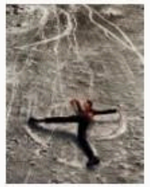
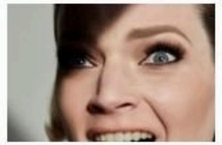
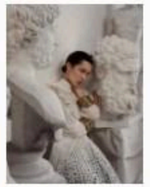
Yves Tumor – Safe In The Hands of Love



zavidova Interview


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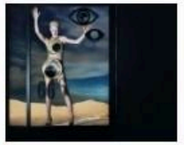
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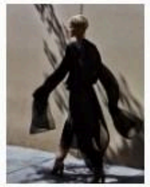
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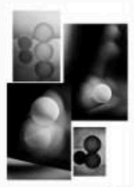
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For a closer look at our creative direction,
write to us at studio@wavelaunch.org.

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.


D24 Launch Day:
Wavelaunch Studio
& Partners


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398 9
2.86
1.4 4
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Decimal.


Opening
Session:
Wavelaunch
Studio &
Partners
Margaret
Herbal with Lime, Cucumber, Agave
& Jalapeño
Mezcal Blanco
Agave Nectar
Tequila with Lime and Agave Nectar
Tequila Blanco

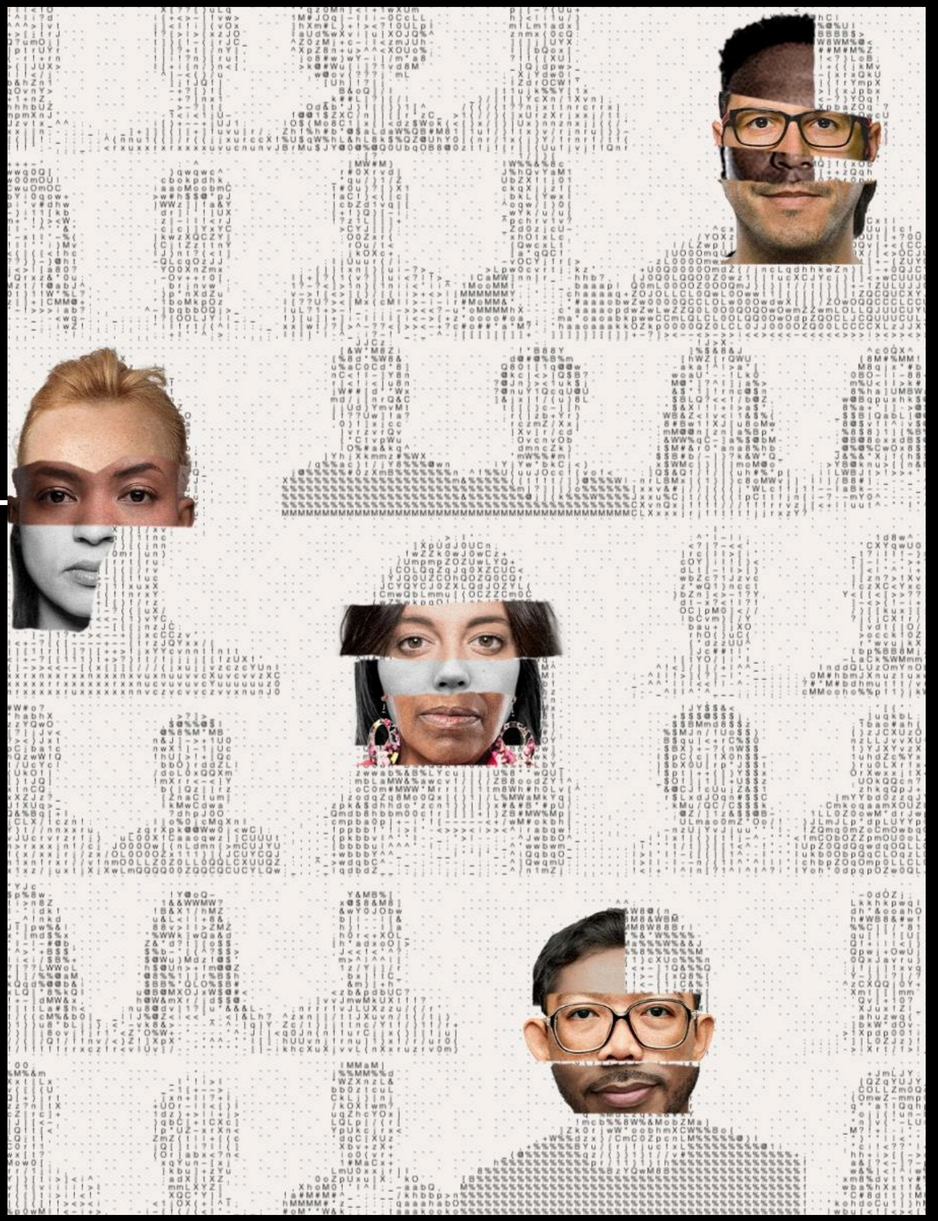








Terms of partnership



You retain 100% ownership: Wavelaunch takes no equity in the company we build together. We remain your operating partner, while final approval on major business decisions stays with you.

25% share of net profit: Wavelaunch receives 25% of the brand's net profit. Our profit share only begins once the business becomes profitable.

25% commission on deals we source: When we bring you a brand deal or sponsorship, we receive 25% of that deal. Existing partnerships and opportunities you source independently remain unaffected.

$5,000 onboarding fee: Following approval, you can choose to join D26 by completing onboarding and signing the partnership agreement. The fee supports the studio's initial operational setup for your brand. You receive the scope, deliverables and terms before payment. It is refundable if Wavelaunch decides not to proceed or both parties agree not to move forward. It becomes non-refundable once the build starts.

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 is handled by a dedicated team that stays with you until the brand is built, profitable, and positioned for what comes next.

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. When the time is right, we also introduce your brand to our network of investors and acquirers to take the business to the next level.

We are 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.

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 studio@wavelaunch.org.

What happens if my brand does not perform?

We review performance with you and adjust the product, marketing or operating plan where needed. Commercial results are not guaranteed. Our share of brand profits begins only when the business is profitable, and our responsibilities are defined in the partnership agreement.

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.

What is the $5,000 onboarding fee, and what happens to it?

The fee applies only after approval, if you choose to join D26. It supports the studio's initial operational setup, with the scope and deliverables shared before payment. It is refundable if Wavelaunch decides not to proceed or both parties agree not to move forward. Once the build starts, it becomes non-refundable. There is no application fee.

Can I be based anywhere in the world?

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

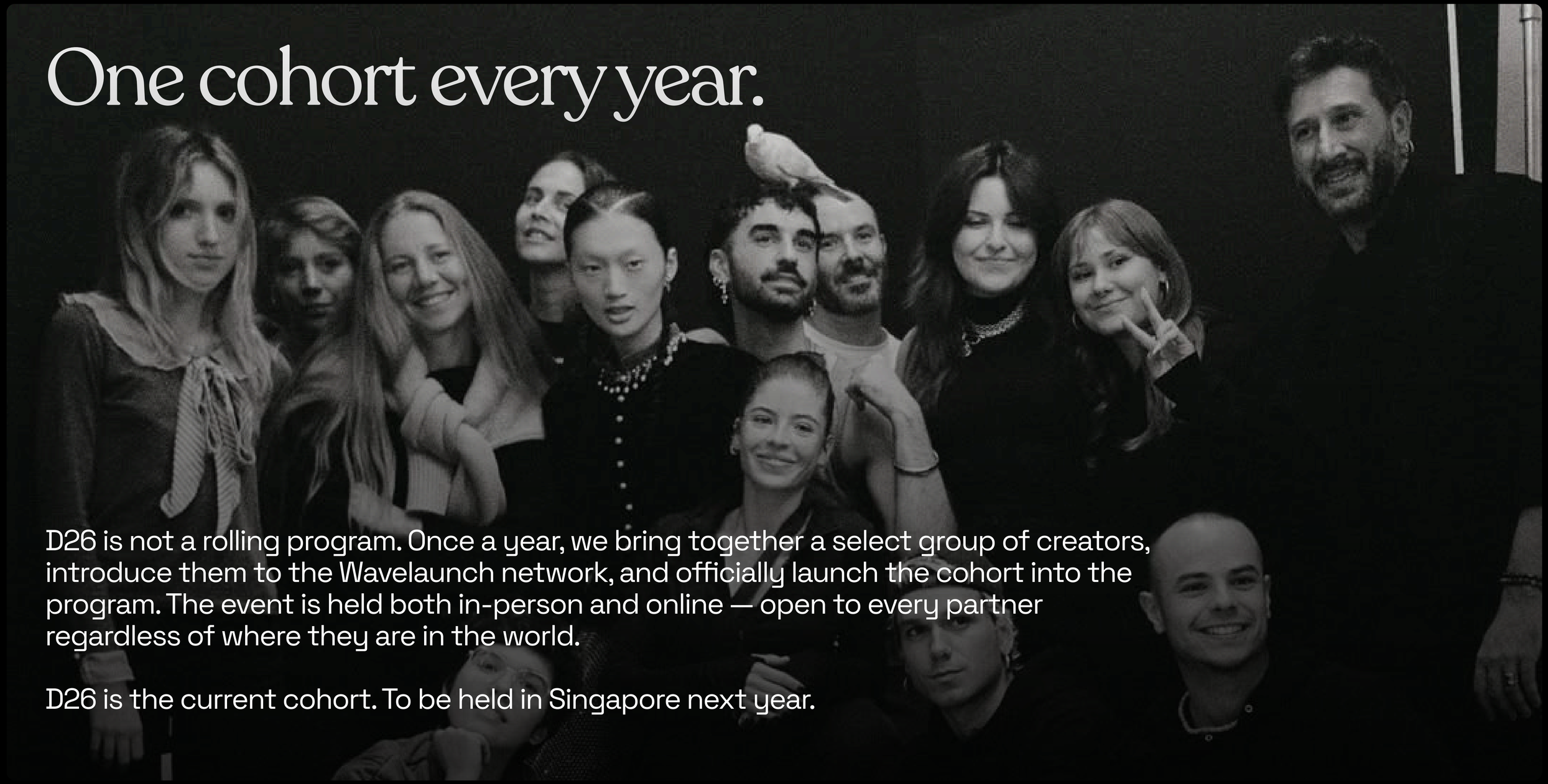
What is the one thing you need from me to make this work?

Show up (metaphorically!). 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.

What happens after the brand launches?

After launch, we continue managing operations and working with you to grow the brand. Our share of brand profits begins only once the business becomes profitable. The onboarding fee and commission on sponsorships we source are separate. The partnership agreement sets out the duration and scope of our ongoing support.

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.

D26 is the current cohort. To be held in Singapore next year.

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

1

Blueprint & Evaluation.

For applications we identify as a strong fit, we develop a tailored business plan and brand blueprint at no charge. You can review the product direction, positioning and roadmap before deciding, and keep the blueprint if you choose not to join.

2

Partnership Alignment.

We present your proposed brand for internal investment approval. If approved, you receive the resource allocation, scope and partnership terms for review. You can ask questions and decide whether to proceed after you understand the arrangement.

3

Road to Brand Formation.

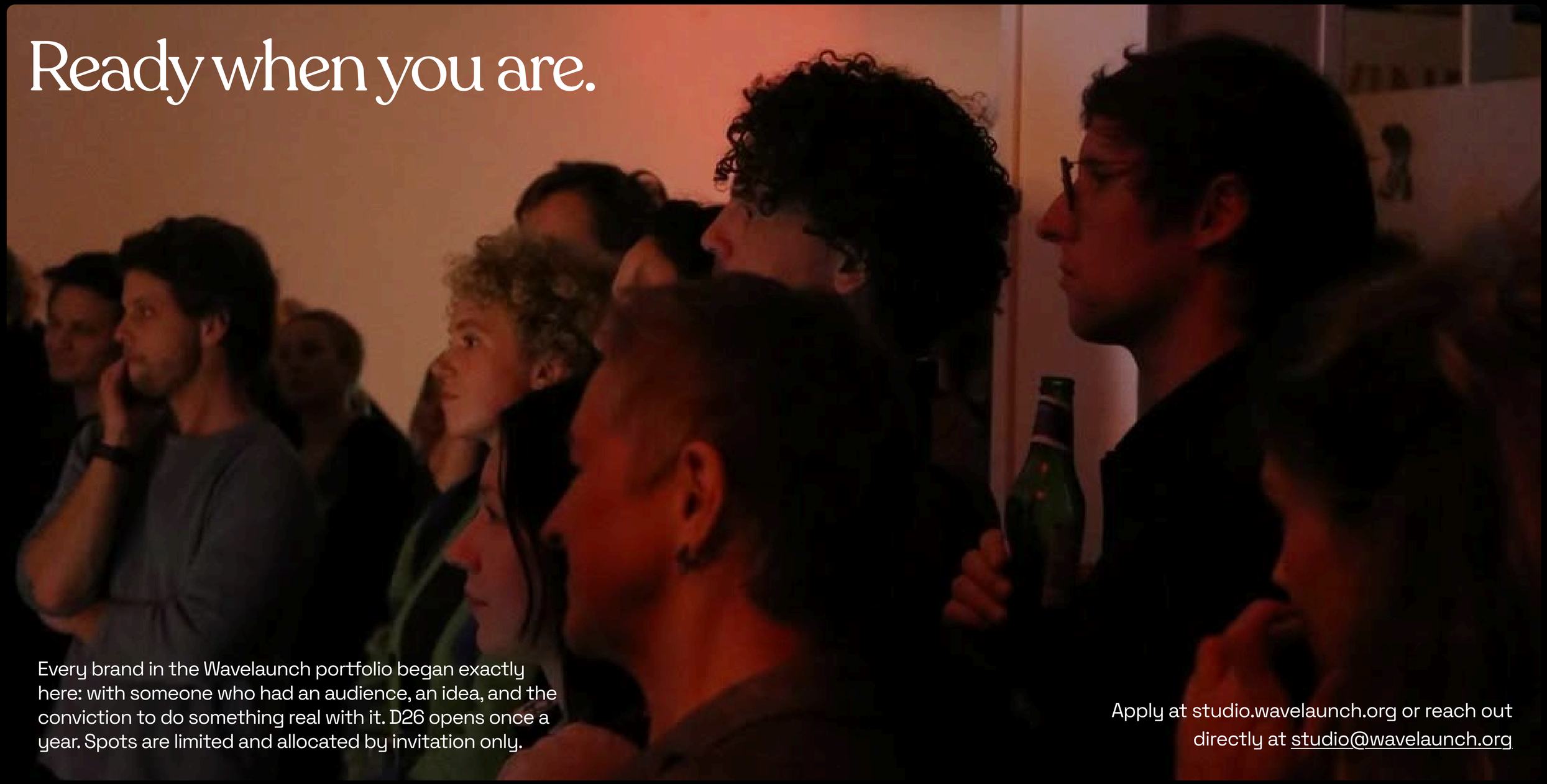
If you choose to join, you complete the onboarding form, sign the partnership agreement through DocuSign. We agree on responsibilities, deliverables and refund terms with you before your brand build begins.

4

Seamless Onboarding.

We establish your brand's legal and operational foundations, activate your WavelaunchOS workspace and assign the team. Your brand journey then begins, with progress tracked against the agreed roadmap.

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 studio.wavelaunch.org or reach out directly at studio@wavelaunch.org