



SOW-3 · OPTIONAL · THE INVITE-ONLY CREATOR DISPLACEMENT MARKETPLACE

DISPLACETM

Full-price velocity for at-risk inventory.
No markdowns. No brand damage.

Public discounts train customers to wait — and they poison a go-forward SKU with clearance signals it never recovers from. DISPLACE moves the units through a private, brand-approved creator marketplace instead: seeding kits, bundles, community drops, gift-with-purchase, and LIVE moments that build the SKU's audience while the inventory moves.

THE DISCOUNT SPIRAL

Markdown goes public. Customers learn to wait. Marketplaces reprice against you. The SKU's perceived value — and its future margin — never come back.

THE DISPLACEMENT

Units exit through an invite-only creator layer at full retail integrity. Every displaced unit generates content, reviews, and audience the go-forward SKU keeps.

How a wave works

01

Invite the marketplace

A vetted, lower-tier creator cohort — still 100% on-brand — receives invite-only access to the SKU wave. Hiya approves the cohort.

02

Displace, don't discount

Creator kits, bundles, community drops, GWP, and LIVE flash moments move the units. Never a public price cut. Never a clearance signal.

03

Build the go-forward audience

Content, reviews, UGC, and awareness accrue to the SKU. Displacement becomes the launchpad for its next full-price chapter.

Built for go-forward SKUs

Clearance kills SKUs you plan to keep selling. Displacement protects price, protects the brand, and leaves the SKU stronger than it started.



Pricing that protects the P&L

Flat program fee per wave. Pay-per-displacement after that. Bundle it with the Growth Engine and the flat fee is cut in half.

STANDALONE

\$15,000

flat, per SKU wave

Full wave design, invite-only cohort, mechanics, ops, and reporting for one designated SKU.

BUNDLED WITH THE GROWTH ENGINE

\$7,500

flat, per SKU wave

Half the flat fee while SOW-1 (the \$100-CPA Performance Engine) is active. Same full wave.

PER RESULT

+\$35

per displaced order

Performance component — charged only on orders the marketplace actually moves.

Every wave includes

- Invite-only creator cohort — recruited, vetted, brand-trained
- Wave mechanics: kits, bundles, community drops, GWP, LIVE moments
- Fulfillment coordination + weekly displacement reporting
- Content & reviews retained for the SKU's go-forward chapter
- Halo Tracker(TM) attribution on every displaced order

Hard guardrails

- Zero public discounting — ever
- Hiya approves the cohort and every mechanic in advance
- No clearance language, badges, or price-drop signals
- FTC-compliant creator disclosures throughout
- Strictly Hiya-focused. Invite-only. Confidential.

Designate the SKU. We'll design the wave this week.

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Activated by a one-page DISPLACE order form under the Master Services & Performance Agreement (SOW-3).