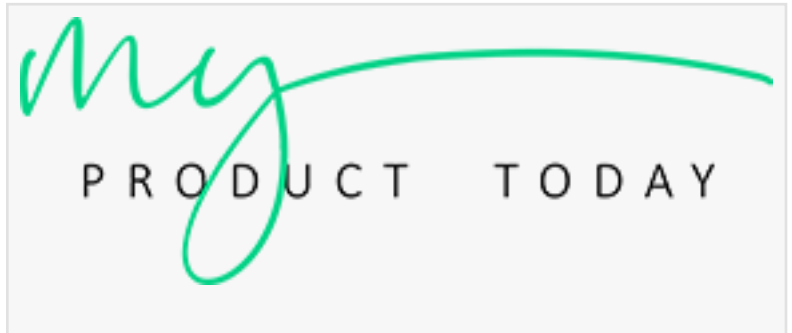


# “My Product Today” Shepherding New Products into Online Sales Channels

*“SHARK TANK” - LIKE STARTUP RECOMMENDS E-COMMERCE FOR NEW ENTREPRENEURS AS ONLINE SALES PEAK DURING PANDEMIC*



ST. PETERSBURG, FL, USA, July 6, 2021  
/EINPresswire.com/ -- My Product Today, a worldwide leader in turning ideas in products, today

announced its vision for 2021 and beyond, as the global marketplace emerges from the COVID-19 pandemic. The team of investors and seasoned entrepreneurs at My Product Today realizes that in 2020-21 the way consumers make purchases has changed: most goods are now researched and purchased online. My Product Today is embracing this transition and guiding business owners plus aspiring inventors towards success by coaching them through the process and setting up their online sales and distribution channels.

“We’ve worked on about a dozen deals in 2021 and see the latter half of the year as a prime moment for young brands or product ideas to grow because of the upward momentum in this space”, says Ricardo Valderrama, CEO at My Product Today.

“It’s all about selecting the right product in the right category at the right time. Your product has to be unique, but within a popular sector. This is where we come in, at My Product Today, to help inventors, entrepreneurs, and brands take it from ideation to creation and success.”

My Product Today is able to assist with:

- Strategy — Intellectual Property Assessment, Market Assessment, Budgetary Requirements,

## Risk Mitigation

- Ideation — Conceptualization, Brainstorming, Sketching, Questioning
- Engineering — Industrial Design, Mechanical Design, Electronic Designs, Design For Manufacturing
- Prototyping — 3D Printing – SLA, SLS and FDM, 3D Rendering and Animations, Product Testing, Crowdfunding Platform Testing
- Branding — Logo Design, Brand Development, Online Presence, Package Design
- Manufacturing — Vetted Global Manufacturing Infrastructure, Professional Supply Chain Experts, Quality Assurance, Supply Chain Logistics
- Launch — E-Commerce Setup and Management, Affiliate Sales Channels, Retail Sales, Amazon Management and Optimization

No one can make the journey from ideation to launch on their own. That's where My Product Today steps

forward — with a team tailored for success — from top to bottom, start to finish. My Product Today is

always in search of innovative product ideas from all over the world and only selects products that

consumers are going to want. When a product is selected, it goes through design, development, prototyping, testing, manufacturing, and distribution – all the way to the premier retail or online sales

channels. My Product Today's expertise is built on the experience and relationships developed by the

executive team. Deep relationships with influential figures in the business community keep My Product

Today at the forefront of the product development startup world. My Product Today takes pride in serving

as investors, mentors, and most importantly, as advisors. The development of a new product is too

important to leave to chance, which is why it's wise to partner with professionals, who understand the

journey and how to see it through.

Clients are given hands-on treatment with individualized attention and planning throughout the entire

process of product creation, development, and launch.

"[My Product Today] ... has been upfront with me about what to expect and has delivered on every single

bullet so far. It's hard to know who to partner up with on something brand new like my product, but in the

end, it came down to trust," says Edward Phillips, a My Product Today client.

"My Product Today's team never once made impossible promises or just shrugged off any of my

concerns. Couldn't feel more confident with my choice of company to help me go from idea to product."

My Product Today operates akin to the hit ABC TV show Shark Tank, in many ways, just without the cameras and television studio. A team of seasoned investors, entrepreneurs, and product developers vet product ideas — only selecting the best of the best — which exhibit the highest level of creativity and potential. The team then partners with the creator to bring the idea to life, helping the lives of those who purchase the product and spawning a sense of accomplishment and real profit for the product creator.

The My Product Today team has worked extensively with numerous products, brands, and inventors including:

- The Hose Hooker (as seen on HSN TV and Steve Harvey's Funderdome)
- Joy razors and Glee shaving mousse
- Knob Sentry security systems
- V-Liner Shower Curtains
- Aire Pad laptop coolers
- Blevins Golf
- The Mark Lauren BodyWeight Trainer
- Ultimate Cup (FPOA)
- Flow Glows nighttime swimming goggles
- Boogie Wipes (sold in Target stores nationwide)
- StressBalls Gummies

My Product Today can help aspiring product creators and business owners of all sizes by leveraging economies of scale, first-class engineering support, and access to supply-chain professionals. The My Product Today leadership team is available for select in-person phone or Zoom-based media interviews worldwide. Ricardo Valderamma, CEO, can provide more detail on the organization's philosophy regarding the rapid growth and expansion of ecommerce sales channels as a consequence of the global pandemic, and how he believes product creators can leverage that momentum. He's recently spoken at events including the Tampa Bay TechStars Startup week.

About My Product Today: The Florida-based business helps inventors, business owners, and product creators to successfully and confidently design, engineer, manufacture, and launch consumer products

across a variety of spaces and niches. With decades of experience, My Product Today is a trusted name in bringing products to market. NOTE: My Product Today is currently only working with U.S.-based entrepreneurs/inventors.

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