

Previewer.co Launches Product Discovery Blog Focused on Supporting Small and Emerging Brands

Previewer.co Connects Early Adopters with Innovative Products in the CPG, Tech, and Gear Spaces in an Effort to Combat High Startup Failure Rates

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[Previewer.co](https://previewer.co), a new online platform dedicated to product discovery, has officially announced its launch and mission: to champion emerging brands and help combat the staggering startup failure rate. The blog connects readers with unique, innovative products and the inspiring entrepreneurs behind them, focusing on businesses that deserve greater visibility. The typical reader is an early adopter of new technologies and products that is interested in entrepreneurship themselves and enjoys discovering the next-big-thing.



Previewer Logo Reflecting Their Retro Aesthetic

“

90 out of 100 businesses fail – that's not the American dream. We want to help change that statistic. Previewer.co is...giving [businesses] a better chance by getting their products seen.”

Callahan Hinckley, Co-Founder of Previewer.co

Operating since October 2024, Previewer.co was founded by brothers Callahan Hinckley and Carson Hinckley. They created the platform out of a shared passion for entrepreneurship and a desire to level the playing field for new ventures, inspired by their background in their family's business, Cable Ties Unlimited, and subsequent individual ventures of [Grizzly Supply](#) and [Cable Master](#). The blog serves as a curated showcase, bringing promising products often missed by mainstream attention to discerning consumers and early adopters.

For readers, Previewer.co offers a daily destination for

discovery and inspiration. Visitors can consistently find unique, high-quality products often unavailable through traditional retail channels and stay ahead of the curve on emerging trends,

initially across the Food & Beverage (CPG), Tech, and Gear categories. More than just a product listing, the blog provides a curated look into the world of innovation and a chance to support the passionate entrepreneurs driving the next wave of exciting brands. Additionally, the blog serves as a destination for curated gift inspiration.

Previewer.co is dedicated to unearthing exceptional, under-the-radar brands and products for its audience. The Previewer team rigorously reviews brand submissions and scours the internet for unheard of brands with great products. If a brand is lucky enough to be featured, their product will be featured on Previewer.co alongside an article, nicknamed a "Preview", about their product and company and why the readers should be excited about them. Links to the brand's website to purchase the product as well as the company's social media are also included in the Preview in order to deepen interaction with the brands featured.

For the emerging brands featured, inclusion on the platform places their products before an engaged audience actively seeking new discoveries. This visibility helps build crucial brand awareness, attract early customers, and, for those crowdfunding, potentially secure vital backing – directly addressing the challenge of getting noticed that contributes to the high startup failure rate. This exposure helps brands with early fans, social media growth, and search engine optimization (SEO), all which act as a catalyst for brand growth.

Since its quiet launch last fall, the site has already showcased over 200 unique businesses. Currently focusing on categories including Food & Beverage (CPG), Tech, and Gear, Previewer.co has featured notable up-and-comers like Senza, Fuzed, Una Watch, Chillshark, Newtral, Melt Mod, and Buoy. The platform plans to expand its coverage into additional categories such as Fashion and Automotive in the future.

"Launching a new business is hard. Growing that business is way harder," said Callahan Hinckley, Co-Founder of Previewer.co. "It is infuriating that 90 out of 100 businesses fail – that's not the American dream. We want to help change that statistic. This country needs more small business owners, and Previewer.co is our contribution to giving them a better chance by getting their products seen."

Explore the curated selection of rising brands and unique products daily at Previewer.co.

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