

Move × TLVC

Six figures in
pre-orders.



Mave

About Mave Health

Mave Health builds wearable brain stimulation devices for mental health — neuroscience-backed, with \$2.1M raised from Blume Ventures.

They came to us on a Friday. We launched the following Wednesday.

The four chapters.

I	Problems	Why nobody had cracked healthtech on X
II	Objectives	What Dhawal engaged us to deliver
III	Strategies	Four plays that engineered the outcome
IV	Results	What 2.5M views translated into

Chapter I

Problems

OI

Healthtech doesn't launch on X.

X launches work for AI tools, SaaS, and dev products. Nobody had cracked a wearable brain stimulation device on the platform. The playbook didn't exist.

/ X LAUNCH PLAYBOOK · WHAT EXISTED

AI tools	playbook exists
SaaS	playbook exists
Dev products	playbook exists
Consumer healthtech wearable	no playbook

O2

Zero presence on X.

Mave had strong product-market signals, but on X they were starting from nothing.

/ STARTING POSITION

PRODUCT-MARKET SIGNALS	Strong
FUNDING	\$2.1M raised
CUSTOMERS	Google · UFC
X PRESENCE	Zero

03

Views don't sell wearables.

A \$500 brain stimulation headset isn't an impulse buy. Impressions alone weren't going to sell units.

/ UNIT ECONOMICS

\$500

/ unit

DECISION TYPE

Considered

IMPULSE-BUY?

No

Chapter II

Objectives

OI _____

Drive pre-orders, not just awareness.

TRIGGER	Views on X
KPI	US pre-orders
NOT THE KPI	Awareness
NOT THE KPI	Vanity views

Chapter III

Strategies

Wrote trust-first copy.

/ WHAT WE CUT

~~"Revolutionary" · "Game-changing"~~



/ WHAT LED THE POST

YC USERS	Backed by Y Combinator
FUNDING	\$2.1M from Blume
CUSTOMERS	Google · UFC

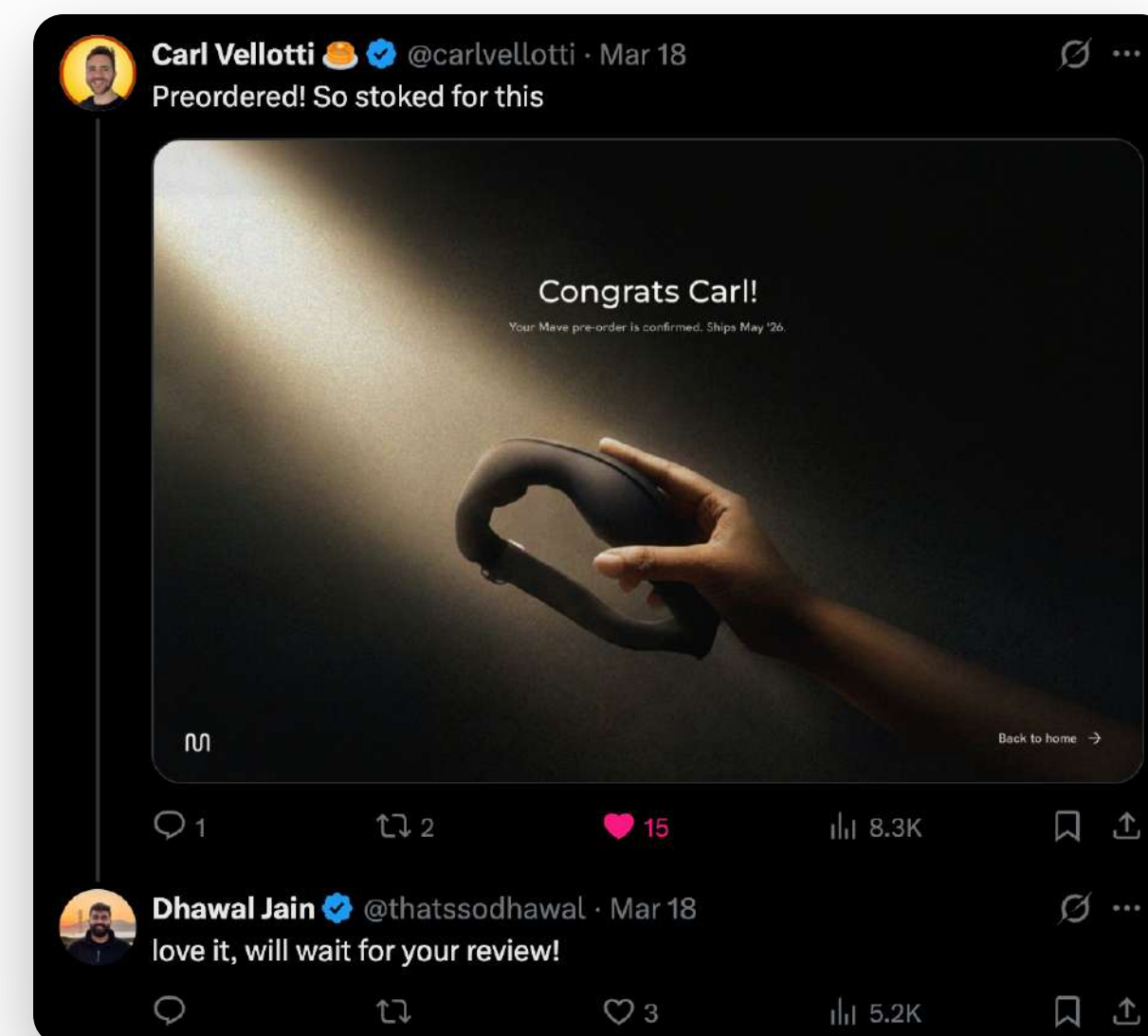
02

STRATEGY

Turned influencers into buyers first.

Influencers posted their own pre-order confirmation screenshots alongside their endorsements.

"I just bought this" hits different than "check this out."



03

STRATEGY

Curated influencers in tiers.

~35 quote-posting influencers with unique tracking links for conversion.
Hundreds of additional reposters amplified reach across tech, finance, and health enthusiasts. Different copy angles for different audiences.

~35

TIER 1

The conversion layer

WHO

Quote-posting influencers

DOES

Unique tracking links per post

Hundreds

TIER 2

The reach layer

WHO

Reposters across tech, finance, health

DOES

Amplification to varied audiences

Per-audience

TIER 3

The angle layer

WHO

Differentiated copy

DOES

Tech vs. finance vs. health framing

O4

STRATEGY

Ran a 24/7 war room.

Dedicated Slack channel between Atomik and Mave from pre-launch through post-launch.

CHANNEL

#mave-launch

WINDOW

Pre → Post launch

● # MAVE-LAUNCH · LIVE

07:00

founder

Tweet live. Going.

07:08

tlvc

T1 QTs landing – replying from brand.

07:24

tlvc

Comments hot. Holding the thread.

08:15

founder

First pre-orders coming in.

10:42

tlvc

1.0M crossed. Velocity strong.

13:30

tlvc

Engagement signals flooded. Algo feeding.

+1d

tlvc

2.5M. Pre-orders still rolling.

Chapter IV

Results

Result 01

2.5M+

/ launch day + tail

Views on X.

On a platform nobody had cracked
for healthtech before.

Result 02

Hundreds of thousands
in pre-order revenue.

On launch day. The KPI Dhawal hired us to move.

03

80%

US audience hit.

The pre-order product was US-only.
The audience matched the offer.

US 80%

REST 20%

04

Conversion rate jumped

PREVIOUS LAUNCH

1.89%



THIS LAUNCH

2.79%



/ +47.6% lift launch over launch

A low-angle shot of a large white rocket with black lettering being transported by a massive green mobile launcher vehicle (TLVC). The rocket is oriented vertically, and the TLVC is tilted upwards. The background is a dramatic sky with dark, heavy clouds and some lighter patches where sunlight breaks through. The overall tone is industrial and powerful.

We make launch videos. And make them go viral.

READ MORE

launchvideo.com

*TLVC IS A PRODUCT OF ATOMIK GROWTH