

10 Tripwire Funnel Plays.

Five physical. Five digital. Each one built the CommerceCore way — cheap entry, stacked upsells, real backend. Low dispute profile. Built to survive 90 days on Stripe and scale past it.

\$5–\$57 front-end

\$79–\$197 core AOV

\$497–\$10K backend

Low-dispute categories

AI-deliverable

SECTION 01

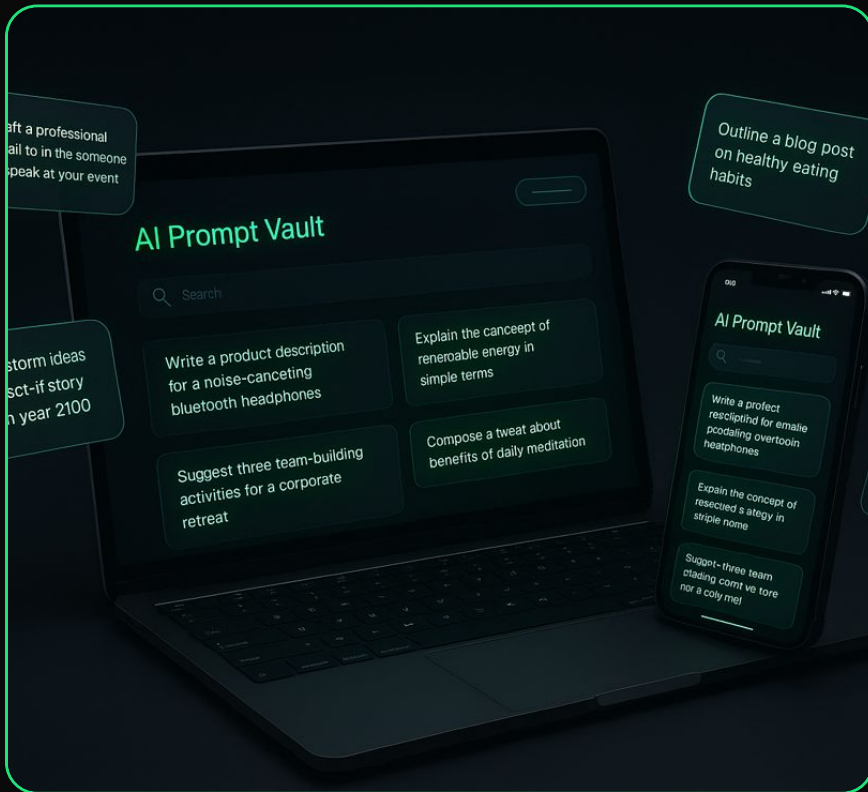
DIGITAL

Zero COGS. ~95% margin. No shipping, no inventory, lowest dispute risk. Deliver everything with AI — build, film faceless, ship in 48 hours.

AI Prompt Vault

D1

500 battle-tested prompts for media buyers, ecom operators & agencies. The hottest, lowest-dispute digital category in 2026.



FUNNEL LADDER

| | |
|---|----------------|
| FE · 500-prompt vault (Solo/Agency/Lifetime) | \$17-57 |
| US1 · AI agent templates + done-for-you GPTs | \$197 |
| US2 · 30-day AI ad campaign blueprint course | \$97 |
| US3 · 50 VSL hook prompts pack | \$47 |
| DS · 50 ad-copy prompts only | \$15 |
| BE Low · "Build an AI Agency" course | \$497 |
| BE High · AI Agency Mastermind (Skool) | \$2,497 |

\$17

ENTRY

\$112

BLENDED AOV*

\$2.5K

BACKEND CEILING

LANDING PAGE ANGLE

"500 prompts that crank out winning FB ads in under 60 seconds."

Problem-aware hook for operators sick of generic AI slop. 3-tier license pricing, "pays for itself in the first hour."

Dispute: very low

~95% margin

Build in 1 day

Solopreneur Notion OS

D2

50 plug-and-play Notion templates — CRM, finance, content calendar, KPI dashboards.
Clear deliverable = near-zero disputes.



FUNNEL LADDER

| | |
|---|---------|
| FE · Solopreneur OS — 50 templates | \$19 |
| US1 · Lifetime vault — 500+ templates + drops | \$147 |
| US2 · "Build Your Biz in Notion" course | \$97 |
| US3 · 20 advanced dashboards (KPI/OKR) | \$47 |
| DS · 5 starter templates | \$10 |
| BE Low · Notion Consultant Certification | \$497 |
| BE High · White-label Notion Agency program | \$1,997 |

\$19

ENTRY

\$96

BLENDED AOV*

\$2K

BACKEND CEILING

LANDING PAGE ANGLE

"Run your entire business from one Notion workspace." Aesthetic before/after of chaos → organized. Template gallery scroll. Lifetime vault upsell with monthly drops.

Dispute: very low

~95% margin

PLR-sourceable

UGC Creator Starter Kit

Scripts, brand-outreach emails, rate cards, contracts. Creator economy buyers rarely dispute, high perceived value.



FUNNEL LADDER

| | |
|--|---------|
| FE · Scripts + outreach + contract + rate card | \$27 |
| US1 · 100 scripts + 50 hooks + 30 niches mapped | \$197 |
| US2 · 500 active UGC-buying brands + emails | \$97 |
| US3 · CapCut/Premiere presets + LUTs | \$47 |
| DS · Rate card template only | \$15 |
| BE Low · 8-week UGC Mastery course | \$797 |
| BE High · "Build a UGC Agency" program | \$4,997 |

\$27
ENTRY

\$124
BLENDED AOV*

\$5K
BACKEND CEILING

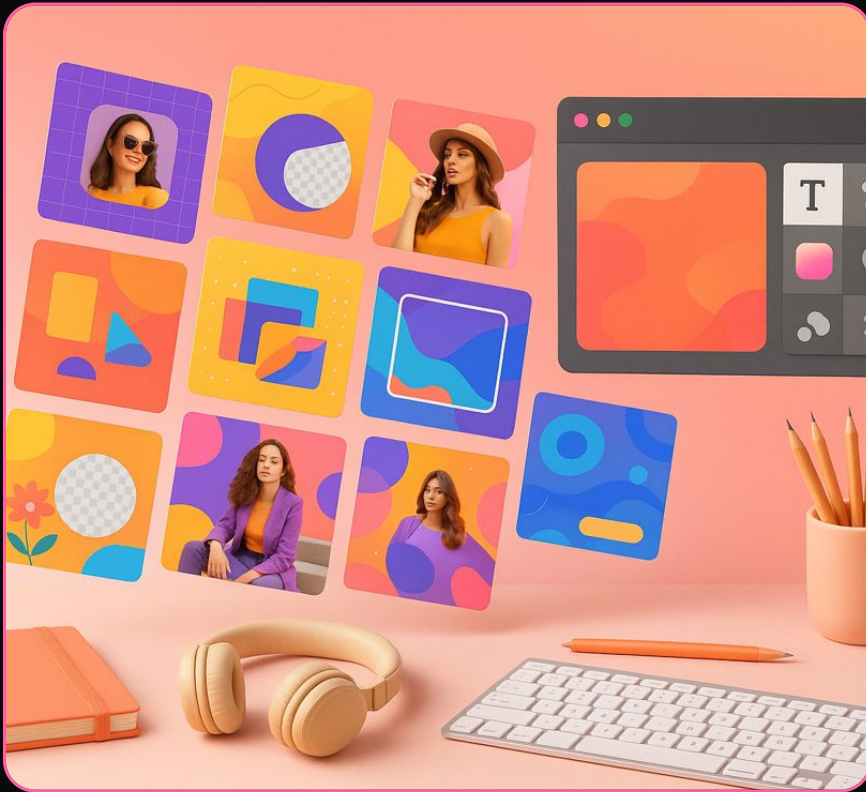
LANDING PAGE ANGLE

"Land your first \$1K UGC brand deal in 30 days — copy-paste scripts & outreach." Aspirational creator → paid pro transformation. Outreach list as the killer upsell.

Dispute: low ~95% margin Huge FB audience

Canva Mega Bundle

200+ ecom ad creatives, IG, PDP & email templates. Clear deliverable, instant gratification, ~zero disputes.



LANDING PAGE ANGLE

"200+ scroll-stopping templates. Edit in Canva, post in 5 minutes."

Massive visual template wall. Lifetime vault + monthly drops upsell. Designer-certification backend.

Dispute: very low

~95% margin

PLR-sourceable

FUNNEL LADDER

| | |
|---|---------|
| FE · 200+ Canva templates | \$19 |
| US1 · Lifetime vault 1000+ + monthly drops | \$147 |
| US2 · "Brand Identity in a Day" + kit builder | \$97 |
| US3 · 50 IG story + Reels templates | \$47 |
| DS · 20 ad templates only | \$10 |
| BE Low · Canva Designer Certification | \$497 |
| BE High · "Start a Design Agency" program | \$1,997 |

\$19

ENTRY

\$94

BLENDED AOV*

\$2K

BACKEND CEILING

Faceless YouTube Blueprint

D5

Launch a faceless AI channel — voice, stock footage, niches mapped. Frame as "build an audience" to stay Stripe-clean.



FUNNEL LADDER

| | |
|---|----------------|
| FE · 45-min faceless channel course | \$27 |
| US1 · 100 hooks + 30 niches + thumbnail pack | \$197 |
| US2 · AI tool stack + DFY setup checklist | \$97 |
| US3 · CTR-optimized thumbnail templates | \$47 |
| DS · One niche + 30 scripts | \$15 |
| BE Low · "Channel to 1M Views" course | \$997 |
| BE High · Done-for-you channel build (white label) | \$4,997 |

\$27

ENTRY

\$118

BLENDED AOV*

\$5K

BACKEND CEILING

LANDING PAGE ANGLE

"Build a faceless YouTube channel with AI — no camera, no voice, no face." Channel-growth dashboards as proof. Done-for-you channel build as high-ticket.

Dispute: low-med

~95% margin

Avoid \$ claims

SECTION 02

PHYSICAL

The CommerceCore mold. Cheap COGS, demoable on video, problem-aware. Dropship first → US 3PL by week 3–4. Digital upsells lift AOV without inventory.

Content Creator Starter Kit

LED ring light + phone tripod combo. Creator demographic = low dispute, high LTV. Digital course upsells stack the AOV.



FUNNEL LADDER

| | |
|--|----------------|
| FE · Ring light + tripod combo | \$24 |
| US1 · Full creator kit (mic+softbox+screen) | \$197 |
| US2 · UGC Brand Outreach mini-course | \$97 |
| US3 · 50 viral hook templates | \$47 |
| DS · Extra tripod mount | \$15 |
| BE Low · UGC Creator Certification | \$797 |
| BE High · "Build a UGC Agency" coaching | \$4,997 |

\$24

ENTRY

\$118

BLENDED AOV*

\$5K

BACKEND CEILING

LANDING PAGE ANGLE

"Look pro on camera for under \$25." AI-UGC demo ads (Arcads) of creators raving. Bundle to full kit upsell. UGC agency course as backend.

Dispute: low

COGS ~\$4

Dropship → 3PL

Pro Deshedding Brush

P2

Premium pet grooming brush. Pet owners rarely dispute, gift-friendly, endlessly demoable (the fur-pile shot sells itself).



FUNNEL LADDER

| | |
|---|---------|
| FE · Premium deshedding brush | \$19 |
| US1 · Complete grooming kit (clippers+nails+bath) | \$147 |
| US2 · Pet First-Aid & Behavior course | \$97 |
| US3 · Training + nutrition ebook bundle | \$47 |
| DS · Extra brush attachment | \$15 |
| BE Low · Pet Groomer Certification | \$797 |
| BE High · "Mobile Grooming Business" mentorship | \$2,997 |

\$19

ENTRY

\$92

BLENDED AOV*

\$3K

BACKEND CEILING

LANDING PAGE ANGLE

"Removes 10x more loose fur in one brush." Before/after fur-pile demo video. Grooming kit bundle upsell. Grooming-biz course backend.

Dispute: low

COGS -\$3

Giant FB pool

Ergonomic Desk Setup

P3

Laptop stand + memory-foam wrist rest. WFH office workers = mature buyers, very low dispute, strong gift angle.



FUNNEL LADDER

| | |
|---|---------|
| FE · Laptop stand + wrist rest | \$24 |
| US1 · Full ergo kit (monitor arm+keyboard+footrest) | \$197 |
| US2 · "Deep Work Productivity System" | \$97 |
| US3 · 50 Notion + Excel templates | \$47 |
| DS · Mouse pad / cable manager | \$15 |
| BE Low · "Remote Work Mastery" 6-week | \$497 |
| BE High · "Build a Remote-First Agency" | \$1,997 |

\$24

ENTRY

\$98

BLENDED AOV*

\$2K

BACKEND CEILING

LANDING PAGE ANGLE

"Fix your posture & neck pain at your desk — \$24." Slouch → upright demo. Full ergonomic kit upsell. Productivity templates + remote-work course backend.

Dispute: very low

COGS ~\$5

Mature buyers

Self-Watering Plant Globes

4-pack glass watering globes. Plant-parent audience is explosive on FB, gift-coded, gorgeous UGC creative.



FUNNEL LADDER

| | |
|---|---------|
| FE · 4-pack glass watering globes | \$19 |
| US1 · Plant Parent bundle (10 globes+sensor+lights) | \$197 |
| US2 · "Indoor Jungle Mastery" course | \$97 |
| US3 · Plant ID + care ebook + AI plant doctor | \$47 |
| DS · 2 extra globes | \$15 |
| BE Low · "Houseplant Side Hustle" (Etsy) | \$497 |
| BE High · Botanical certification (affiliate) | \$1,997 |

\$19
ENTRY

\$90
BLENDED AOV*

\$2K
BACKEND CEILING

LANDING PAGE ANGLE

"Never kill a plant again — auto-waters for 2 weeks." Vacation-proof angle. Premium plant-care bundle upsell. Plant side-hustle course backend.

- Dispute: low
- COGS ~\$2
- Gift-friendly

EDC Pocket Multi-Tool

P5

Credit-card-style stainless multi-tool. EDC/tactical niche = high LTV, low refund culture, rabid repeat buyers.



FUNNEL LADDER

- FE · Stainless EDC card multi-tool \$14
- US1 · Full EDC kit (tool+light+knife+paracord) \$197
- US2 · "Urban Survival Skills" course \$97
- US3 · Bug-out checklist + bonus gear \$47
- DS · One backup tool \$15
- BE Low · Bushcraft / survival course \$497
- BE High · Off-grid prepper community (Skool) \$2,997

\$14

ENTRY

\$86

BLENDED AOV*

\$3K

BACKEND CEILING

LANDING PAGE ANGLE

"15 tools that fit in your wallet." Rugged demo reel, "every-day-carry" identity hook. Full EDC kit upsell. Survival/prepper community backend.

Dispute: low

COGS ~\$2

High LTV niche

SCORECARD

All 10, ranked at a glance



Entry price → blended AOV → backend ceiling. Sorted by speed-to-launch and dispute safety.

| # | Product | Type | Entry | Blended AOV | Backend | Dispute | Speed |
|----|----------------------|----------|-------|-------------|---------|----------|------------|
| D1 | AI Prompt Vault | Digital | \$17 | \$112 | \$2.5K | Very low | ⚡ 1 day |
| D2 | Notion OS | Digital | \$19 | \$96 | \$2K | Very low | ⚡ 1 day |
| D3 | UGC Creator Kit | Digital | \$27 | \$124 | \$5K | Low | ⚡ 1 day |
| D4 | Canva Mega Bundle | Digital | \$19 | \$94 | \$2K | Very low | ⚡ 1 day |
| D5 | Faceless YouTube | Digital | \$27 | \$118 | \$5K | Low-med | ⌚ 2 days |
| P1 | Creator Starter Kit | Physical | \$24 | \$118 | \$5K | Low | ⌚ 3-5 days |
| P2 | Deshedding Brush | Physical | \$19 | \$92 | \$3K | Low | ⌚ 3-5 days |
| P3 | Ergonomic Desk Setup | Physical | \$24 | \$98 | \$2K | Very low | ⌚ 3-5 days |
| P4 | Plant Globes | Physical | \$19 | \$90 | \$2K | Low | ⌚ 3-5 days |
| P5 | EDC Multi-Tool | Physical | \$14 | \$86 | \$3K | Low | ⌚ 3-5 days |

🏆 FASTEST TO CASH

D1 — AI Prompt Vault. Build in a day, ~95% margin, lowest dispute, you ARE the target buyer. Best first launch.

🏆 HIGHEST BACKEND CEILING

D3 / P1 — UGC plays. \$5K agency-build backends + creator audience that buys high-ticket.

🛡️ SAFEST ON STRIPE

D2 / D4 / P3. Productivity + office. Clear deliverable, mature buyers, near-zero disputes — survive the 90 days easy.



Why the upsell ladder is the whole game

A \$17 front-end doesn't make money. The bumps, OTOs and backend do. Here's how one cohort of 1,000 buyers actually pencils out on the D1 model.

PER 1,000 FRONT-END BUYERS · D1 AI PROMPT VAULT

| | |
|-------------------------------------|------------------|
| 1,000 × \$17 front-end | \$17,000 |
| 22% take US1 (\$197) | \$43,340 |
| 14% take US2 (\$97) | \$13,580 |
| 18% take US3 (\$47) | \$8,460 |
| 9% take DS (\$15) | \$1,350 |
| 3% backend (\$497–2,497) | \$22,400 |
| TOTAL revenue / 1,000 buyers | \$106,130 |

Front-end alone = \$17K. The ladder 6x's it. **That's the CommerceCore move** — buy traffic at a loss on the FE, print on the back.

\$106

REV / BUYER

~95%

DIGITAL MARGIN

\$17

BREAK-EVEN CAC CEILING*

WHAT YOU CAN PAY FOR A BUYER

At \$106 revenue / buyer and ~95% margin, you can pay up to **~\$90–100 to acquire a customer** and still profit. Most operators get FE buyers for **\$20–40 on cold FB**. That gap is the business.

SCALE MATH (STEADY STATE)

| | |
|--|-----------------|
| \$5K/day ad spend → ~150 FE buyers/day | \$15.9K rev/day |
| Net after spend + fees (~30% net) | ~\$4.8K/day |
| Monthly net contribution | ~\$144K |

THE PLAY

Start with **D1**. Ship in 48 hours. Layer the rest from profit.

AI Prompt Vault is the fastest, highest-margin, lowest-dispute play on this list — and you are the target buyer. Validate the funnel, survive the 90 days on Stripe, then bolt on the physical brands using the same AI creative engine.

1 · Build the FE vault (1 day)

2 · Funnelish + 3-tier checkout

3 · Plug backend (your network)

4 · AI-UGC ads via Arcads

5 · Launch · scale · add P1–P5