

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

02

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

Strategien

OI

STRATEGY

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

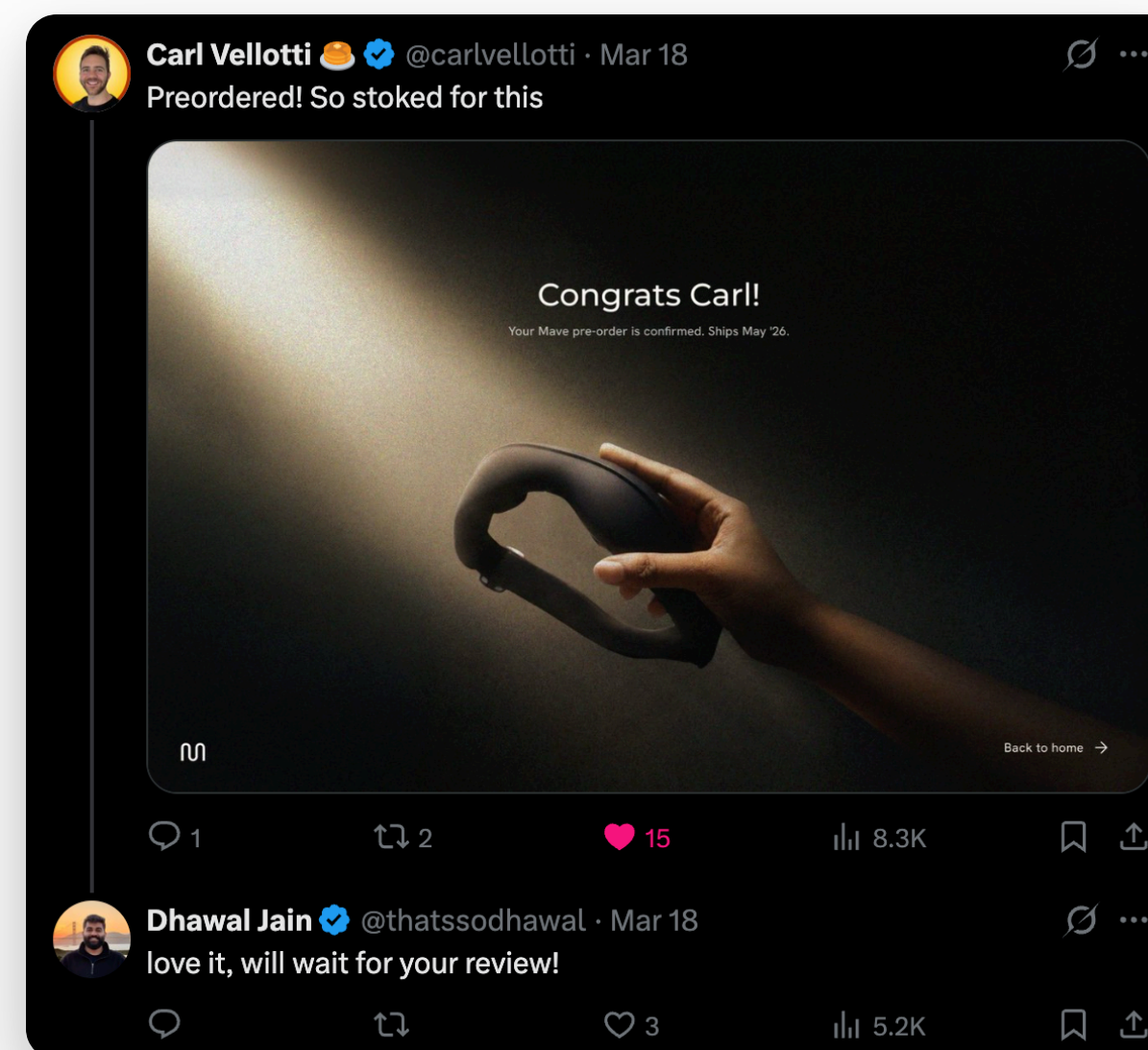
02

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."

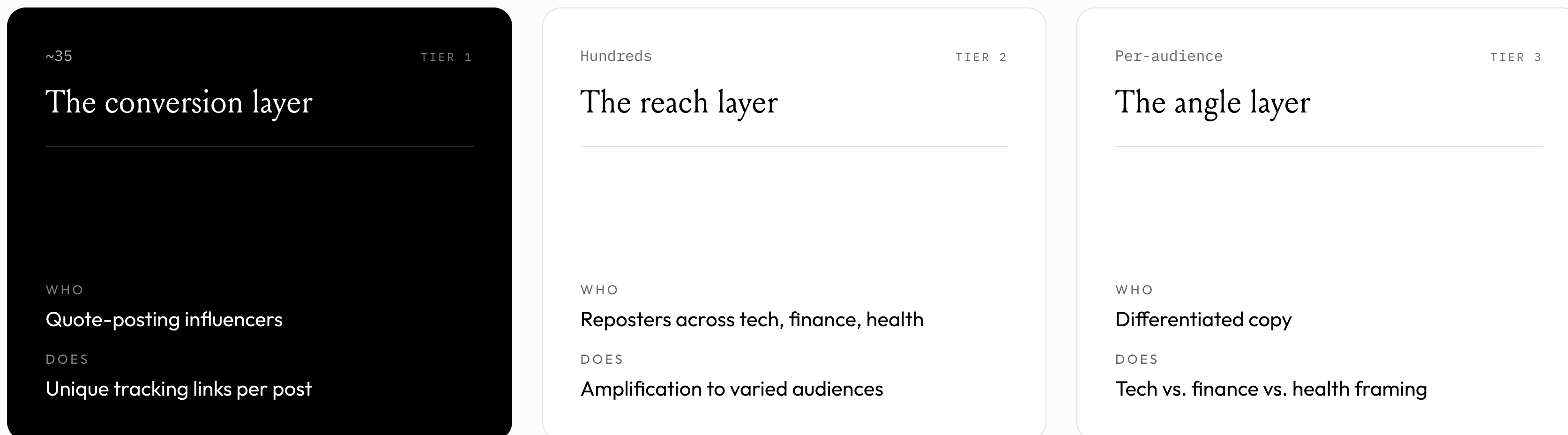


03

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.



04

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%

A horizontal bar representing the conversion rate for the previous launch, with a dark grey segment for 1.89% and a light grey segment for the remainder.

THIS LAUNCH

2.79%

A solid black horizontal bar representing the conversion rate for the current launch.

/ +47.6% lift launch over launch

A large white rocket with a red mobile launcher vehicle is being transported by a massive blue crawler-transporter. The scene is set against a dark, cloudy sky. The rocket has the word 'BOOTOX' written vertically on its side. The crawler-transporter is a complex structure with multiple sets of wheels and a large platform for the rocket.

We make launch videos. And make them go viral.

READ MORE

launchvideo.com

*TLVC IS A PRODUCT OF ATOMIK GROWTH