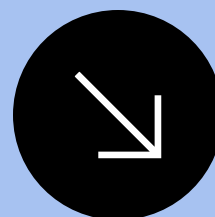




DR. SUJI SANJEEVAN

From First Draft to Best Seller

**HOW SMART BUSINESSES REFINE
PRODUCTS AND REFRAME
AUDIENCES TO DRIVE GROWTH**





The Power of Refinement

Introduction

Refinement is more than fixing flaws, it's a **strategy**.

It's how businesses sharpen their **offer**, **clarify** their **audience**, and evolve beyond version one.

In today's market, the brands that win aren't always the first, they're the ones that improve the fastest and most deliberately.





Hello, I'm Suji Sanjeevan



**CO-FOUNDER, LIGHT + GLO &
BRANDSCENT**

The Power of Refinement



- Doctor/ Clinical researcher turned scent entrepreneur
- Created LIGHT + GLO, then evolved it into BrandScent
- 2024 Telstra Business Awards finalist
- Featured on Shark Tank Australia
- Collaborated with AMEX, Chandon & more
- Passionate about iteration, not perfection



Why Your Product Isn't "Finished"



YOUR PRODUCT IS A LIVING ASSET. THE REAL WORK STARTS AFTER LAUNCH.

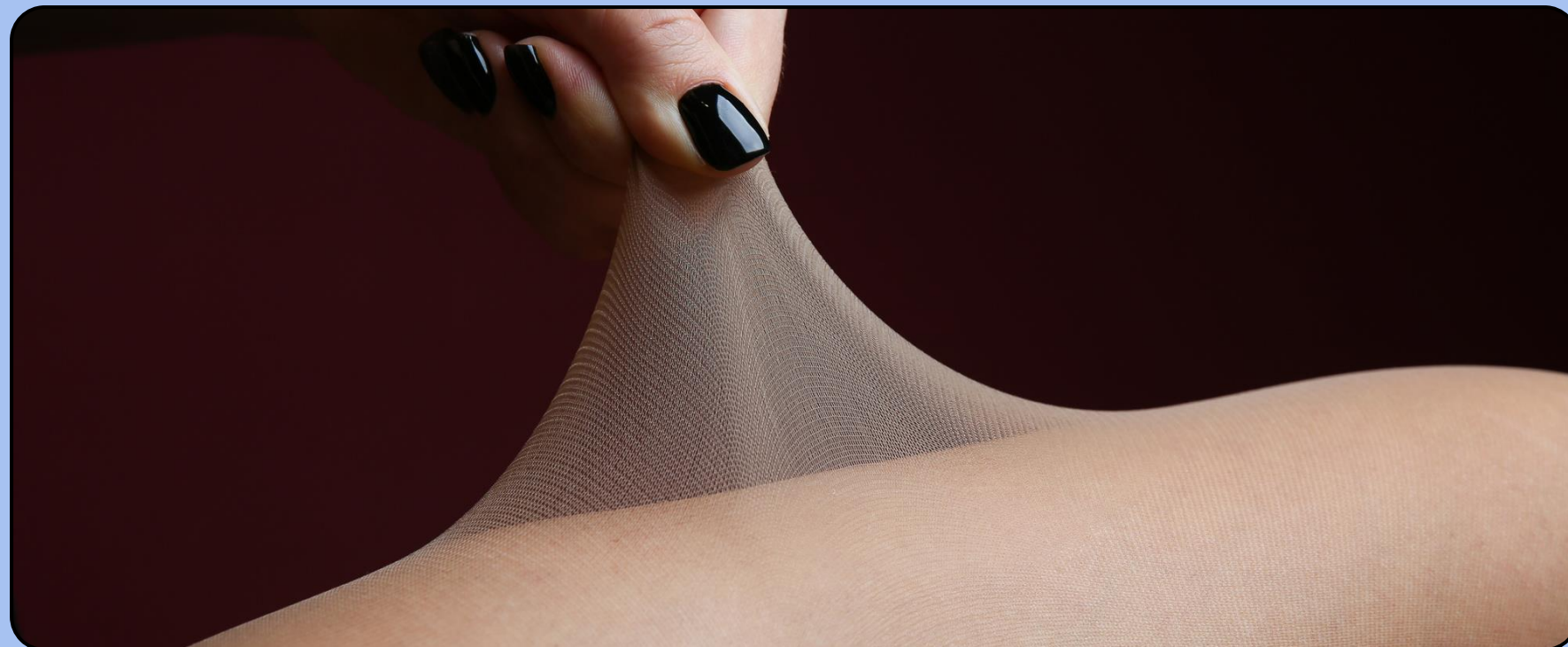
The Power of Refinement

Data Insight:

- 42% of startups fail because there's no market need (CB Insights).
- Most successful products go through 2–10 iterations before finding traction.



The Myth of the Masterpiece



The Power of Refinement

↓ Most best-sellers started clunky

JAMES DYSON DIDN'T CHASE PERFECTION HE TURNED "GOOD ENOUGH" INTO GREAT BY RELENTLESSLY IMPROVING THROUGH 5,126 PROTOTYPES.

↓ Iteration is the real innovation

SPANX BECAME A BEST-SELLER NOT BY LAUNCHING PERFECT SHAPEWEAR, BUT BY RELENTLESSLY REFINING WHAT REAL WOMEN NEEDED, COMFORT, CONFIDENCE, AND CONTROL THAT ACTUALLY WORKED.



The Power of Refinement

My MVP



LIGHT + GLO

WE LAUNCHED INTO A SATURATED MARKET WITH STUBBORN WOOD WICKS THAT WOULDN'T STAY LIT AND REFINED OUR WAY INTO A BRAND NOW TRUSTED FOR QUALITY, MOOD, AND ICONIC COLLABORATIONS.



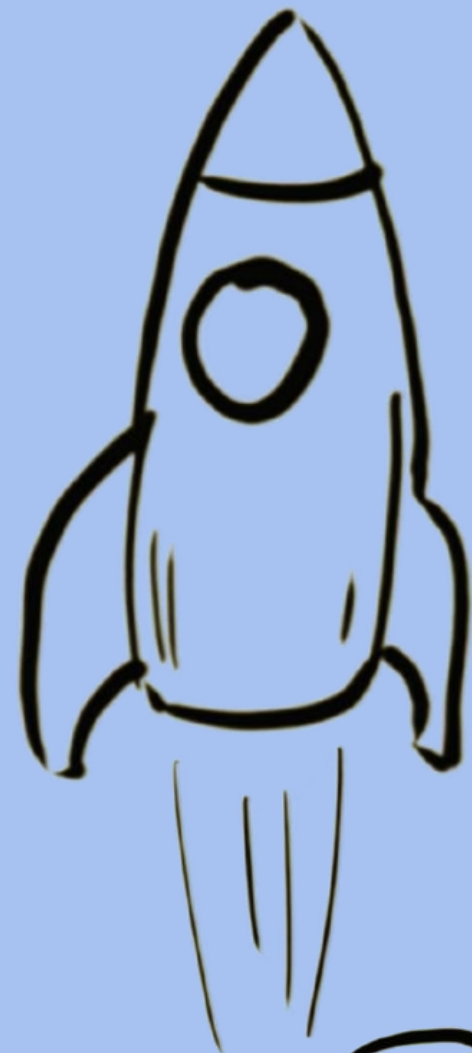
BRANDSCENT

BRANDSCENT WAS BORN FROM A SINGLE INSIGHT: BRANDS ARE REMEMBERED WHEN THEY SMELL AS GOOD AS THEY LOOK. BUT WE DIDN'T GET IT RIGHT THE FIRST TIME.



HEALTH TECH in beta.....

COLLIDING THE WORLD OF MEDICINE AND SCENT THROUGH AI



The Power of Refinement

TEST > TWEAK > RELAUNCH > REPEAT



LAUNCH BEFORE YOU'RE READY

Start with a workable version and improve through real-world use. Perfection is a moving target



FEEDBACK IS FUEL, NOT FAILURE

Use customer insights as a tool for continuous improvement, not a reason to pause.



MAKE SMALL TWEAKS OFTEN

Refine regularly with small, strategic changes to build momentum and stay relevant.



The Iterative Mindset Shift



The Power of Refinement

What Began as a Single Product



TAKEAWAY: YOUR BUSINESS DOESN'T NEED TO CHANGE DIRECTION. IT NEEDS TO DEEPEN INTENTION.



The Power of Refinement

Iteration Is Cheaper Than Reinvention

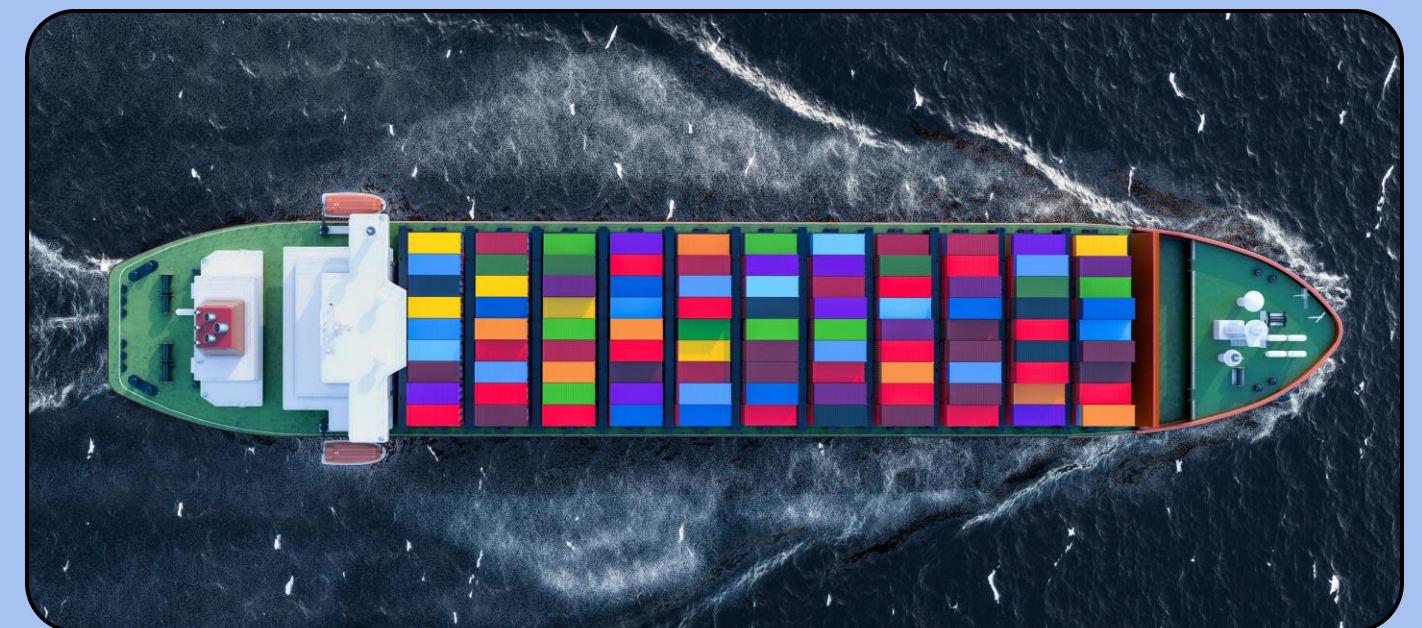
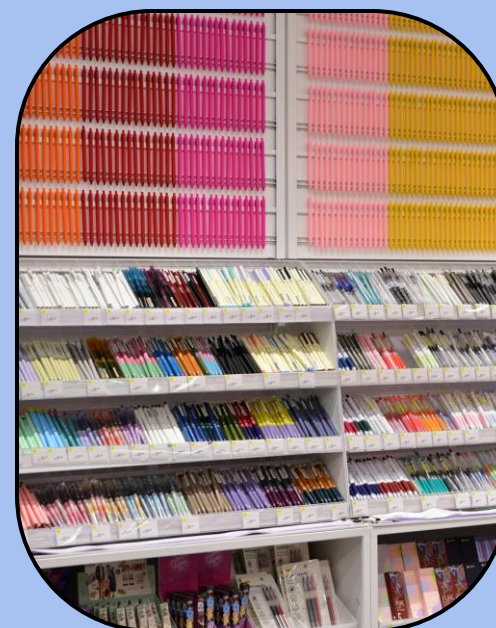


TAKEAWAY: THE RIGHT COLLABORATION LETS YOU EVOLVE WITHOUT STARTING OVER. IT'S HOW YOU REACH NEW AUDIENCES, SHARE THE LOAD, AND BUILD SMARTER.



The Power of Refinement

B2C vs B2B - The Power of Repositioning



B2C BUILDS PROOF OF CONCEPT. B2B
BUILDS A BUSINESS.



Creating BrandScent. From Product to Service



BRANDSCENT[®]
SCENT MARKETING

The Power of Refinement

Deep refinement leads to business model evolution.

- BrandScent wasn't a pivot, it was a natural extension.
- We already knew fragrance inside out. Clients didn't just want candles. They wanted brand identity, emotion, memory and scent was the trigger.
- We moved from B2B orders to B2B strategy.



ONCE YOU REFINE WHAT YOU KNOW DEEPLY,
YOU CAN START SELLING WHAT YOU KNOW ,
NOT JUST WHAT YOU MAKE.



The Power of Refinement

Reframing for B2B Impact

AMERICAN EXPRESS
CENTURION

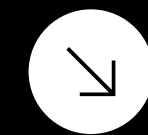


SOMETIMES YOUR IDEAL CUSTOMER ISN'T NEW, IT'S SOMEONE YOU ALREADY KNOW, JUST LOOKING THROUGH A DIFFERENT FRAME.



The Power of Refinement

Audience Refinement Is the Hidden Growth Lever



- Most businesses overinvest in product development and underinvest in audience clarity.
- Brands that tailor messaging to sub-segments of their audience see 2x the engagement



Building a Culture of Continuous Refinement



The Power of Refinement

Framework - Use the 3R Cycle:

- **Review** monthly (metrics + customer voice)
- **Refine** one core touchpoint (product, audience, delivery)
- **Reposition** annually if needed (new verticals, partnerships, collaborations)



ITERATION ISN'T A ONE-TIME FIX. IT'S A RHYTHM.



You're Always in Beta

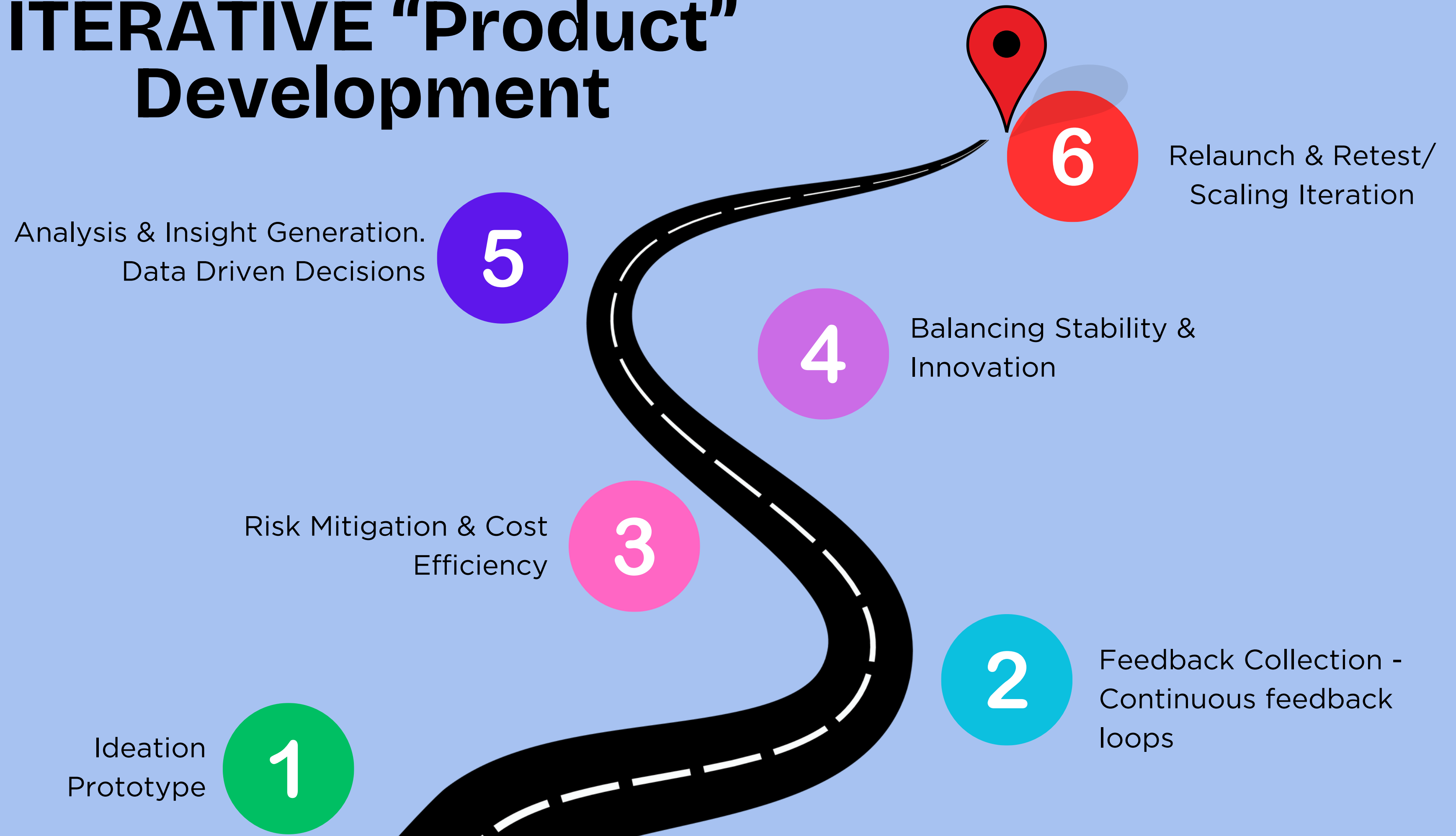


THE GOAL ISN'T TO LAUNCH AND LEAVE, IT'S TO STAY CURIOUS, KEEP LISTENING, AND KEEP MAKING IT BETTER.

The Power of Refinement

- Your product isn't finished, it's evolving
- Audiences shift, needs change, relevance fades without attention
- Real momentum comes from consistent refinement, not one-off launches

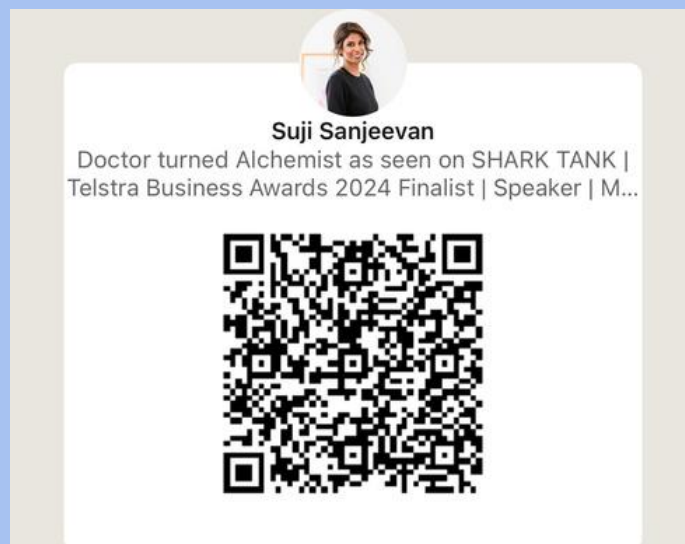
ITERATIVE “Product” Development






The Power of Refinement

**Built with purpose,
driven by
resilience,
guided by story.**



Suji Sanjeevan
Doctor turned Alchemist as seen on SHARK TANK |
Telstra Business Awards 2024 Finalist | Speaker | M...



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