DTC LABS

THE $1M BRAND FRAMEWORK

How we took SmileFam from a $119 first sale to $1,000,000 in 9 months, and the 5-step method DTC Labs founders use to build real brands.

LENNEY LEONG · FOUNDER, SMILEFAM · FORBES 30 UNDER 30 ASIA

FROM PSLE 189 TO FORBES 30 UNDER 30

School never taught me this. So here it is, in one place.

PSLE 189. O-Levels 17 points. Rejected by university. A failed business at 19.

In 2023 I owned nothing. A dentist's advice became SmileFam, an oral care brand I started with no investors and no full-time staff.

The first sale was $119. Nine months later, we crossed $1,000,000. After 26 emails and a year of trying, we got onto Guardian shelves islandwide.

This guide is the framework behind it. It's the same one Xenon Tan and I now teach founders at DTC Labs.

> **"We don't just teach e-commerce. We help build brands that last."**
>
> LENNEY LEONG & XENON TAN, DTC LABS

FOUNDERS, NOT JUST COACHES

We build real brands, with real products you can touch.

Lenney Leong

FOUNDER, SMILEFAM

SmileFam: $1M in 9 months, bootstrapped.

On Guardian shelves islandwide, plus Amazon US.

Forbes 30 Under 30 Asia.

Xenon Tan

FOUNDER, HEAVENLUXE

Built Heavenluxe, a Singapore bedding brand.

Sold the business for 7 figures in cash.

Now co-leads DTC Labs with Lenney.

$80M+ in combined sales across our own brands and clients.

REAL FOUNDERS, REAL NUMBERS

What the framework has done.

$119 → $1M

IN 9 MONTHS

SmileFam (Lenney's own brand)

One product, one store, no investors and no full-time staff. Meta ads first, then retail: 26 emails and a year to get into Guardian.

$1.3M

IN 8 MONTHS

Hone Aroma, Joash

Quit his 9-to-5 to start a scent brand. Fixed cheap-looking positioning and a weak website, then scaled with ads.

$66K / mth

IN 60 DAYS

Alchemy Affairs, John

A slimming and wellness brand that went to over $66,000 a month within two months.

Results are each founder's own and are not typical or guaranteed. They depend on product, market and execution.

THE 5-STEP FRAMEWORK

How a $1M brand is built.

01 Pick a product that can win

Solve a real pain, not just sell a thing.

- Start with a pain point people feel every day, and would pay to make go away.
- Choose something you can show working in seconds, with a story worth telling.
- Test the idea with our AI Product Finder before you spend on samples.

02 Build a store that converts

Make more without more ad spend.

- Raise AOV, conversion rate and lifetime value before you scale ads.
- Know your contribution profit and your breakeven ROAS. Ads are investments, not expenses.
- It took us 5 years and over $1M in ad spend to learn this. You get it on day one.

03 Make ads that sell

Videos and static ads, done consistently.

- Make videos and static ads every week, not once in a while.
- Keep them real and native, shot on a phone, so people stop scrolling.
- Every ad ends with a clear reason to buy now.

THE 5-STEP FRAMEWORK

Then you scale it.

04 Spend on Meta in stages

Scale only what's already profitable.

- Validate at $30 to $100 a day with a few different creatives.
- Consolidate at $100 to $300 a day. Keep winners running without edits.
- Scale to $300 to $1,000+ a day, with controls above $1,000.

05 Run it with systems and AI

A $1M brand without a big team.

- AI employees for customer service, static ads, reporting and follow-ups.
- Add marketplaces and LIVE once Meta is working.
- Build a brand you can one day sell, not a job you can't leave.

IS DTC LABS FOR YOU?

Wherever you're starting, there's a next step.

Already selling?
We help you fix the offer, the creatives and the ad structure, then scale what's profitable.

Have a product idea?
We score it with the Product Finder first, so you don't waste money on the wrong one.

Starting from zero?
Beginners are welcome. The framework and Product Finder give you a clear path from day one.

Want help applying this to your brand?

Reply "CALL" to my DM and we'll send you a link for a free strategy call with Lenney or Xenon. We'll look at where you are and map your next 90 days.