

Moving 1-1 Custom Fit to Everyday Consumers at Normal Prices. How THEMAGIC5 Did That.

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Abstract

THEMAGIC5 (<https://themagic5.com>) is delivering custom fit swimming goggles to both competitive swimmers and recreational swimmers. The whole process from customers purchase on our web-site, over providing your scan through our app, through our optimal fitting technology, to 1-1 production and world-wide shipping. 1-1 custom fit consumer products is typically only for +\$500 products, but THEMAGIC5 has through our innovative technology and constant focus and collaboration with our customers, broken this rule and are able to sell our 1-1 custom fit swimming goggles at the same price as other off-the-shelf products (\$55/unit). THEMAGIC5 has done this more than 150,000 times. But it does not stop there. THEMAGIC5 has two more products in the workings. Co-founder and CEO, Bo Haaber will talk about how THEMAGIC5 did that, and what to expect next from the company.