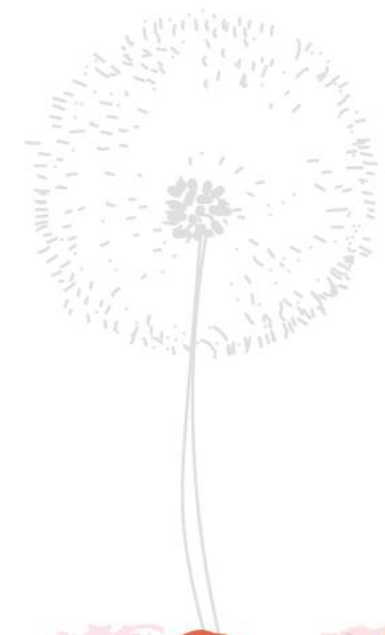




Natural Products
BUSINESS SCHOOL



Sponsored by



Foster
Garvey



By Informa Markets

Co-located with





Elliot Begoun
Founder, Brand Champion



New Hope
NETWORK

By Informa Markets



HARVEST FESTIVAL

New Hope
Innovation
Experience

Co-located with

Agenda:

8:00 am Opening Remarks

8:15 am Keynote Speaker: Clara Paye, UNiTE Foods

9:00 am Survival and Funding

- Emcee, Jake Karls Mid Day Squares
 - Nick McCoy, Whipstitch Capital
 - Isabella Hughes, Better Sour
 - Jessica Bates, Dwight Funding
 - Arno Hesse, Slow Money Northern California
 - Chuck Cotter, Holland & Hart

9:40 am Refreshment Break and Networking

10:00 am Scaling your Brand

- Emcee, Victoria Ho, Sherpa CPG
 - Michael Movitz, Brandjectory
 - Brandon Hernandez, Whole Brain Consulting
 - Matthew Parry, The Good Crisp Company
 - Hillary Hughes, Foster Garvey

10:40 am Getting into Retail

- Emcee, Daniel Scharff, Machu Picchu
 - Jason Bidart, Thrive Market
 - Ann Pendleton, Compass Group
 - Mitch Orland, Earth Fare
 - Matt Levine, Chlorophyll Water

11:20 am Selling in Retail

- Emcee, Heather Terry, GoodSAM
 - Eric Schnell, Beyond Brands
 - Benji Fitts, SPINS
 - Janice Greenwald, Marketing Consultant
 - Paul Voge, Aura Bora

12:00pm Networking Lunch



Natural Products Business School Expo East





Natural Products Conundrum

Emerging brands have captured **\$18** to **\$20 billion** in market share from the top 25 CPG companies in the last 10 years.

Yet...

An estimated **80%** to **90%** of those brands fail within the first two years.





Why is so hard?

- Early risk capital is scarce
- Founders forced to get further and last longer on less
- Industry norm has been to chase growth for growth's sake
- We aren't building good businesses under great brands
- We are playing funding Frogger
- We aren't working together, brand, distributor, retailer





Unit economics

- Contribution Margin
 - The money left over from sales after paying all variable expenses associated with producing a product
- Variable expenses
 - COGS (cost of goods)
 - Outbound freight
 - Free fills
 - Trade/promotions
 - Brokerage fees/commissions
 - Acquisition





Locked Box

When you say “yes” to a growth opportunity. You lock resources in a box /

- Inventory
- Receivables
- Free-fills
- Trade spend
- Acquisition
- Marketing
- Merchandising
- Bandwidth





Ponder

- Should I put profit before growth and cash before everything?
- Can I raise aligned capital?
- How do I execute on shelf in a capital efficient, nimble way?
- What connections can I make in the room to power my business?
- What can I take from today and deploy tomorrow?





Building Nimble, Capital-Efficient, Resilient Brands

- Capital-Efficient
- Growth Hypothesis
- Growth Hacking
- Investment Readiness
- Shopper Continuum
- Discipline
- Nimbleness
- Accountability
- Community
- Resilience



Keynote Speaker:



Clara Paye
UNiTE Foods



Natural Products

Business School



Our Story



I'M CLARA PAYE.

Mom, Wife, Busy Entrepreneur, People-Person, Immigrant.

When I needed a nutrition bar to meet my needs, **I did not see the flavors of my culture** or any other culture! And I saw a tremendous opportunity to bring diversity to wellness.

I founded UNiTE to make **craveable, globally-inspired nutrition bars** that excite and inspire with every bite.

Whether you're longing for a **nostalgic taste of home** or a **flavor adventure**, each of our bars is crafted with simple, real ingredients and the nutrition to fuel all of your adventures.

UNiTE™

TRADER JOE'S
Nutrition Facts
Amount per serving
Serving size 1/4 cup (30g)
about 8 servings per container
Calories 170

TRADER JOE'S
Nuts
Raw
Pistachio
Nutmeats
Halves & Pieces
NET WT. 8 OZ (227g)

TRADER JOE'S
Organic
PASTA
SAHINI

LIFE-BALANCE
PURE
EGGWHIT
PROTEIN
HIGH PROTEIN

TRADER JOE'S
Spices of the World
Ground
Cinnamon
1.5 OZ (42g)

TRADER JOE'S
CREAMY
ALMOND
BUTTER

TRADER JOE'S
Fancy
MEDJOL
DATES
REFRIGERATE
AFTER OPENING
CONTAINS
PITS

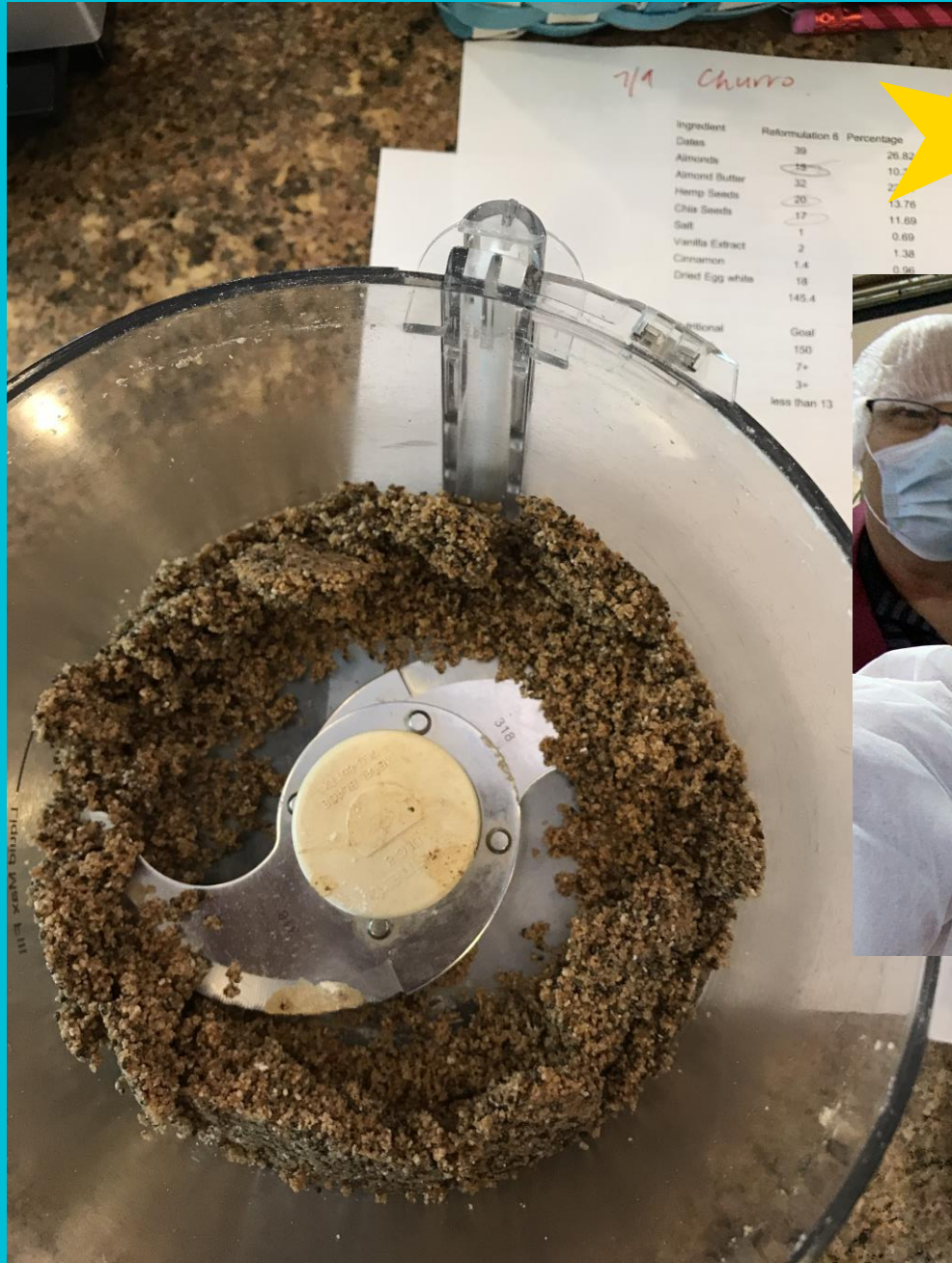
Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 0g	0%	Potassium 280mg	8%
Sat. Fat 0g	0%	Total Carb. 30g	10%
Trans Fat 0g	0%	Dietary Fiber 3g	12%
Cholest. 0mg	0%	Sugars 27g	
Sodium 0mg	0%	Protein <1g	

Nutrition Facts
Serv. Size 2-3 Dates (40g)
Servings about 11
Calories 110

Sell By:
07/11/18
Job# 6819305

1005555555

MADE IN THE U.S.A. & SOLD EXCLUSIVELY BY:
TRADER JOE'S
ANN ARBOR, MI 48106







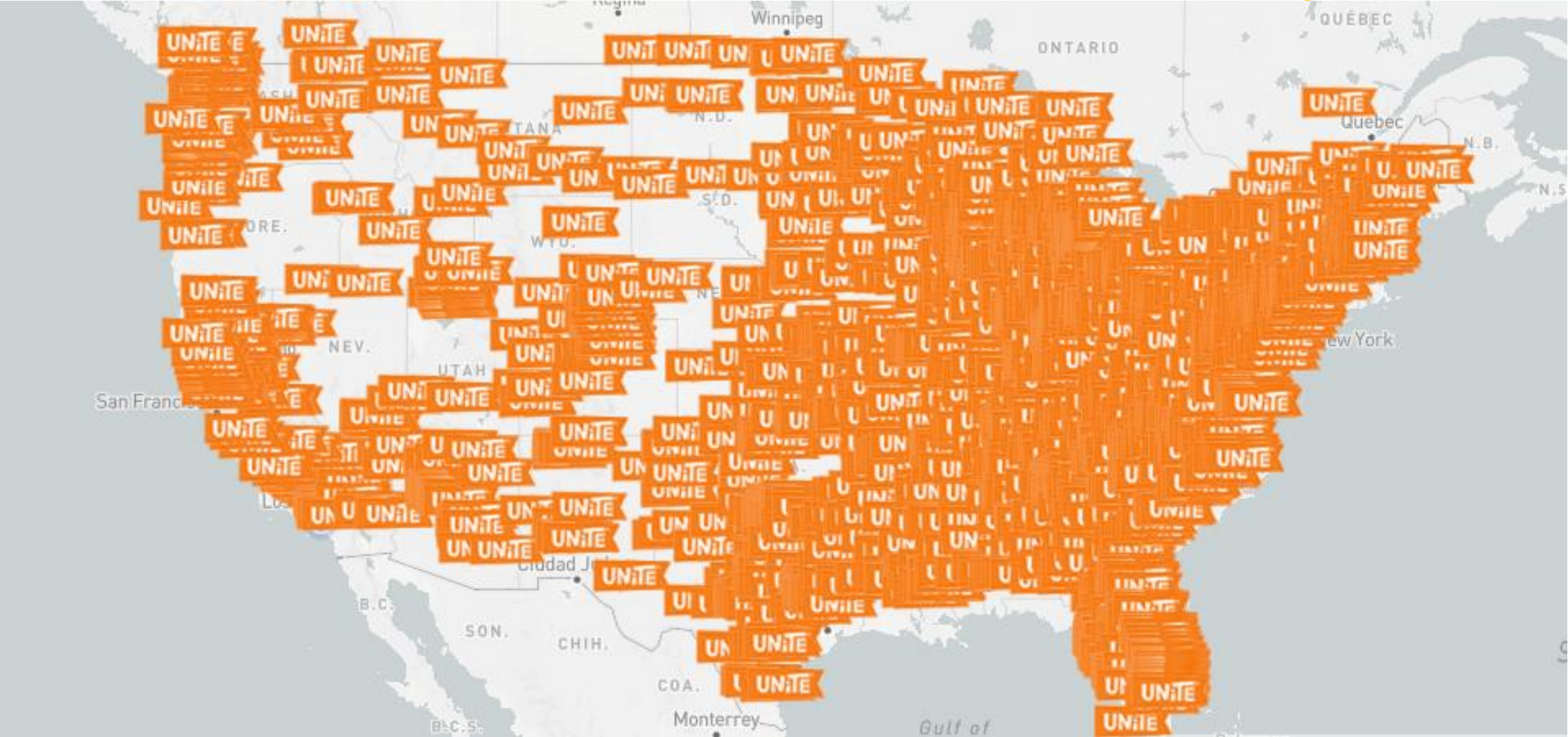
2020







Current Distribution



★ **Win your own race** ★





Empathy

Your Super Power



Empathy for your Consumer

- Be obsessed
- Who are they? What problem are you solving in their life?
- Build a tribe
- Give them opportunities to connect with you
- How can you give back?



These are soooo yummy! The Mexican hot chocolate is so bomb. My kids even love them!



We are really enjoying these bars. I love the nontraditional flavors, and even my toddler loves them! They have no chalky texture, the flavors are great and flavorful, and they do a great job of filling me up.



Being a pregnant mom, I've been looking for healthier snacks options with more protein and fiber. I think I'll be buying those bars for my kids as well because the ingredients are so clean.

Packaging

- How can your packaging help your consumer solve their problems
- Strong packaging is a must
- Don't skimp here!



Empathy for your Buyer

- What are you adding to their set?
- Can you get it there on time and in full?
- How will you support once it's on shelf?
- How are you going to make their life easier?



Empathy for your Coman

- They are co-investing in your business.
- What will make you a great partner?
- How will you build your velocity to grow?
- Can you give them a forecast?





**What about the most important
person in your business?**



Empathy for yourself

- Peer Groups
- Industry Slack Channels
- Founder Specific Groups
- Accelerator programs



(included)



Thank you

SUCCESS
CONSISTS OF GOING FROM
FAILURE TO **FAILURE**
WITHOUT LOSS OF
ENTHUSIASM.

Winston S. Churchill



Funding Your Brand



Jake Karls
Mid-Day Squares



Nick McCoy
Whipstitch Capital



Isabella Hughes
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Scaling Your Brand



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Brandon Hernandez
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Matthew Parry
The Good Crisp Company



Hillary H. Hughes
Foster Garvey

[Victoria PDF Assets for Scaling your Brand- Link to Google Drive Folder](#)

Getting into Retail



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