



Party Smart,
Stay Sweet.

CONCEPT

3OZ CAKE WITH FGF21, CAFFEINE
PROTEIN AND COMPLEX CARBS
FOR NIGHT-OUT SUPPORT

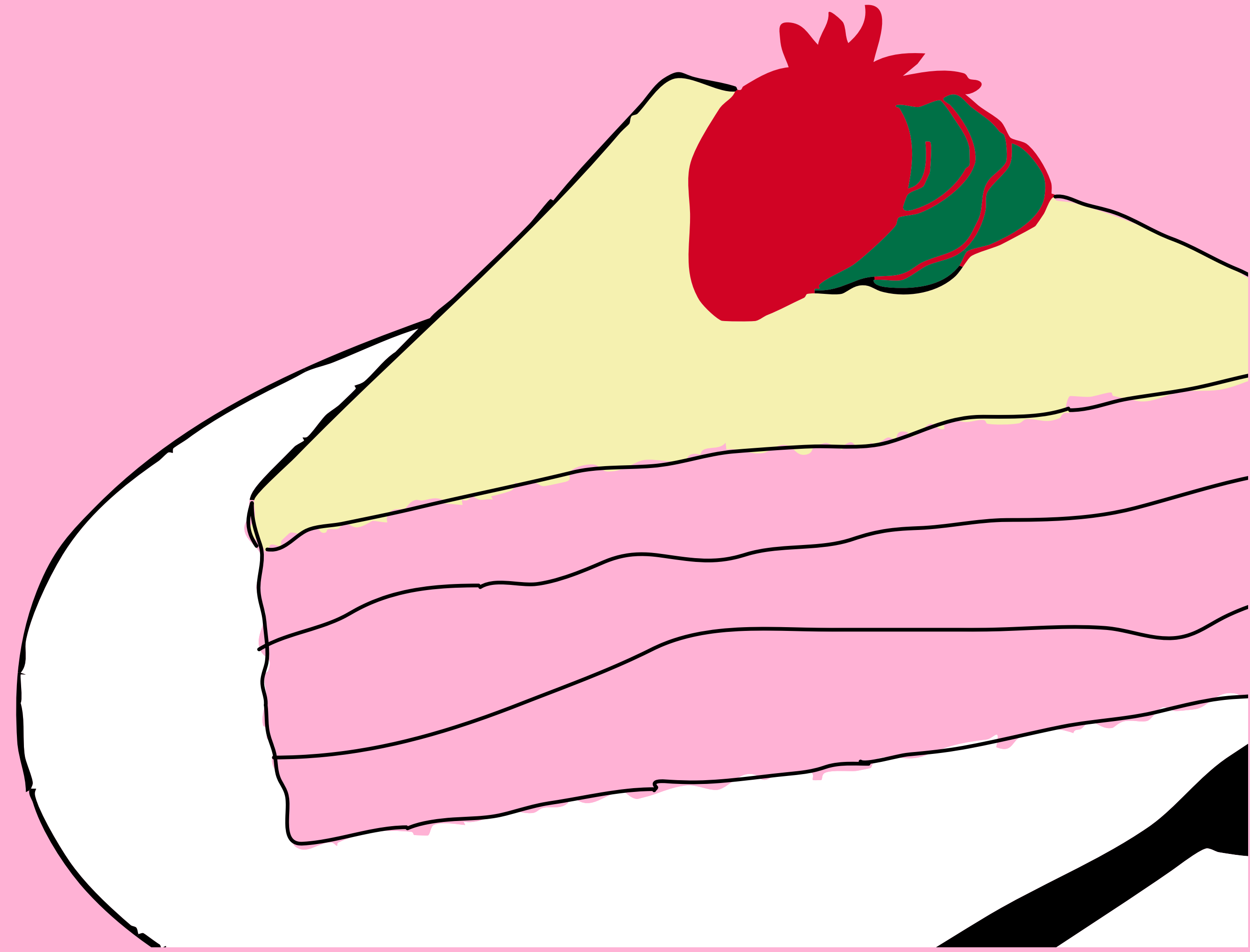
INDIVIDUALLY WRAPPED,
EASY TO PACK AND TAKE
ANYWHERE YOU'RE GOING

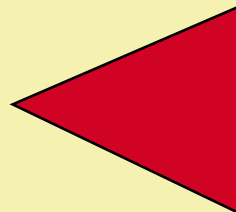
EAT BEFORE, DURING, OR
AFTER DRINKING TO STAY
CLEAR AND IN CONTROL

SOLD IN 3-PACKS AT
WHOLE FOODS, SPROUTS
AND KING SOOPERS STORES

RETAIL PRICE:

\$16.20



	STR. DISAGREE	DISAGREE	NEUTRAL	AGREE	STR. AGREE	MEAN	T2B	T1B
PURCHASE INT.	8%	4%	0%	42%	46%	4.15	88%	46%
UNIQUENESS	2%	4%	6%	15%	73%	4.53	88%	73%
BELIEVABILITY	11%	19%	27%	25%	19%	3.20	43%	19%
LIKING	8%	6%	32%	30%	23%	3.54	53%	23%
RELEVANCE	2%	4%	5%	35%	54%	4.34	88%	54%

RELEVANCE
PURCHASE INT
88%
UNIQUENESS

SCORES FOR LIKING AND BELIEVABILITY WERE LOWER THAN OTHER ATTRIBUTES, LIKELY DUE TO LIMITED EXPOSURE TO FLAVOR, BRANDING, AND A CLEAR UNDERSTANDING OF HOW THE PRODUCT WORKS. ADDING CREDIBILITY COULD HELP BUILD TRUST AND IMPROVE PERCEPTION

SLICING
UP
THE
DATA





“FOR YOUNG PARTY-GOERS, SOBER SLICE IS THE FUNCTIONAL TREAT THAT ALLOWS YOU TO SOBER UP FAST—BEFORE OR AFTER DRINKING. THE FGF21 HORMONE ALLOWS YOU TO SOBER UP REACTIVELY, WHEREAS THE HIGH PROTEIN AND CARBOHYDRATE CONTENT CONTRIBUTE TO SOBERING YOU UP PROACTIVELY.”

TARGET:

WEEKLY
PARTY-GOERS
AND BAR
ATTENDEES,
PRIMARILY
COLLEGE-AGED
WOMEN.

TRUTH:

AFTER DRINKING,
PEOPLE FEEL
DRAINED AND
FOGGY

NEED:

MOST SOLUTIONS
ARE INCOMPLETE
OR
INCONVENIENT

FRICTION:

RECOVERY TAKES
TIME AND
DISRUPTS THE
NEXT DAY

JOB:

TO KEEP THE
NIGHT GOING —
WITHOUT PAYING
FOR IT
TOMORROW

POSITIONING

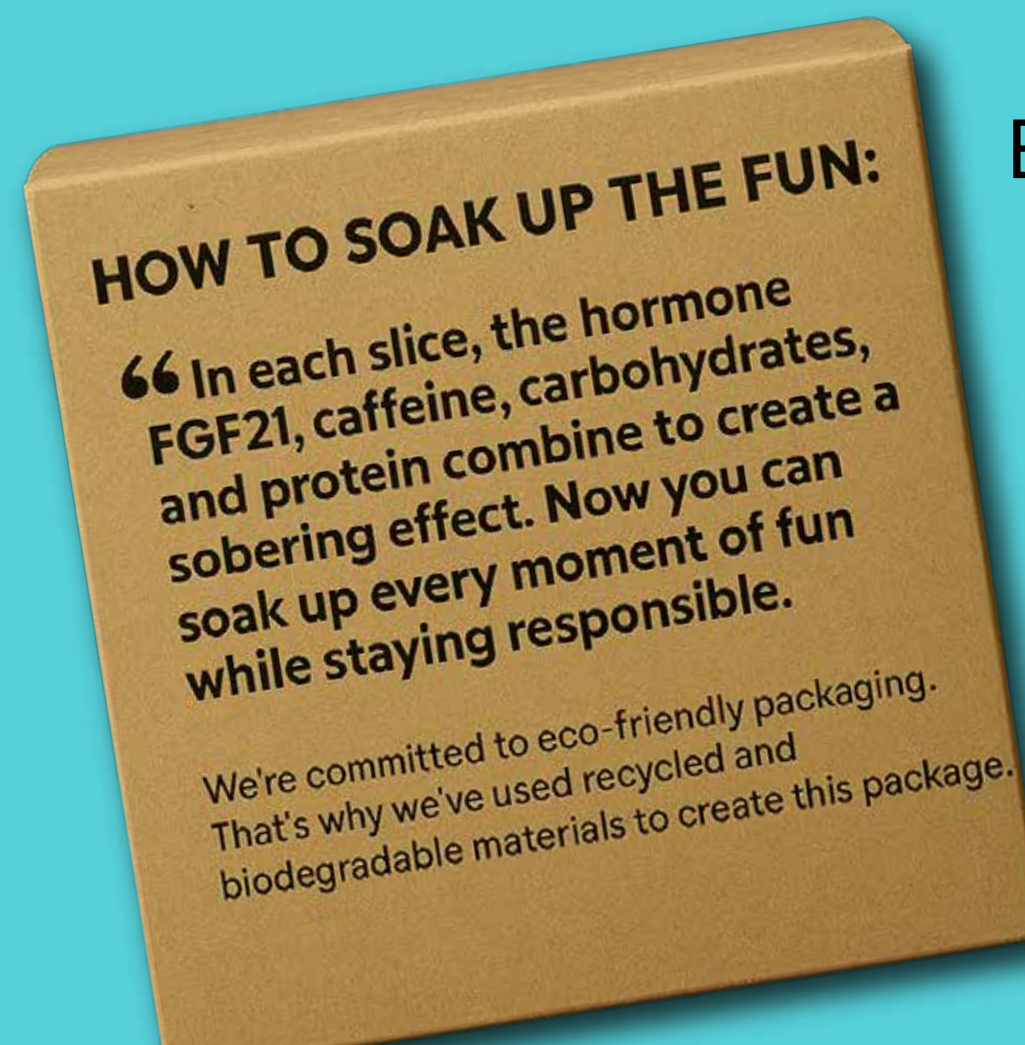
LOGO DESIGN



WHIMSICAL
LINE ART
APPEALS TO
YOUNG
AUDIENCES

MINIMAL STYLE
REFLECTS
MODERN
SIMPLICITY

Branding



EXPLAINS HOW
IT WORKS +
HOW ITS' USED

CAKES IN
BIO-PLASTIC:
PORTABLE +
SHAPE-HOLDING

PACKAGING

MADE FROM CARDBOARD
FOR ECO APPEAL!



PRICING &

COGS: \$2.20

PREMIUM PRICE DUE TO
FUNCTIONAL INGREDIENTS
(FGF21, PROTEIN, CARBS)

50% MARGIN ALIGNS
WITH POSITIONING
IN THE MARKET

\$16.20 FOR A
3-PACK / \$5.99 PER
INDIVIDUAL CAKE

PREMIUM GROCERY
KNOWN FOR WELLNESS
AND TREND-SETTING
PRODUCTS—ALIGNS
WITH OUR TARGET'S
ASPIRATIONAL HABITS



MID-TIER, STILL
PREMIUM — FITS OUR
POSITIONING AND
JUSTIFIES OUR PRICING

ACCESSIBLE OPTION TO
REACH OUR BROADER
TARGET WITHOUT
LOSING BRAND VALUE



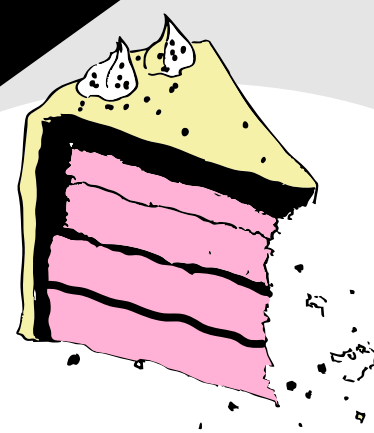
CHANNELS

AWARENESS

UNFAMILIAR ACTIVE
INGREDIENTS - TRUST MUST BE
EARNED!

PRICING A PRODUCT THAT
IS BOTH “LUXURY” AND
“FUNCTIONAL” MAY BE
DIFFICULT

WHAT CHANNEL IS BEST
FOR REACHING OUR
TARGET SEGMENT?



WHAT WILL OUR
COMPETITORS DO IN
RESPONSE TO
KNOWLEDGE OF THIS
WITHOUT THE PRODUCT
ON THE MARKET?

WHEN SHOULD WE
LAUNCH THE PRODUCT?

Under the Scope

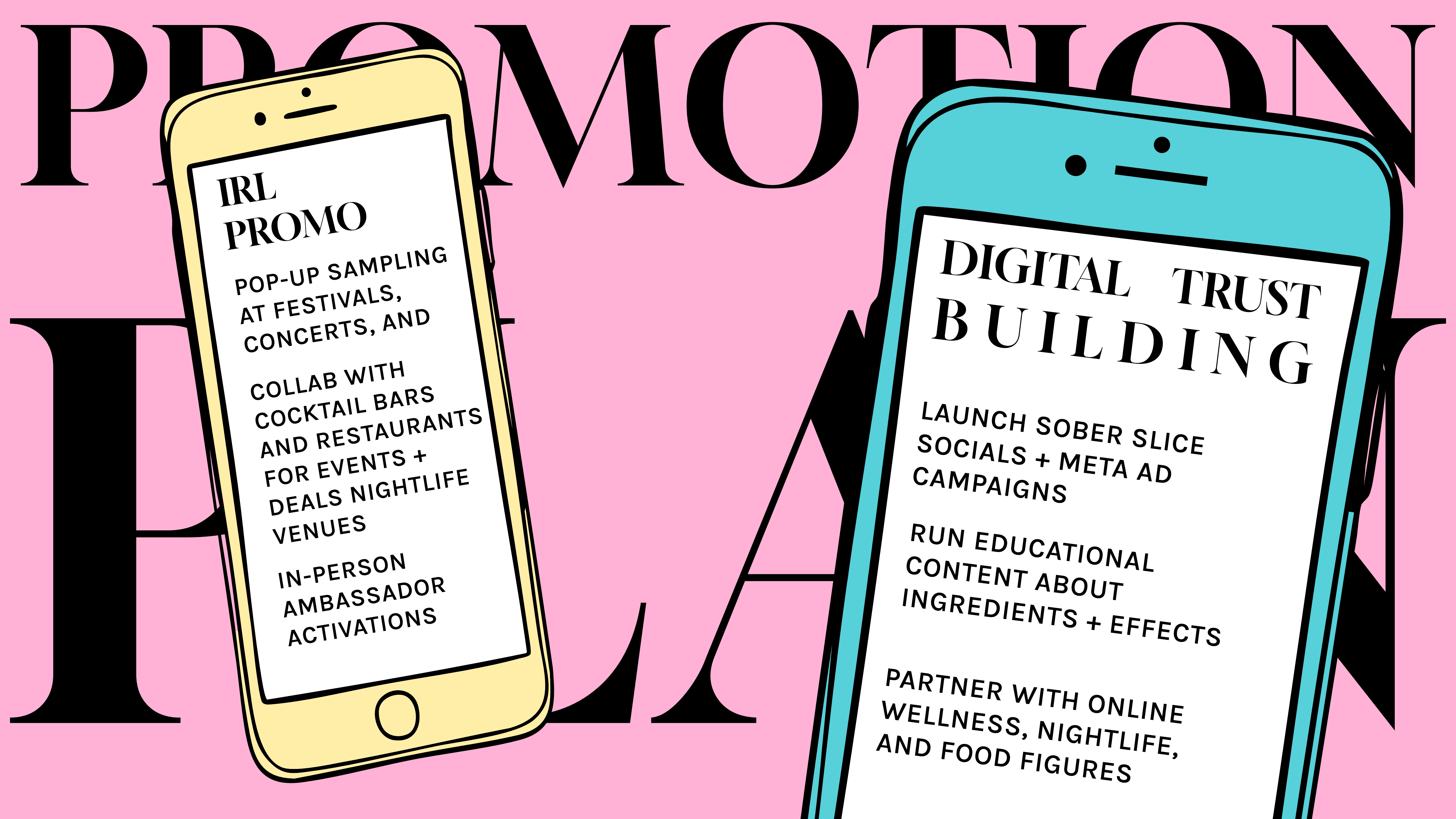


**LOW
BELIEVE-
ABILITY**

WE MUST BACK
FGF21 WITH REAL
STUDIES —
CONSUMERS
TRUST DATA, NOT
PROMISES

PEOPLE HAVE
NEVER HEARD OF
THIS HORMONE
AND DONT THINK
IT CAN OR WILL
WORK

WHAT CLAIMS
CAN WE MAKE
ABOUT THE
PRODUCT THAT
ARE WITHIN FOOD
REGULATIONS?



IRL PROMO

**POP-UP SAMPLING
AT FESTIVALS,
CONCERTS, AND**

**COLLAB WITH
COCKTAIL BARS
AND RESTAURANTS
FOR EVENTS +
DEALS NIGHTLIFE
VENUES**

**IN-PERSON
AMBASSADOR
ACTIVATIONS**

DIGITAL TRUST BUILDING

**LAUNCH SOBER SLICE
SOCIALS + META AD
CAMPAIGNS**

**RUN EDUCATIONAL
CONTENT ABOUT
INGREDIENTS + EFFECTS**

**PARTNER WITH ONLINE
WELLNESS, NIGHTLIFE,
AND FOOD FIGURES**

Thank
you!

