

Gate 2 Approval (Portfolio Entry)

REV01 – Date Effective 11.12.2024

Product Idea	
Product Launch Type	
Brand	
Targeted Launch Date	
Submittal Date	

Product	
Supplement Facts	
Required Trademark Statements	
Bottle Count	
Serving Size	
Suggested Use	
Delivery Format	
Unit Size	
Bottle	
Lid	
Label	
Other Packaging	
Shelf Life	
Attributes (Free From)	
Vegan/Vegetarian	
Non GMO	
Halal/Kosher	
Other Label Requirements	

Positioning	
Problem We are Solving	
Gap Being Filled in Market	
Big Idea	
Key Differentiators	
Consumer Benefits	
How the Product Works	
Structure/Function Claims	
Substantiation & References	
Product Information Sheet	<insert link to document>

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Competitive Landscape					
Brand					
Product					
MSRP					
Count					
Serving Size					
Day Supply					
\$/Serving					
\$/Day					
Website					

Price			
Pricing Strategy & Justification			
Year	Year 1	Year 2	Year 3
Est. Bottles Sold			
Net Sales*			
COGS			
Gross Margin			
% Gross Margin			
Assumptions	*Net Sales assumes Channel Mix (weighted) of... DTP: Amazon: EE/FS: DTC: International:		

Promotion	
Promotional Effort ("A", "B", "C" launch)	<summarize planned promotional effort to support the launch of this product>
Sampling (if applicable)	
Amazon Key Words	

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Advertising & PR	<summarize the advertising and public relations content with the launch of this product>
Direct Selling Strategy	<describe all of the materials to be created for sales team to sell this product and summarize strategy to penetrate direct sales channel>
Digital Marketing Strategy	<describe digital marketing content to be produced for launch of this product and summarize strategy to penetrate E-commerce channels>
Educational Programming	<summarize educational programming and timing to promote the product (e.g., webinars, poster presentations, etc.)>
Marketing Synergies	<summarize what other products that will be promoted and sold together with this launch>

Production			
Manufacturer	Lead Time	Quantity	Cost/Unit
Total Initial Cost			

Risk Assessment & Mitigation	
Operations (low/normal/high)	<describe any potential risks and plan for mitigation>
Regulatory (low/normal/high)	<describe any potential risks and plan for mitigation>
Quality (low/normal/high)	<describe any potential risks and plan for mitigation>
Manufacturing (low/normal/high)	<describe any potential risks and plan for mitigation>

Development Plan	
Plan Development Complete Date	
Development Complete Date	
Market Preparedness Complete Date	
Commercial Rollout Complete Date	
Targeted Launch Date	

Approvals		
Person	Signature	Date
Jane Pemberton Chief Executive Officer & President		
Todd Walter Chief Financial & Operating Officer		

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John Troup Chief Science, Education, Quality & Regulatory Officer		
Andrew O'Rourke Chief Strategy Officer		
Florian Bernodat Chief Manufacturing Officer		
Tom Houle VP of Sales		
Meagan Purdy/Kristie Celentano Brand Manager		