

Exercise Instructions: Building an AI-Native Snack Company

Goal: Use a Generative AI tool (ChatGPT, Claude, Gemini, etc.) to conceptualize, design, and plan a launch for a new snack product.

Phase 1: Product Development

1. Ideation & Preferences

- **Action:** Prompt the AI to ask you 5 interactive questions to identify your personal snack preferences.
- **Output:** A clear profile of the type of snack you want to create.

2. Market Analysis (Data-Driven)

- **Action:** Upload the provided 'Market Trends' Excel file.
- **Prompt:** Ask the AI to analyze the data and identify the biggest market opportunity for a new snack business.
- *Note: AI can make data errors; double-check the logic of the analysis.*

3. Finalize the Product

- **Action:** Ask the AI to combine your personal preferences (Step 1) with the market opportunity (Step 2) to recommend the best specific snack to build.
- **Refine:** Generate 10 potential product names and 5 flavor variations.

4. Production Plan

- **Action:** Request a home recipe for the snack.
- **Scale:** Ask the AI how to adapt this recipe for industrial manufacturing to keep costs low.
- **Source:** Ask the AI to find real companies or suppliers that could manufacture this product.

Phase 2: Branding & Strategy

5. Company Identity

- **Action:** Generate a company description and name. Ensure the name reflects an 'AI-native' identity.
- **Visuals:** If your tool supports images, prompt it to design a modern company logo.

6. Target Audience

- **Action:** Define the ideal customer segment for this specific snack.

- **Visuals:** Generate a sample image of the product packaging tailored to this customer.

7. Marketing & Launch

- **Location:** Ask the AI to select the best city for a pilot launch and explain *why* based on your target audience.
- **Copywriting Loop:** Ask the AI to write a promotional product description, then ask it to critique its own draft, and finally refine the copy based on that critique.

Phase 3: Final Pitch

8. Executive Summary

- **Action:** Ask the AI to compile a comprehensive summary document of the entire session.
- **Requirement:** Ensure it includes the proposal, marketing strategy, data insights, and an executive summary suitable for pitching to investors.