

# Building an AI-Native Snack Company

**Goal:** Use a Generative AI tool (ChatGPT, CoPilot, Gemini, etc.) to conceptualise, 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 Excel file.

**Prompt:** Ask the AI to analyze the data and identify the biggest market opportunity for a new snack business.

### 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.