

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.