



CONCEPT OVERVIEW

Innovation Brief

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TARGET PERSONA

Busy, health-conscious working professionals aged 25–40 seeking convenient, plant-based breakfast solutions with high protein and no added sugar, who are open to online subscriptions for nutrition-forward products.

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VALUE PROPOSITION

Plant-Based Protein Crunch is a cereal crafted with pea and almond protein, delivering 15g protein per serving and zero added sugar. Designed for busy professionals, it offers a satisfying, texture-optimized breakfast that supports muscle maintenance and energy. The product is available exclusively through a subscription model, ensuring reliable access and freshness. By focusing on texture quality and cost-effective plant protein sourcing, this cereal meets the dual goals of increasing daily protein intake and

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BUSINESS IMPACT

This cereal drives incremental revenue through a direct-to-consumer subscription model, targeting a high-value, growing segment. By meeting protein and sugar reduction trends, it enhances brand relevance, supports retention, and generates predictable recurring revenue, all within realistic production and cost constraints.

reducing sugar consumption
for the on-the-go
professional, aligning with
rigorous health and
convenience demands.

● VISUAL PROTOTYPE



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