



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

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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.

**VISUAL PROTOTYPE**

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