



# GROWS TOGETHER CONSULTING

Capabilities and Service Offerings, 2023



# Meet Alisa!



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BON APPÉTIT  
MANAGEMENT COMPANY  
*Food service for a sustainable future™*

**alter  
eco**

Simple  
Mills



**Heidi Ho**  
delicious plant based cheese alternatives



**Yogi**

McAdam's **ish**  
Sustainable Catch. One Fish at a Time.

**MARCELLUS**  
FOODS



**CHEZ  
PANISSE**



# The Grows Together Manifesto



In order to **revolutionize** our food system we must **reorient** our priorities and time horizon to consider long-term impact and growth. It is our duty to **restore** habitats, ecosystems and soil health, and to cultivate **resilience** in the face of a changing climate.

It is time to consider **People, Planet, and Palate** to harness the power of **regeneration through innovation** as a force for good.



# Grows Together Service Areas



**Strategy &  
Workshops**



**Front End  
Innovation**



**Culinary &  
Commercialization**



# Full Cycle Innovation for Mission Aligned Brands

## Strategy & Workshops

- Outcome-Based Value Propositions
- Growth Strategies and Fundraising
- People, Planet, Palate Outcomes
- Proprietary workshops customized to specific business needs
- Thought Leadership

## Front-End Innovation

- Market Research, Ideation & White Space Identification
- New Category Assessment
- Product Roadmap & Pipeline
- Concept Development
- Consumer Research

## Commercialization

- Prototype and Proto-cept
- Research & Development
- Feasibility Assessment
- Project Management
- Culinary & Menu Engineering
- Recipe Development



# STRATEGY & WORKSHOPS



*Proprietary and confidential, Grows Together Consulting*



# Grows Together Proprietary Workshops Include:

## “Trends in Regenerative Agriculture”

What is **regenerative agriculture** and why is it important? How does regenerative agriculture **differ from Organic agriculture** ? A deep dive into **consumer trends in sustainability**, case studies of **brands and investors supporting regenerative agriculture** and **outlook on certifications**

## “Innovation as a Force for Good”

Multi-Part workshop aimed at **co-creation of the impact** of regenerative focused innovation. Includes

- **Achieving Purpose** Requires a **Mindset shift**
- **Doing Good** is not the same thing as Doing Less Bad
- The Consumer is Ready to Become a **Collaborator**
- **People, Planet, and Palate** Framework
- **Regeneration Through Innovation**

## “(Re)designing Process to Support Disruptive Innovation”

Why conventional business processes limit the potential for regeneration through innovation.

Best practices for (re) **designing stage gate, project plans, metrics, and KPIs to maximize sustainability impact**



# Bespoke Workshop for Global Beverage Brand

## About the client

|           |          |
|-----------|----------|
| Industry  | CPG      |
| Category  | Tea      |
| Stage     | Acquired |
| Revenue   | 200M +   |
| Geography | Global   |



## Scope of Work

- Customized “Innovation as a Force for Good” workshop to prioritize growth-stage business need
- Develop and lead bespoke half day workshop to train global, executive leaders
- Re-booked to replicate training across global, functional teams



### Problem → Opportunity

*After acquisition, a sustainability focused brand seeks to commit to regenerative agriculture before category expansion*

## Outcome(s) Achieved

- Cross-functional team shares common language, goals for success and understanding of their impact
- Break out groups focused on bringing concepts to life and setting specific business goals





# FRONT END INNOVATION





# Front End Innovation Strategy Details



Conduct full **competitive assessment** of business today including market research, category research, sales data analysis and consumer trends



Lead **Discovery** Process and **Pipeline** development including **White Space** Identification, **Ideation** and **brainstorming** sessions,



Connect front-end innovation with sustainability and business goals to ensure **strategy comes to life** through product design (**regeneration through innovation**)



**Regeneration focused concept development** based on consumer backed **need states** and validated with integrated **consumer research learning plan**

# Category Expansion Product Roadmap for Start-Up



## About the client

|                  |             |
|------------------|-------------|
| <b>Industry</b>  | CPG         |
| <b>Category</b>  | Chocolate   |
| <b>Stage</b>     | Start Up    |
| <b>Revenue</b>   | \$30M       |
| <b>Geography</b> | US & Canada |



## Scope of Work

- Fractional head of innovation to advise on strategy for category expansion
  - Market research & competitive assessment
  - Identify white space within current and adjacent categories
- Lead ideation, crossfunctional brainstorming and develop product pipeline
- Develop qual and quant consumer learning plan



**Problem → Opportunity**  
*Leading natural sustainable dark chocolate brand wants to leverage position and expand into new categories*

## Outcome(s) Achieved

- Innovation strategy and framework defined
- Pipeline and 5 year product roadmap including product channel fit optimization
- Early concepts and learning plan outlined



# CULINARY & COMMERCIALIZATION

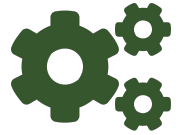




# Commercialization: Bring Products to Life



**Culinary** support including **competitive tastings**, **recipe development**, **R&D**, **prototype creation** to validate concept development and **sensory consumer testing**



**Commercialization** support including **co-manufacturing** partner selection, trial preparation and execution, team & **consumer tasting**, and first **production planning**



**Marketing, packaging development** and sales support for final product offering including **campaign ideation**, package **artwork design** and **sales materials**



Process support including **project management**, develop scorecard, metrics hurdles, **feasibility assessment**, **stage-gate** and KPI development and execution





# Commercialization for Leading Natural Snack Brand

## About the Brand

|                   |                                       |
|-------------------|---------------------------------------|
| <b>Industry</b>   | CPG                                   |
| <b>Categories</b> | Crackers, cookies, bars, baking mixes |
| <b>Stage</b>      | PE backed                             |
| <b>Revenue</b>    | \$100-\$150M                          |
| <b>Geography</b>  | USA                                   |



## Scope of Work

- Run end to end innovation, lead category strategy and roadmap development
- Deliver against sustainability strategy and product pipeline through product launches that benefit people and planetary wellness
- Lead cross functional team to deliver against budget, margin targets and timeline

## Outcome(s) Achieved

- Launched 12 products across 5 product categories highlighting sustainable practices
- Contributed to financial success including topline revenue growth of 2x (new launches) and margin accretion from renovation and line extensions



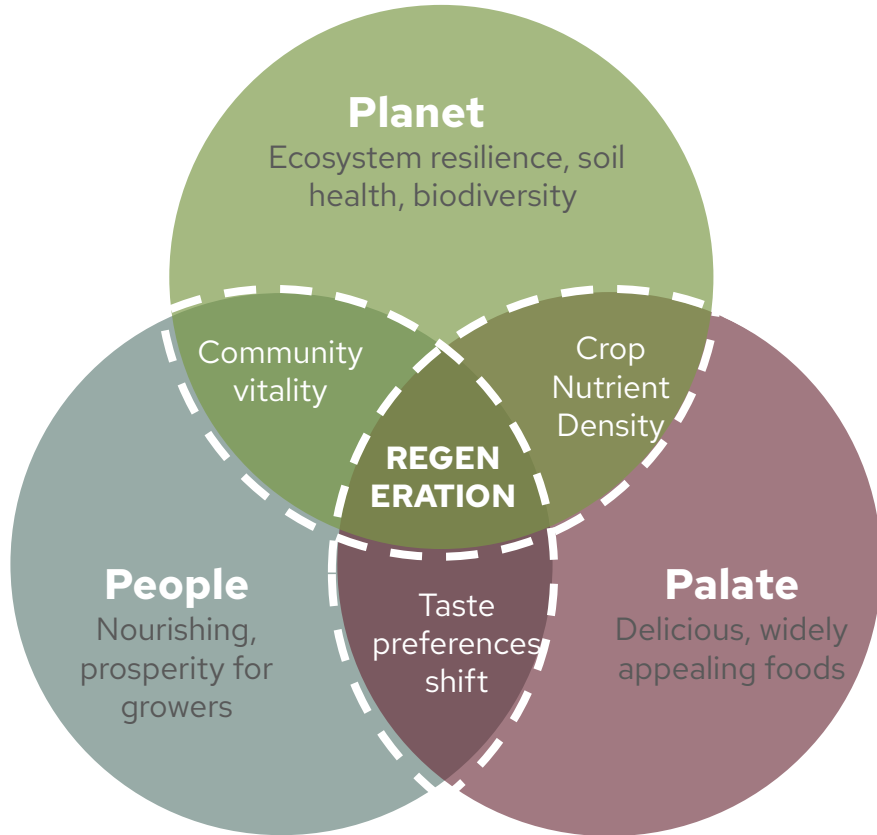
**Problem → Opportunity**  
*High growth environment, need to develop and launch products with sustainability focus in current and new categories*



# THOUGHT LEADERSHIP



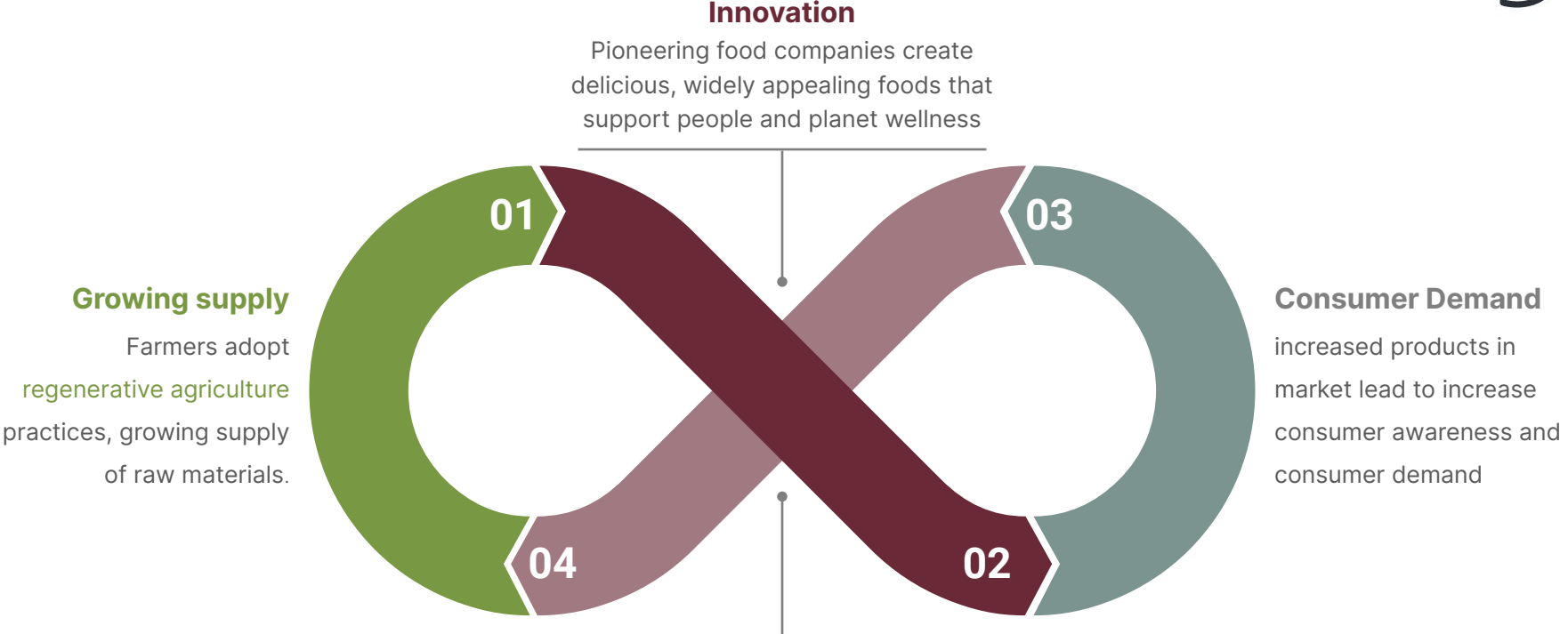
# People, Planet & Palate (trademark pending)



**Regeneration** happens at the intersection of beneficial outcomes for **people**, **planet** and **palate**

**Delicious, wildly appealing foods** come from **resilient, biodiverse ecosystems with healthy soil** where **farming communities thrive**

# Regeneration Through Innovation Feedback Loop



### Innovation

Pioneering food companies create delicious, widely appealing foods that support people and planet wellness

### Growing supply

Farmers adopt regenerative agriculture practices, growing supply of raw materials.

### Consumer Demand

increased products in market lead to increase consumer awareness and consumer demand

### Innovation Accelerates

More food companies respond, innovation becomes easier, greater demand signals sent to farms and farmers



# Thank you!

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*Proprietary and confidential, Grows Together Consulting*