

AI-Native Business Design Toolkit

SETTING THE SCENE

Working with a large Consumer Health & Nutrition Client, we identified a new market opportunity worth investing in.

WHY?

- Surging Demand for Cognitive Performance Supplements
- Whitespace Between Biohackers and Mainstream Wellness
- Shifting Trust Dynamics Favor Direct Engagement
- Our Client is Aligned on Piloting Bold, DTC-native Formats

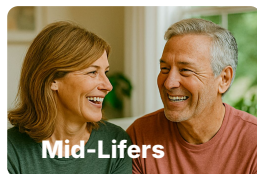
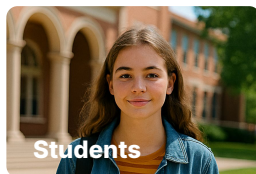


Ingredients include: Lion's Mane Mushroom, L-Tyrosine, Rhodiola Rosea...

SETTING THE SCENE

We've explored Buyer Personas, Competitors, and Market Sizing.

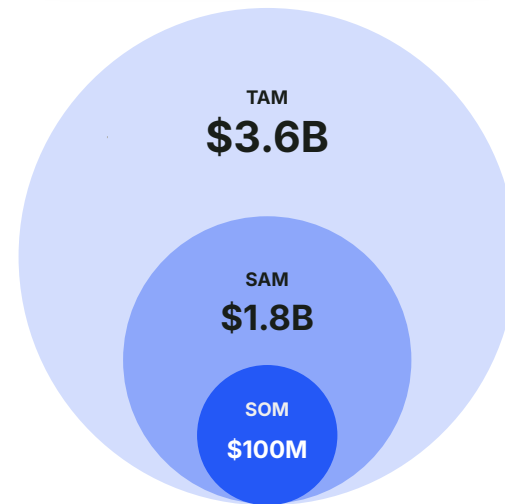
TARGET PERSONAS



COMPETITORS

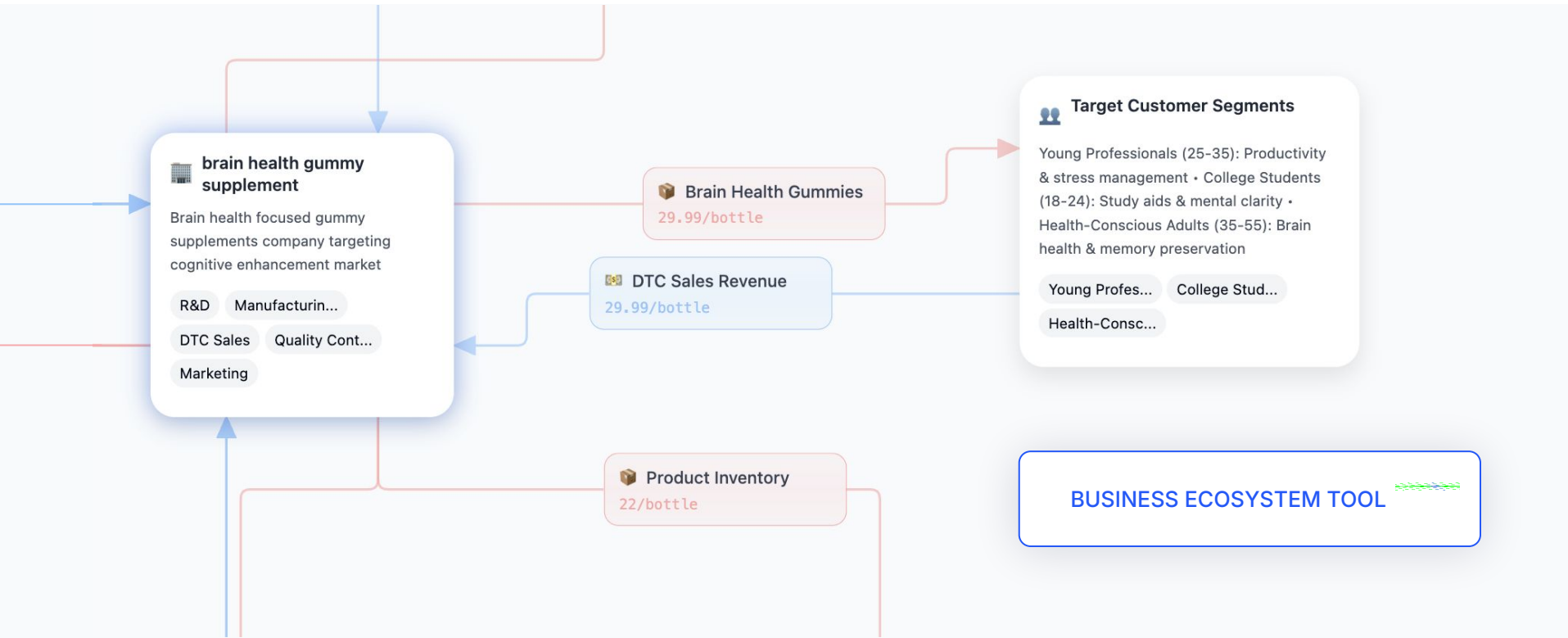


MARKET SIZE



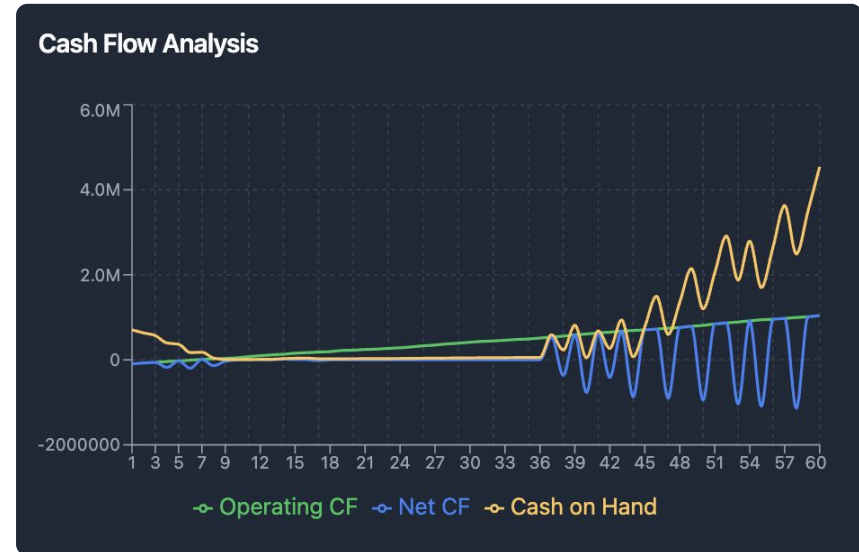
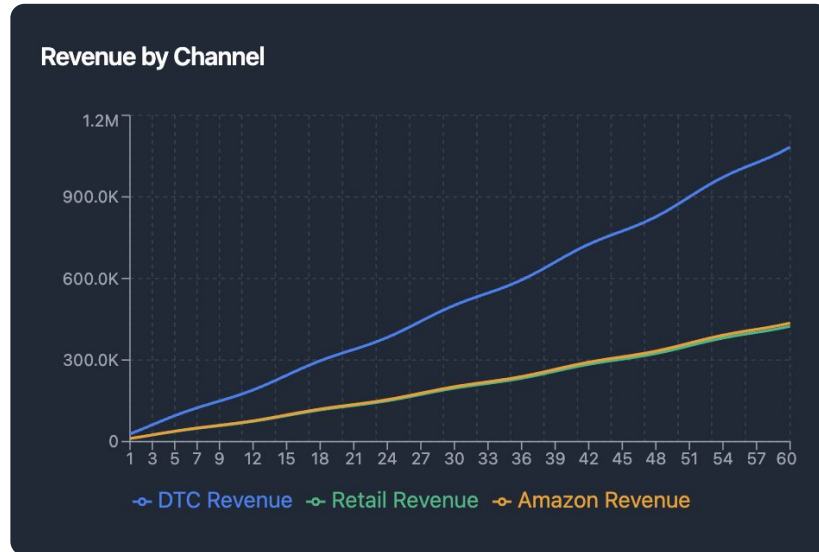
MAPPING THE BUSINESS

Let's start by building out an Ecosystem Map



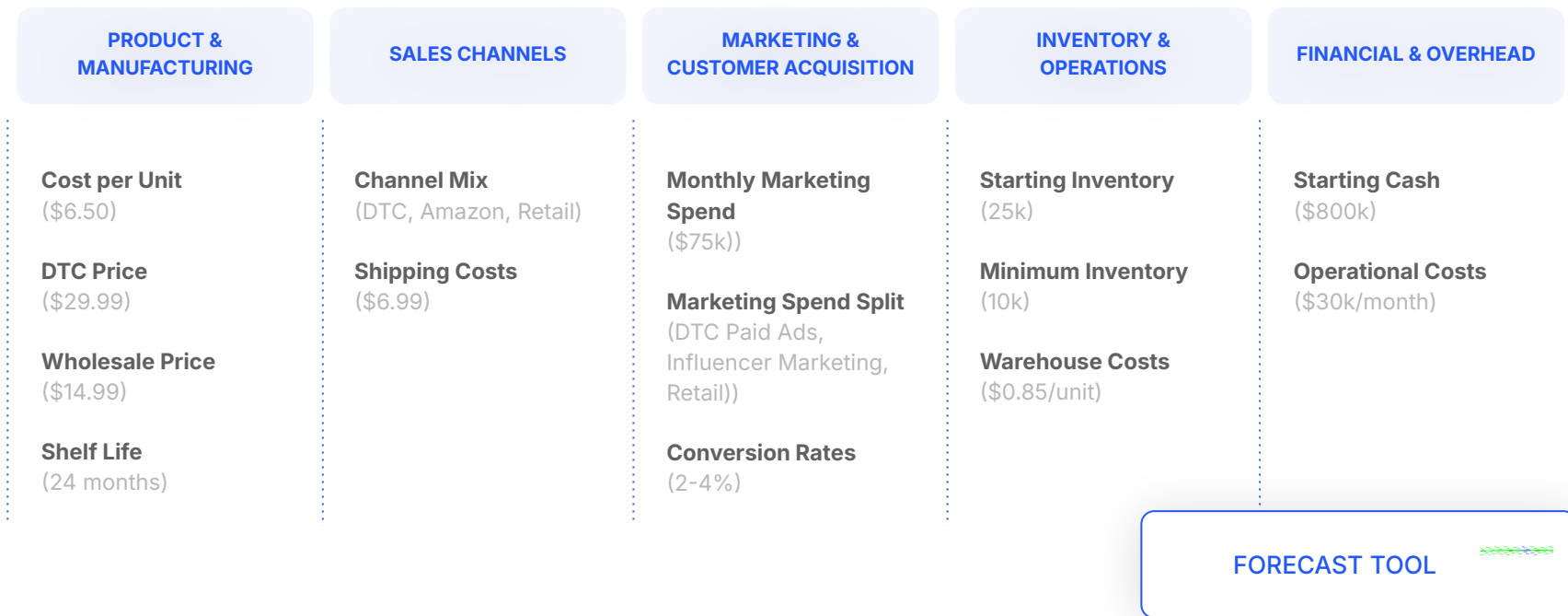
REVENUE FORECASTING

In order to secure funding, senior stakeholders want a detailed Revenue Model and Cash Flow Analysis...



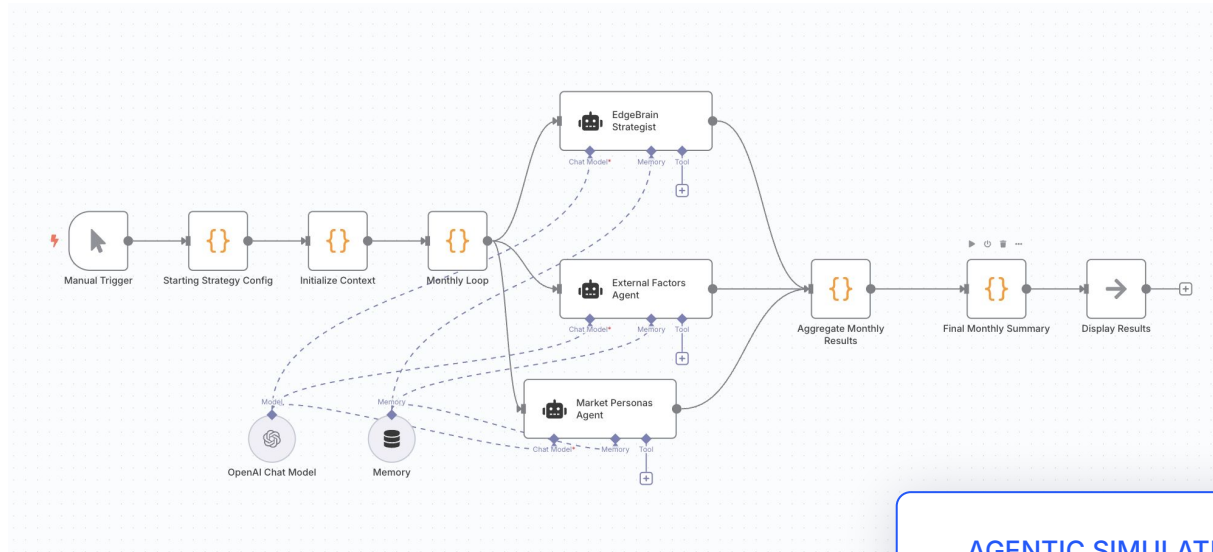
REVENUE FORECASTING

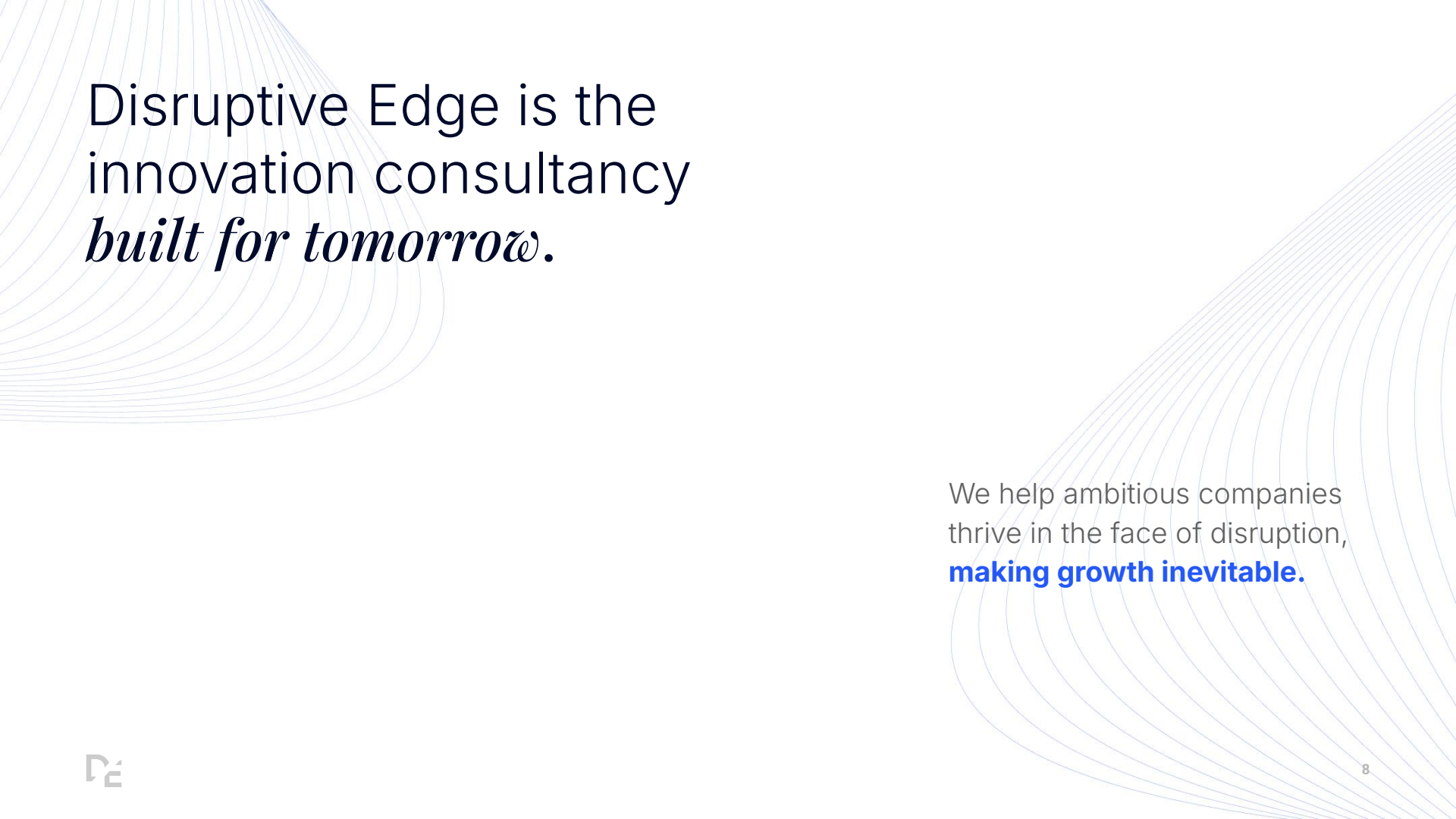
Let's set our starting model inputs, and generate a forecast



GTM PLANNING

GTM launches never go to plan - let's model possible scenarios to help us stress Test our GTM Strategy with AI agents





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