

Protein Pop

Market Analysis & Strategic Plan for National Expansion

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Meet the Team



Kyle Tolliver



Dan Brisco



Ashlen Lemon



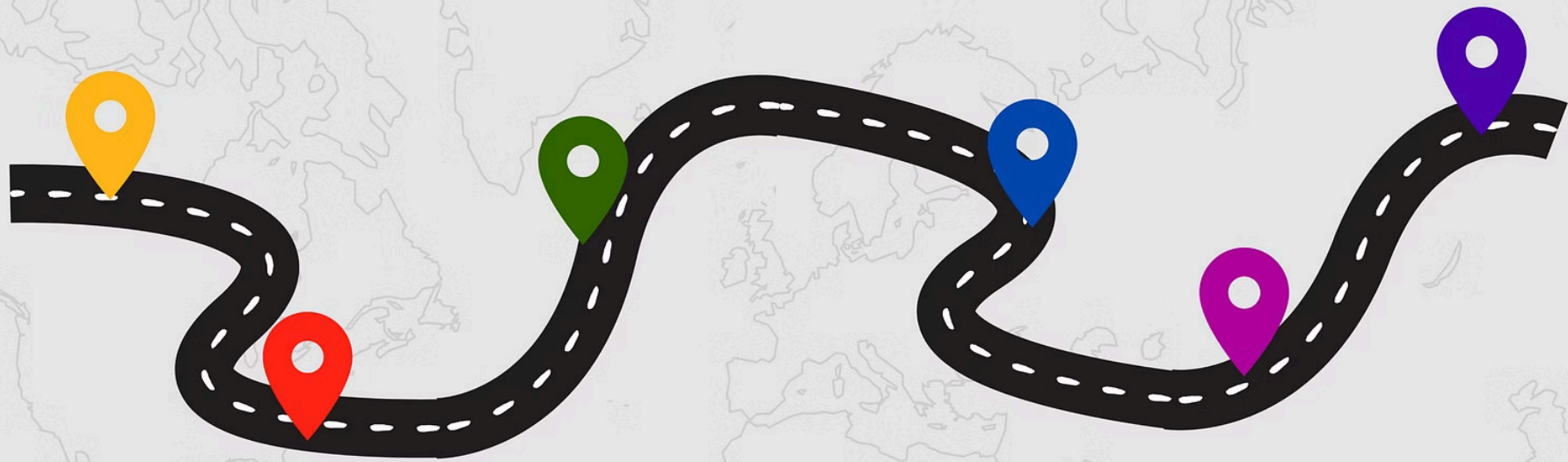
Kyle Chadwick



Jaxon Davis



Josh Stubbs



1

**TARGET
AUDIENCE**

2

**SENSORY
BENCHMARKING
AND SMARTLAB**

3

**MARKETING
STRATEGY**

4

**MARKET
POSITIONING**

5

**STRATEGIC
CHALLENGES
AND SOLUTIONS**

6

**OPPERATIONAL
READINESS AND
FINAL
SUGGESTIONS**

Market Viability: Strong Foundation

79%

High Interest

Would try Protein Pop

76.8%

Active Target

Exercise 2+ times
weekly

58.1%

Users

Already use protein
products

Pain Points

- Dislikes chalky protein supplements
- Seeks convenience for busy schedules
- Wants quality without compromise

Product Focus

Launch Flavors:

- Strawberry (22.2% demand)
- Citrus (18.5% demand)



Target Audience Personas

Sara

Primary Target



Daphne

Secondary Target

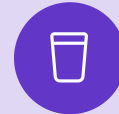


The Good News: Product-Market Fit Validated



Average Flavor Rating

3.58 / 5



Average Texture Rating

3.74 / 5



Median WTP

\$3.00



Top Flavor: Piña Colada

4.2 / 5

Quality Challenge: Consistency Issues Identified

Main issue: Inconsistent Product Experience (tested from the "same" cans)

"Weird aftertaste" and "Bad then good then bad"

Finding: This is not user preference. This is batch inconsistency and an unstable flavor profile.

The varying quality scores across different batch samples highlight a critical inconsistency in our product experience that requires immediate attention before launch.



The Three Mandates for Success

1

Mandate #1: Strengthen Quality Control Protocols

- Address the batch inconsistency issues identified in testing
- Implement rigorous QC standards before national launch

2

Mandate #2: Lock COGS Under \$1.50 Per Unit

- Critical for maintaining competitive pricing
- Enables promotional flexibility and margin protection

3

Mandate #3: Finalize Standard Can Format

- Standardize packaging for operational efficiency
- Ensure consistent consumer experience across all channels

SMARTLab Testing: Packaging Preferences

<u>Packaging</u>	<u>Average Rank</u>
Protein Pop Pina Colada	2.14
Protein Pop Plus Orange Cream	2.86
Clean Simple Eats	3.29
Protein2o	3.71
Bucked Up	4.00
RYSE Country Time	5.00

SMARTLab Testing: Website Navigation


NOW AVAILABLE AT TARGET →

Shop Learn **PROTEIN POP** Find Protein Pop

Not Your Conventional Protein Drink
Light & Satiating.
Easy to enjoy.

BUY NOW

Perfect to hit your protein goals without the heaviness.



90-100 CALORIES PER CAN + CLEAR WHEY PROTEIN ISOLATE + ZERO SUGAR + 90-100 CALORIES PER

HIGHLY REFRESHING FLAVORS



BLUE RASPBERRY

BUY NOW



PIÑA COLADA

BUY NOW



WATERMELON

BUY NOW




PEACH

BUY NOW

NOW AVAILABLE AT TARGET →

Shop Learn **PROTEIN POP** Find Protein Pop



22g PROTEIN

NO ARTIFICIAL SWEETENERS


ZERO SUGAR

VARIETY 4PK

★★★★★ 9 Reviews

A vibrant mix of fruity favorites: juicy watermelon, tropical piña colada, smooth peach, and sweet blue raspberry

FLAVORS VARIETY PACKS



VARIETY 4PK

\$17.99 Variety 4 pack

- 1 + **ADD TO CART**

With 22g of CLEAR protein in every can, this refreshing and satiating drink helps fuel your day while supporting lean muscle growth and recovery. It's the protein boost you've been waiting for—without the heaviness of a traditional protein drink or shake.

Find at Target

Blue Raspberry Ingredients ▾

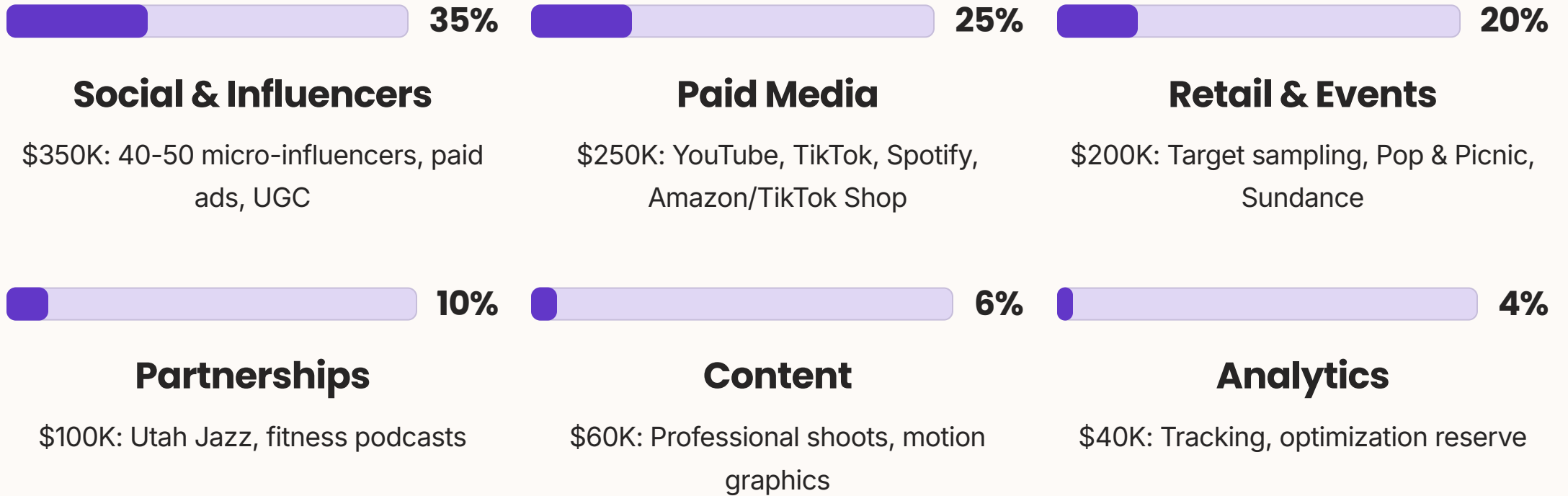
Watermelon Ingredients ▾

Piña Colada Ingredients ▾

Peach Ingredients ▾

Marketing Strategy: \$1M Budget Allocation

Goal: 10M+ impressions



Market Positioning: Protein Pop's 'One Thing'

Clean Protein, Mainstream Appeal

Protein Pop™ is a well-positioned clear protein drink competing to lead a rapidly emerging subcategory — offering gym-level protein with soda-level drinkability and everyday mass appeal.

1

**Traditional Protein
Shakes**

2

**Modern Healthy
Soda**

3

Emerging Clear Protein



Competitive Landscape

1 Strengths

- High-protein, clear RTD format with mainstream appeal
- National retail presence (Target, Costco)

3 Opportunities

- Clear protein is going mainstream fast
- Broad appeal: gym-goers, soda switchers, wellness buyers

2 Weaknesses

- Low consumer awareness of the category
- **Limited operational capacity and supplier diversification**

4 Threats

- Major players may enter the space quickly
- Ingredient shortages & price pressure

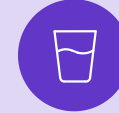
Strategic Challenges & Solutions



Bottlenecks



Execution



Expansion



Awareness



Retention

Operational Readiness: Keys to National Success

Target Strategy

- **Packaging**

Attractive 4-6 packs for shelf visibility

- **Pricing**

Competitive unit price, 30% promotional discounts

- **Innovation**

Emphasize low sugar, unique flavors, functional benefits

Costco Strategy

- **Packaging**

12-18 pack bulk sizes for pallet display

- **Pricing**

Significantly lower price per can, value focus

- **Merchandising**

Budget for roadshows and in-store sampling

Critical Hires for Scale



Operations Manager

Co-packer relations, EDI systems,
quality control



Finance Specialist

Cash flow, retailer payments,
chargeback management

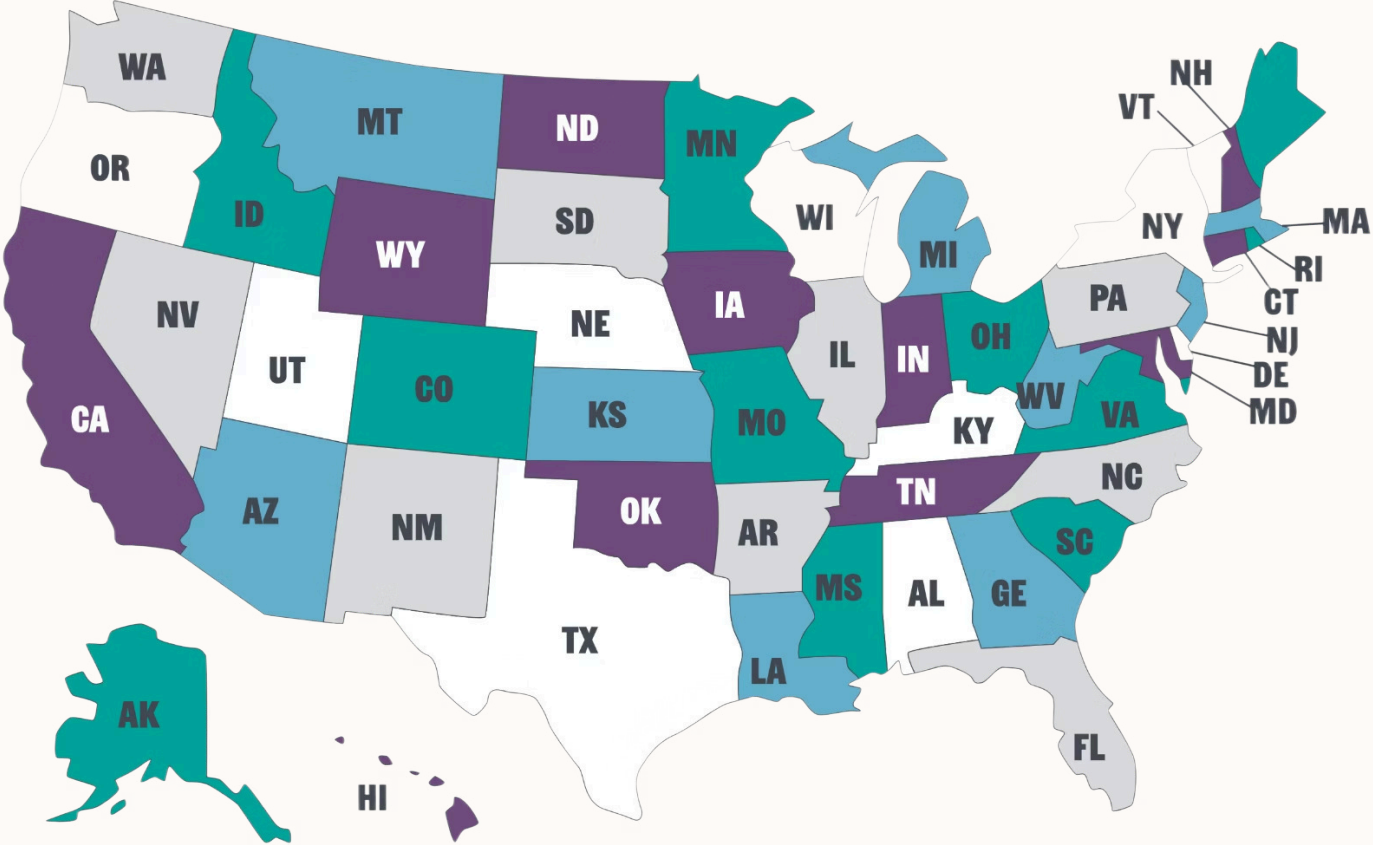


Key Account Manager

Broker management, retail strategy,
promotional calendar

Success Metric: Velocity—how fast product sells off shelf determines retailer commitment

Vision States for Protein Pop Expansion



Final Recommendations

Strengthen Supply Chain

Scale the team

Refine taste profile & additives





Thank you!