
Pricing for Food Startups

Branchfood Online

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Advanced Pricing - Why Most Food Companies Fail

1. Fail to plan for profit early
2. Fail to understand reinvestment lifecycle
3. Fail to understand place in the Innovation Adoption Lifecycle
4. Fail to differentiate between short and long term marketing strategy
5. Fail to understand Customer Acquisition Costs (CAC)
6. Fail to understand Lifetime Value of a Customer (LVC)

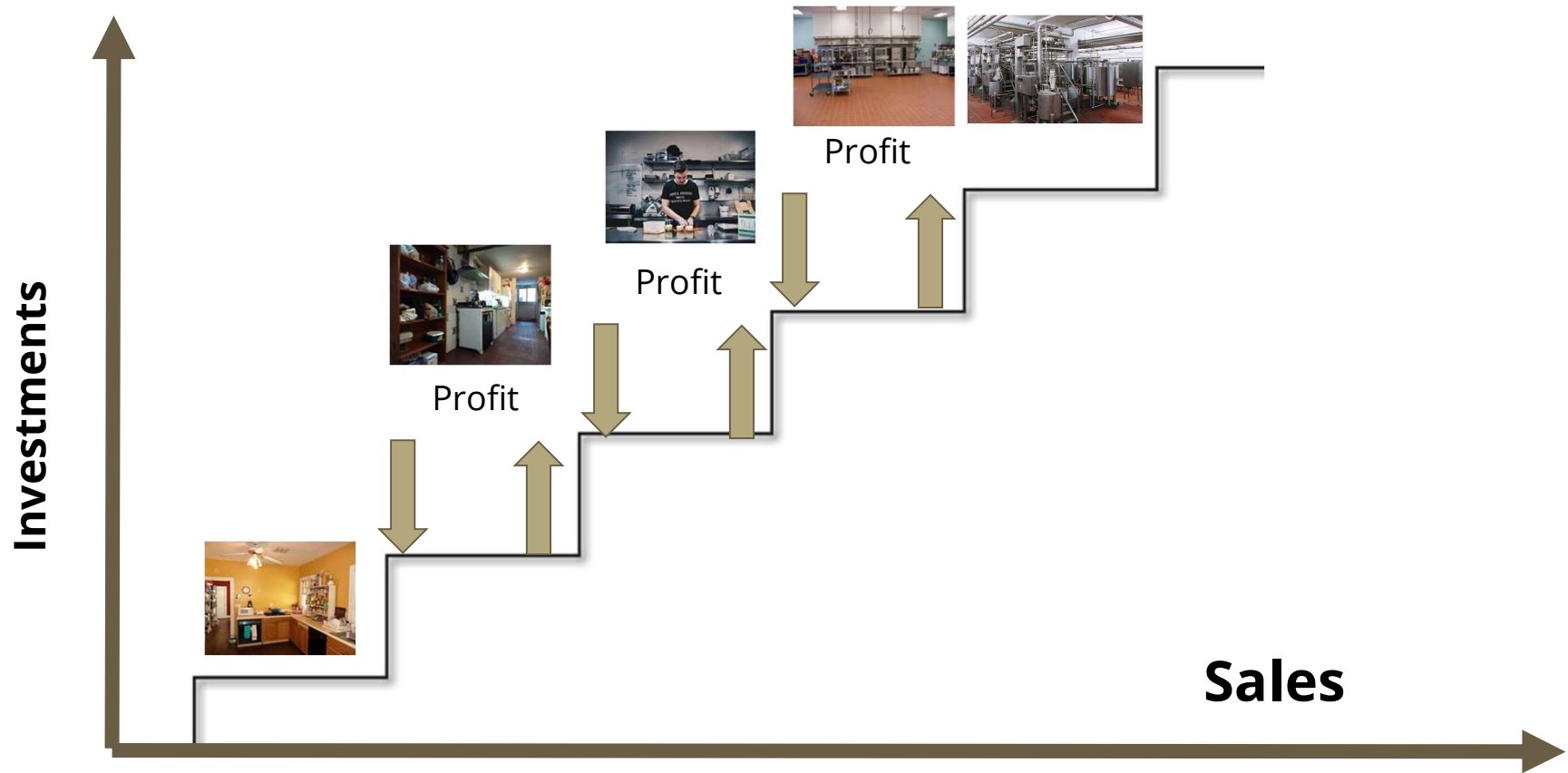
The Big Myth

“Once I get my sales volume up, my costs will go down.

Then I’ll be profitable”



Reinvestment - The lesson they forgot to teach

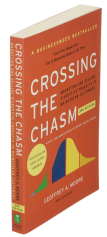
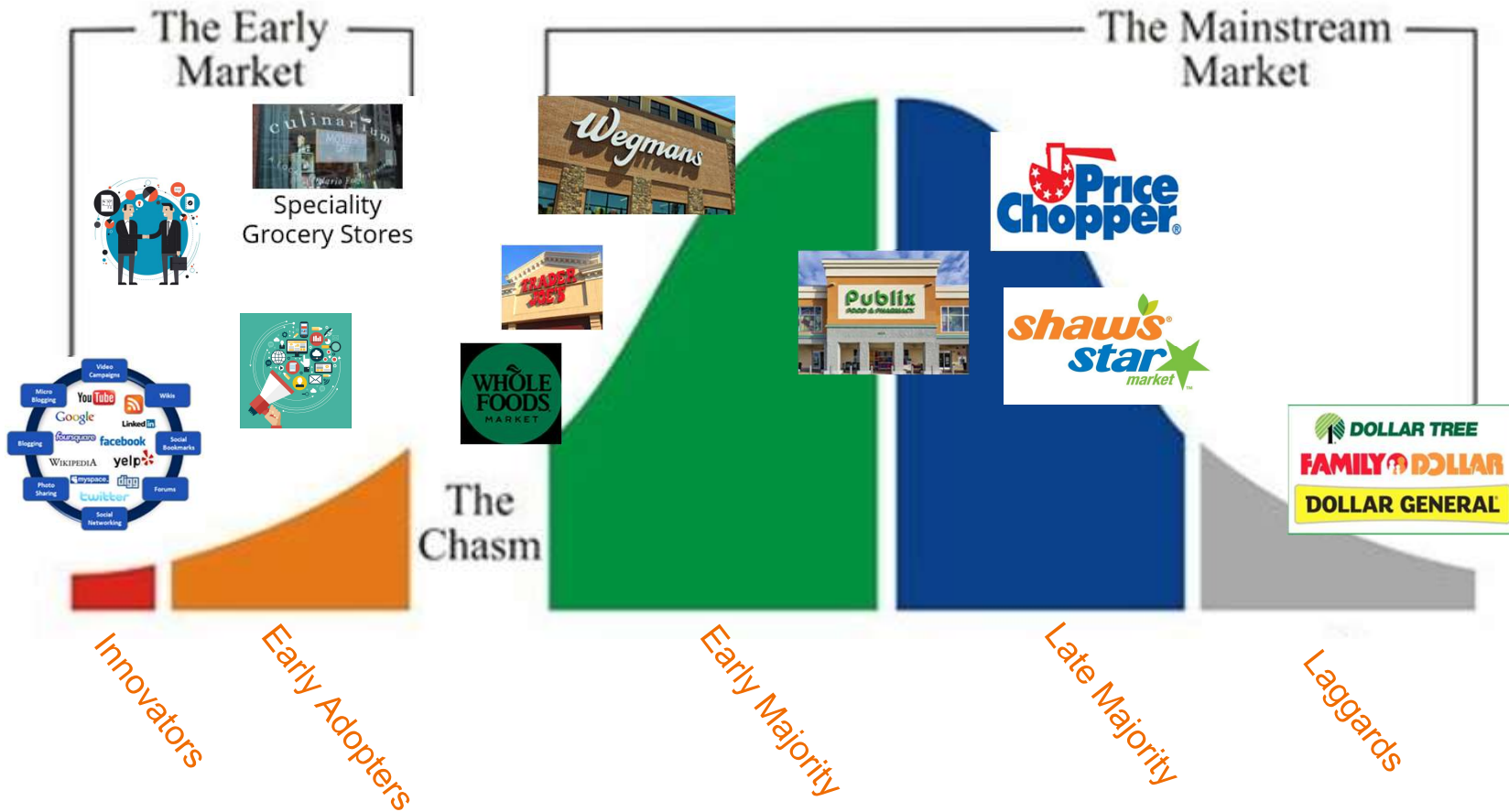


The Big Dream

“To see my product on the shelves of large grocery chains”



Innovation Adoption Lifecycle



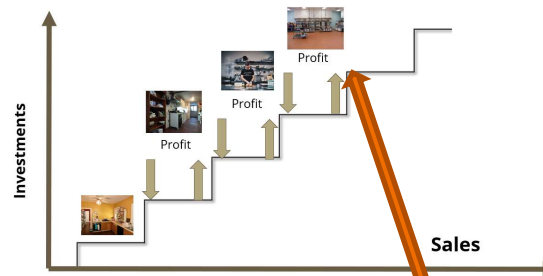
Source

The Disconnect

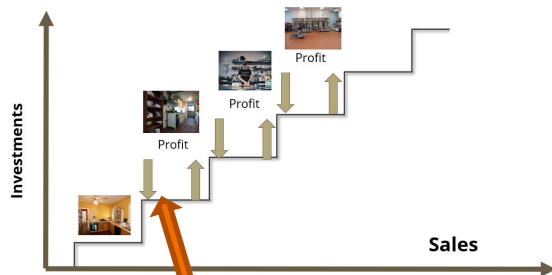
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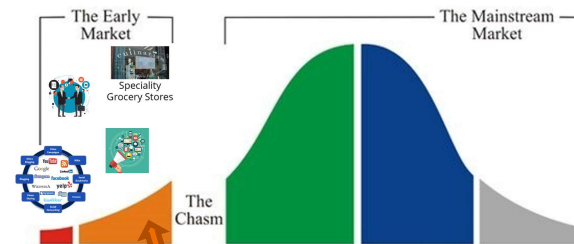
To be here



You need to be here



Most startups are here



Focus here

Grab an Appointment with Jim

30-minute appointments available next week for people on this webinar:

<https://calendar.google.com/calendar/u/0/selfsched?sstoken=UUtkcVgwUIJyMDZYfGRIZmF1bHR8YT MxZWQxMjlmNGM5NjJmZGY1N2QzN2QwY2MwZjVINGI>

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