

EXAMPLE

Sam King (also a personal trainer)

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Your Purpose: Articulating your true desires and purpose at the outset will inform everything you do.

This should inspire your every choice and it will encourage others to follow your mission.

This is completely introspective and should not sound like an advertising strap-line, it is your true motivation, not what you think other people want to hear!

The more personal this is to you, the more powerful and unique it will become. "I want to be rich" or "I want to make a difference" simply won't cut it!

To ensure people start the day with a satisfying breakfast

so that they can burn the calories at the best time of day for their health.

Your Terrain: List your competitors, starting with the category leader, with a simple one line description. E.G. 'The traditional one', 'the natural one', 'the ethical one', 'the quirky one' ... etc.

TAKE HOME:		ON THE GO:	
Kelloggs	Cereals	McDonald's	The convenient choice
Quaker/Oat Burst	Porridge	Costa	Coffee accompaniment
Nature Valley	Muesli bars	Local Café	Traditional full English
Hunger Breaks	Breakfast in a can	Juice bars/gyms	Healthy smoothies
Grenade	Protein Bars	Supermarket	Hot Counter
Supermarket OL	Pastries	Greggs	Pastries & Sandwiches
Nomadic	Breakfast yogurt	Petrol Forecourt	Miscellaneous

Your Positioning: Fill in your brand name and it's one liner profile.

Breakfast like a King

Satisfying, hotel quality breakfasts

Your model: Describe the scale of business that you ultimately desire. Do you want a stable and manageable 'life style' business, create a family legacy or a growing brand that one day you intend to sell as an exit plan? Add turnover and key steps including investment in production, territories and staffing levels.

(year 1)

(year 3)

(ultimate)

Breakdown your financial model in the most meaningful way to your objectives to establish where your business will make profit. Ensure that you include all potential costs and the price that you will expect consumers to pay.

production & delivery

sales & marketing

retailer margins

consumer price

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Your model: Describe the scale of business that you ultimately desire. Do you want a stable and manageable 'life style' business, create a family legacy or a growing brand that one day you intend to sell as an exit plan? Add turnover and key steps including investment in production, territories and staffing levels.

Currently made in small industrial unit

£50K turnover

Local distribution in a chiller van

Sales done by me!

Needs a brand!

Expanded manufacturing unit

£0.7m turnover - National sales

Delivery handled by distributor

Sales team & account handlers

Cease dealing with 'out of home' as it is too labour intensive

Sell to international business as a growing concern to take brand global. E.G. Kerry Foods

£7m+ sell out with 10% retention of shares

Retire from the food business and start health retreat.

Breakdown your financial model in the most meaningful way to your objectives to establish where your business will make profit. Ensure that you include all potential costs and the price that you will expect consumers to pay.

£1.50

75p

£1.50

£3.75

Jeopardy: What are the threats to the success of the brand?

(threats)

Seminal sentence: Construct a simple sentence that speaks in simple terms to the part of the consumer's brain that makes the decisions.

Where is the consumer's pain? What is their problem or jeopardy?

(insert their pain)

How could or should it be for them? What is the benefit?

(insert their gain)

Why do you, in particular, offer the best solution?

(insert your claim)

Packaging considerations: Insert any specifics about your product, shelf life, thermal requirements, weight restrictions, sustainability desires... etc.

EXAMPLE

Jeopardy: What are the threats to the success of the brand?

When a new useage occasion for ready meals is created the supermarkets will follow and offer cheaper own brand versions. We will need to hold a premium positioning even when this happens.

Other competitors may follow: Sausage brands (Heck & Black Farmer) and Ready meal brands like Charlie Bighams.

Seminal sentence: Construct a simple sentence that speaks in simple terms to the part of the consumer's brain that makes the decisions.

Where is the consumer's pain? What is their problem or jeopardy?

Are you too rushed in the morning for a filling breakfast?

How could or should it be for them? What is the benefit?

Consuming calories in the morning is better for your circadian and dietary rhythms

Why do you, in particular, offer the best solution?

Have a hot, satisfying breakfast at your convenience before you set off in the morning.

Packaging considerations: Insert any specifics about your product, shelf life, thermal requirements, weight restrictions, sustainability desires... etc.

Oven ready tray
Factory sealed
400g portion size

Visible branding
Chilled throughout transit
15 day shelf life

Recyclable
Convenient

Seminal story: Structure a story to keep the consumer engaged, experience the story first hand place them as the hero on a quest!



Who is the consumer?

(a character)



What is their problem?

(with a problem)



Describe how you can guide them

(meets a guide)



What do they need to do to address their problem

(who gives them a plan)



What is the solution to their problem?

(calls them to action)



What is at stake?

(or else failure)



What is success for them?

(success)

Based on the story arc we know exactly how to effectively structure the website or storyboard for video or podcast.

EXAMPLE

Seminal story: Structure a story to keep the consumer engaged, experience the story first hand place them as the hero on a quest!



Who is the consumer?

Busy working people who are too rushed for substantial breakfast.



What is their problem?

They get hungry by mid-morning and unhealthy load on calories in the evening.



Describe how you can guide them

I'm a personal trainer with clients that need options for a hearty breakfast.



What do they need to do to address their problem

Pop it in the oven for 20 mins whilst you get ready for work.



What is the solution to their problem?

Eating a proper breakfast sets you up for the day and reduces wasted calories,



What is at stake?

or you'll be hungry until lunchtime and load calories on in the evening before sleep.



What is success for them?

Healthier and satisfying eating patterns that stop you putting on weight.

Based on the story arc we know exactly how to effectively structure the website or storyboard for video or podcast.

Profile: Describe your consumers, where do they shop? What do they listen to and watch? how do they spend their leisure time? This will help establish how best to get their attention

(the consumer)

Action: What will you need to do to present your brand to your ideal consumers?

(objective)

(method 1)

(method 2)

(method 3)

(method 4)

EXAMPLE

Profile: Describe your consumers, where do they shop? What do they listen to and watch? how do they spend their leisure time? This will help establish how best to get their attention

Busy working people who are too rushed for breakfast, conscious of their weight and health.

They go to the gym about once a week.

Busy parents or people simply enjoying a satisfying start to their weekend.

People who work from home and prefer to work through lunch.

Action: What will you need to do to present your brand to your ideal consumers?

Introduce consumers to health values of a hearty breakfast made at home.

Social media campaign educating people on healthy eating patterns, extolling breakfast's importance and downsides to consuming calories in the evening.

Website: Educational and motivating message (animated) with lifestyle suggestions (video)

Messaging in gyms: Target personal trainers, offer discounts and recruit influencers.

Sampling in stores: Aisle end sampling stations with personal trainers explaining the importance of a satisfying breakfast.

Sales 0: List the retailers that currently stock your brand.

(current)

Sales 1: List the retailers that you can service currently.

(next)

Sales 2: List the retailers that want to stock your brand in year 3.

(year 3)

Sales X: List the retailers that you'd ultimately like to stock your brand.

(ultimate)

EXAMPLE

Sales 0: List the retailers that currently stock your brand.

Local cafés and coffee shops

Local farm shops and delicatessens

Sales 1: List the retailers that you can service currently.

Yorkshire farm shops and delis

Small Supermarket chain (Booths)

On-line direct sales (subscription service)

Sales 2: List the retailers that want to stock your brand in year 3.

Listed in Waitrose, Morrison's, Co-op and Sainsbury's

Investigate deals with hotels & airlines - to balance production expansion.

Supermarket home delivery, Ocado & Amazon Fresh

Sales X: List the retailers that you'd ultimately like to stock your brand.

Listed in all major UK supermarkets and garage forecourts

Listed in all major on-line retailers

UK distribution deal to cover all independents

Mood board: Insert any relevant imagery and visual reference.

(images)

EXAMPLE

Mood board: Insert any relevant imagery and visual reference.



FOOD TIMING, CIRCADIAN RHYTHM AND CHRONONUTRITION
 A systematic review of time-restricted eating's effects on human health

Background

- Growing evidence suggests that the extension of daily food period is source of metabolic disorders.
- Reducing the daily feeding window may represent a strategy to improve health markers.

Key results

- 23 out of 454 eligible articles have been included.
- TRE is a well-tolerated intervention that induces a 25% unintentional calorie restriction.
- TRE generates beneficial metabolic effects independently of calorie restriction and weight loss.
- These effects may result from the realignment of food intake and circadian clock.

Systematic Review on TRE

Time-restricted eating (TRE) diets include eating patterns in which daily food consumption is restricted to a window of 8-12h or less (Representation of TRE 8/16).

Discussion and perspectives

Not only food timing, but also the timing of other health behaviors (sleep cycle, physical activity) through circadian clock can influence health markers.



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