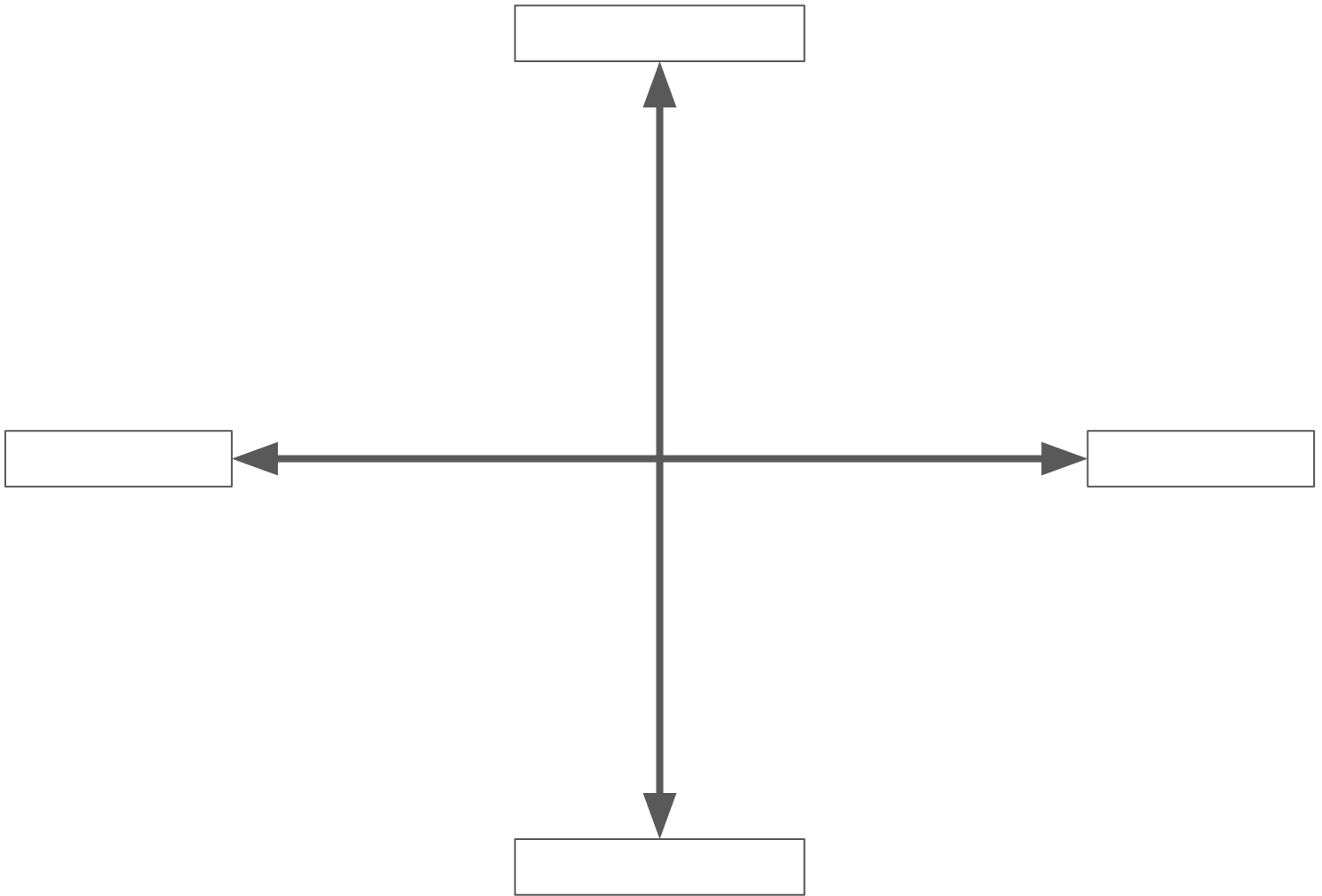




Exercise 1.2: How does your product fill white space?

Plug in your desired variables and determine where your product lands on the grid. Are you differentiating your product and brand from your competitors?



Here are examples of variables to use:

1. Clean vs. Processed
2. Nostalgic vs. Contemporary
3. Snack vs. Full-Meal
4. Satiating vs. Light-Fare
5. Protein-Packed vs. Nutrient Dense
6. Ready-to-eat vs. Prep-time