



Exercise 2.1: Your Roadmap: tell us how you got here

Describe below your roadmap for developing your product, recipe, and brand. Was it a family recipe that you wanted to bring to consumers? Did you or someone you know develop a food allergy that highlighted white space in the market, inspiring you to fill it with a product?

Remembering back to the conception of your product idea can help you tell a narrative story about your product, and can help you work on your business' marketing and recipes for product development.