

# PORK DUMPLINGS WITHOUT THE PIG





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### **Our Vision**

An age of cellular agriculture. A lifestyle that is eco-friendly and sustainable. A future free of the threat of world hunger.

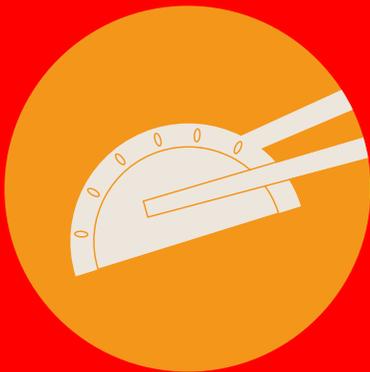
### **Our Mission**

To serve flavorful authentic food while putting the planet and its environment first.

### **Our Values**

We value transparency, sustainability, and tradition.

- **Transparency:** in how we operate the corporation and how we source and make our product.
- **Sustainability:** in every step of the way, minimizing waste and pollution.
- **Tradition:** in that we respect the culture behind every type of product we develop.



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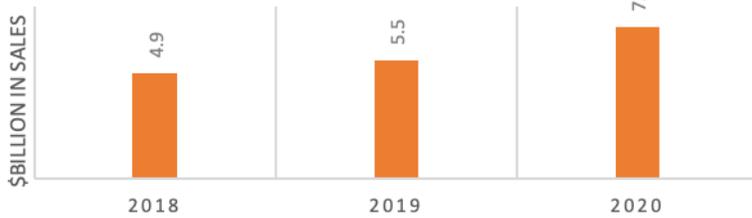


# THE MARKET



## STUDYING THE MARKET TO INFORM PRODUCT AND MARKETING STRATEGY

### US PLANT BASED FOOD MARKET



**Fig. 1** Animal-free product sales are on the rise—plant-based foods in the U.S. are a \$7 billion market and have been experiencing a steep increase since 2018 (1)

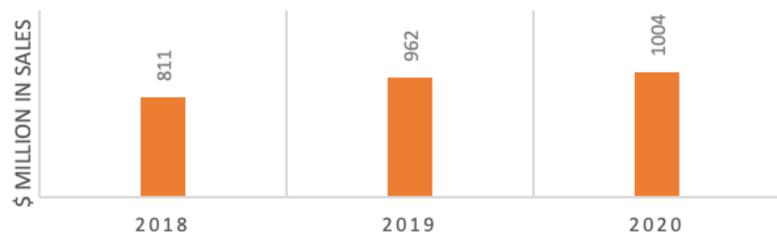
### PLANT BASED FOODS RISE IN POPULARITY IN THE U.S.

- In 2020 plant-based food sales doubled the growth of overall food, indicating a unique opportunity in the animal-free space (1).
- From 2019 to 2020 product sales increased 27%, a number that is increasing more steeply each year (Fig. 1) (1).
- In total in 2021, plant-based foods that directly replace their animal counterparts have amassed a 7-billion-dollar value (1).

### PLANT-BASED MEATS EXPERIENCE STEEP INCREASE IN THE ALTERNATIVE PROTEIN FIELD

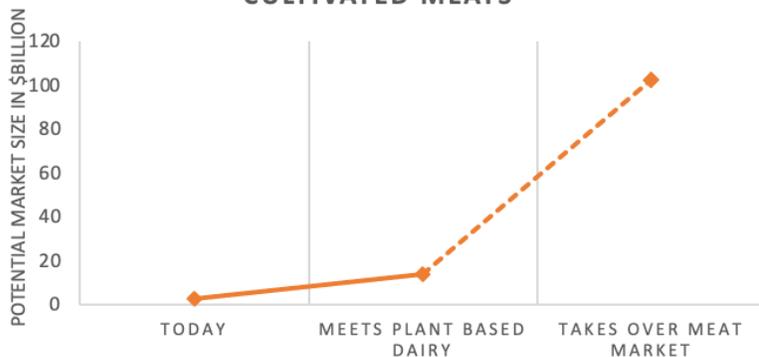
- With the advent of novel meat-like proteins like Beyond and Impossible Foods, as well as the entrance of these alt meats into mainstream grocers and fast food in the last several years, there is a drastic increase in overall alt meat sales (Fig. 2) (2).
- Alternative meat sales and popularity are ascending in a similar fashion to non-dairy milks at their start, which now dominate 15% of the entire dairy industry (1).

### US PLANT BASED MEAT MARKET



**Fig 2:** Alternative meat options experience a steep increase in sales—As more plant based meat alternatives arise, these experience an even steeper increase than plant-based foods overall (1)

### POTENTIAL MARKET INCREASE OF CULTIVATED MEATS



**Fig 3:** Animal-free meats currently make up only 2.7% of all sold packaged meats, an opportunity to shake a 103-billion-dollar industry (1)

### THE MEAT MARKET REMAINS WIDE OPEN FOR MORE ALTERNATIVE OPTIONS.

- Although plant-based meats are increasing in the market, still they comprise of only 2.7% of all meats sold (1).
- Even if plant-based meats are only able to match plant-based dairy in popularity, this would mean a 10-fold increase in the market, an opportunity worth 14 billion dollars (1).
- However, directly replacing mainstream meat products would mean a 102.9-billion-dollar potential (Fig. 3) (1).

# MARKET

## WHO BUYS PLANT-BASED MEATS

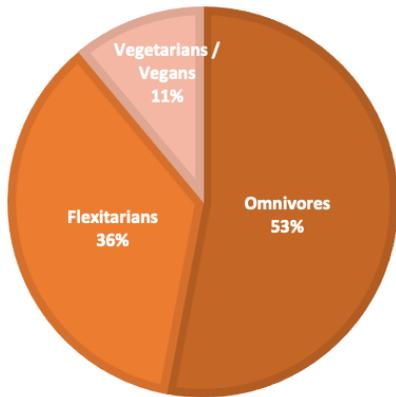


Fig 4: A majority consumers of plant-based foods are omnivores (4)

## WHO IS CURRENTLY PURCHASING PLANT-BASED MEATS

- As of 2020, 18% of U.S. households buy plant-based meats and this is increasing over time (1).
- While plant-based products are often directed to vegans and vegetarians, these consumers comprise only 3% and 5% of the population respectively (2).
- Alternatively, an overwhelming majority of plant based buyers—86%—are meat-eaters (3), that have decided to incorporate plant-based in their food repertoire.
- Another study shows the majority of plant-based consumers are omnivorous (53%), while 36% of consumers identify themselves as flexitarian, meaning they eat meat but also incorporate vegan or vegetarian meals (Fig. 4) (4).

## WHY ARE PLANT-BASED FOODS INCREASING IN SALES AND POPULARITY?

- Consumers are increasingly interested in making more informed choices about the products they purchase.
- Among the reasons for choosing plant-based options, environmental impact and animal welfare concerns remain, with an increase in focus on sustainability (Fig. 5) (5).
- It has been shown that the impact of merely altering meat-eating habits to be more flexitarian would have significant effects towards greenhouse gas emissions amongst other ecological measures (Fig. 6) (6).

### WHY DO CONSUMERS CHOOSE PLANT-BASED?

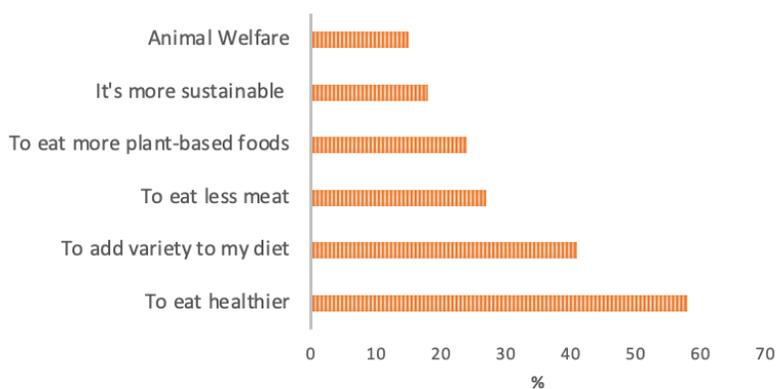


Fig 5: Why do consumers choose plant-based foods? (5)

### GREENHOUSE GAS EMISSIONS BASED ON DIET

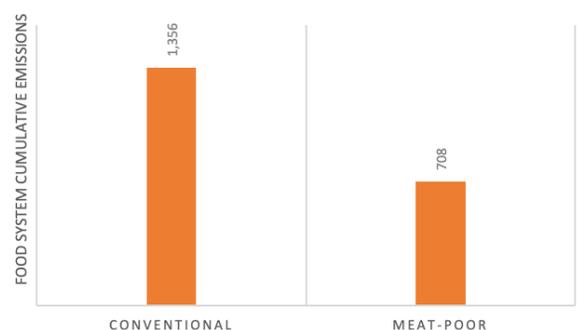


Fig 6: Eating less meat drastically decreases greenhouse gas emissions (6)

1) SPINS (powered by IRI) (2020), "U.S. retail market data for the plant-based industry", Good Food Institute ([gfi.org/marketresearch/](https://gfi.org/marketresearch/)). 2) Carolyn Fortuna (2020) "72% Of Impossible Burger Sales Displace Animal-Derived Foods." CleanTechnica ([cleantechnica.com/2020/09/20/impossible-burger-sales-replace-72-of-traditional-burger-sales/](https://cleantechnica.com/2020/09/20/impossible-burger-sales-replace-72-of-traditional-burger-sales/)). 3) Jemima Webber (2020) "86% Of People Buying Vegan Products Are Meat-Eaters, Says New Data." LiveKindly ([www.livekindly.co/86-of-people-buying-plant-based-products-are-meat-eaters-says-new-data/](https://www.livekindly.co/86-of-people-buying-plant-based-products-are-meat-eaters-says-new-data/)). 4) Packaged Facts (2020) "Flexitarianism on the Rise in U.S., Reports Packaged Facts." PR Newswire ([www.prnewswire.com/news-releases/flexitarianism-on-the-rise-in-us-reports-packaged-facts-301154622.html](https://www.prnewswire.com/news-releases/flexitarianism-on-the-rise-in-us-reports-packaged-facts-301154622.html)). 5) SPINS (powered by IRI) (2021) "Retail Sales Data." Plant Based Foods Association, ([www.plantbasedfoods.org/retail-sales-data/](https://www.plantbasedfoods.org/retail-sales-data/)). 6) Michael Clark et al (2020) "Global food system emissions could preclude achieving the 1.5° and 2°C climate change targets" (doi: 10.1126/science.aba7357).

# MARKET M

## WHAT HAS STOPPED CONSUMERS FROM GOING COMPLETELY PLANT-BASED?

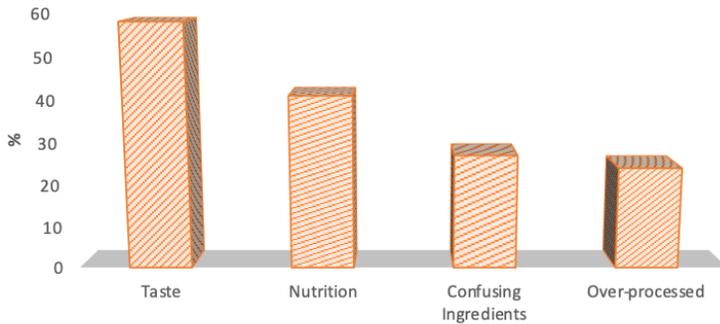


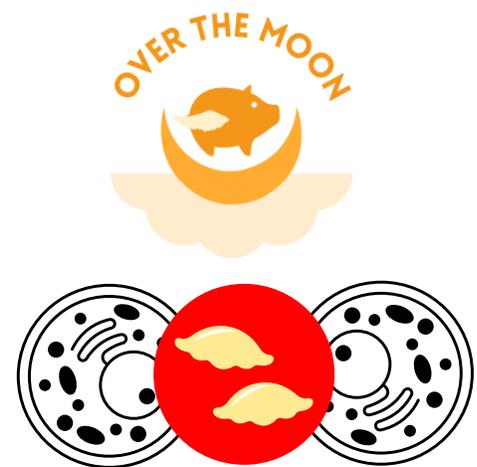
Fig 7: What is stopping consumers from purchasing solely plant-based? (1,2)

## ADAPTING CELL CULTURE TO MAKE ANIMAL-FREE MEAT

- How do we meet the consumer's desire to eat less animal products, better animal welfare, advance less ecological impact, but also hit the perfect trinity of meat's taste, nutrition, and satisfaction all with a clean label?
- The answer is in the burgeoning field of cultivated meats. Cell-cultured meats can use something as miniscule as a blood draw or minor biopsy from an animal that has no lasting effect on its health and wellbeing to allow the culturing and growth of real meat, without the animal (Fig. 8) (1, 3).
- As such the nutritional value, taste, and "meatiness" remains the same, with none of the drawbacks of the impacts of animal agriculture.

## WHY AREN'T PLANT BASED MEATS DOMINATING THE MARKET?

- Many meat-eaters still engage in and purchase plant-based foods, but what is holding them back from purchasing more?
- Unsurprisingly the top response which always drives an individual's food choices is taste (Fig. 7) (1,2).
- Plant-based meats do not have the same flavors as traditional meats. Off of that texture and adaptability were amongst responses as plant-based meats aren't the same as raw meats and able to be prepared in as large a variety of manners.
- Another key factor determining the switch to plant-based is nutrition, namely in protein content (1,2).
- In addition plant based products are often containing more 'foreign ingredients' which can cause dissidence as the consumer moves towards wanting more clean labels (1)



Cultivated Pork-free Pork Dumplings

# MARKET M

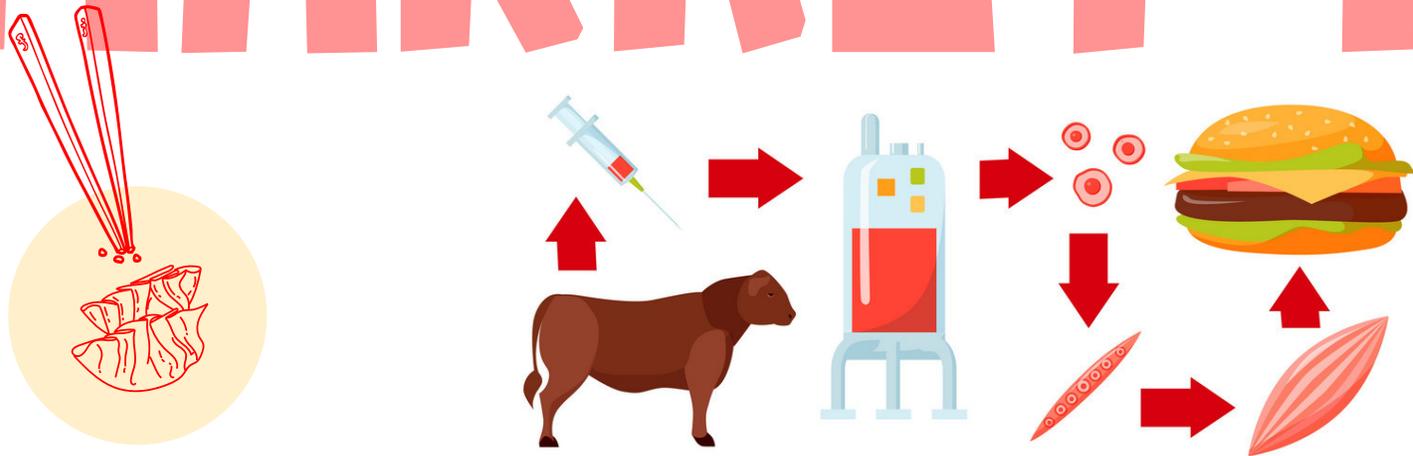


Fig 8: Meat without harm– Cultivated Meats (1)



Fig 9: Investment in Cultivated meat by year hits an exponential incline (2)

### CULTIVATED MEATS ARE ADVANCING EXPONENTIALLY AND INVESTORS ARE RUSHING TO THE TABLE

- For the first time the idea of cultivated meats are becoming more viable as the technology is developing and costs are lowering.
- Investing in cultivated meats met an exponential increase over the last 4 years and is only expected to grow as cultivated meats enter the market and being to directly replace animal meat products (Fig.9) (2).

### ADAPTING MEAT CELL CULTURE TO MAKE ANIMAL-FREE MEATS

- Cultivated meats are here and are only predicted to become more affordable, popular, and overtake the future of the meat industry (2).
- Cultivated meats are often called “the future of food” because of their sustainability and easy transition from well-loved meat products.
- Cultivated meats were conservatively estimated to beat-out plant-based meats by 2035 and only grow to overtake animal meat as the more sustainable, ethical, and cheaper option as technology continues to progress (Fig. 10) (3).

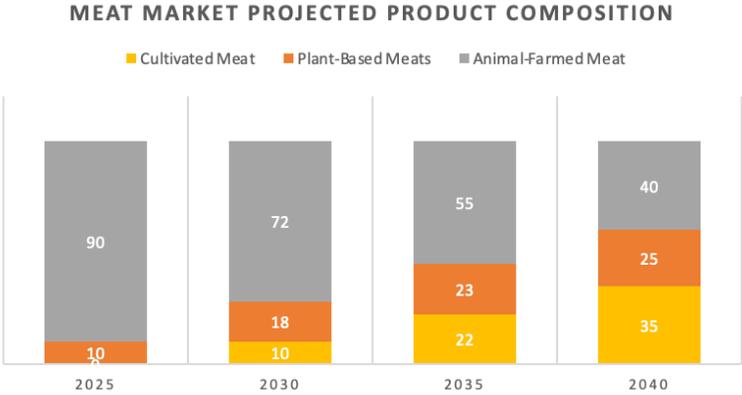


Fig 10: Cultivated Meats are projected to take over the meat market-directly replacing animal meats over time (3)

## INSIGHTS FROM THE FROZEN MEATLESS-MEAL MARKET

PLANT-BASED FROZEN MEALS SALES

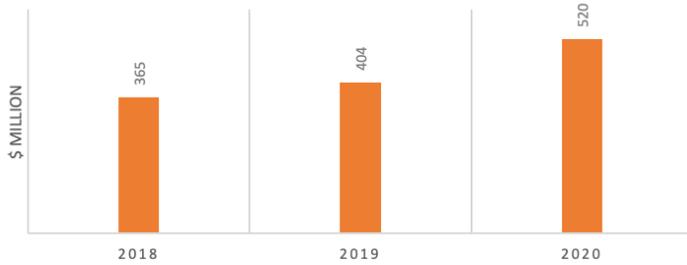


Fig 11: Plant-based frozen meal sales steadily increase each year (2)

- Many areas show that alternative frozen meats and ready meals are amongst the top growing grossing fields (1).
- Plant-based frozen meats currently make up a 520-million-dollar category and have grown 29% from 2019-2020 (Fig. 11) (2).
- The interest in non-meat options in the freezer aisle is steadily increasing with a survey showing that 70% of frozen food customers are interested in these options (3).

## DEMAND IS INCREASING FOR FROZEN MEALS

- The frozen food market has seen immense growth as perception of frozen food has improved (Fig. 12) (4).
- Frozen food benefits outweigh other food options. Frozen foods can be made available anywhere, keep foods fresh, help reduce food waste, and provide a wider variety of options (5). Frozen foods offer the combination of convenience, variety, value and longevity that many other foods can't (3).
- Approximately 7% of consumers bought frozen foods for the first time in 2020, and 38% of frozen food shoppers expect they will purchase more in the next few months (3, 6).
- North America holds the largest consumer base of the frozen market, and specifically frozen ready-to-eat foods (3). As many homes become dual-income with two + employed family members, the convenience of ready-meals has seen a steep increase.
- Segmenting the frozen food industry by product type, ready meals are the largest revenue generator with a share of 34.6% and it is estimated grow at a healthy rate owing to technological innovations, busy lifestyles of consumers and high disposable incomes (Fig. 13) (3, 7).

FROZEN FOOD MARKET SIZE

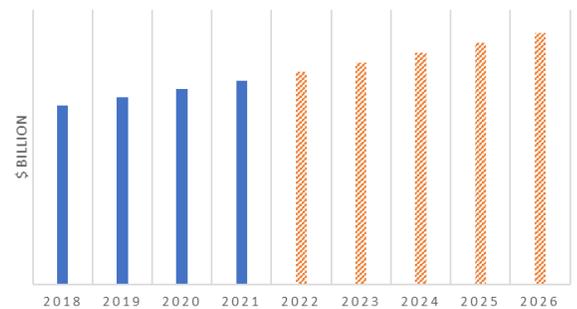


Fig 12: The Frozen food market steadily grows each year (8)

FROZEN FOOD MARKET BY PRODUCT SALES

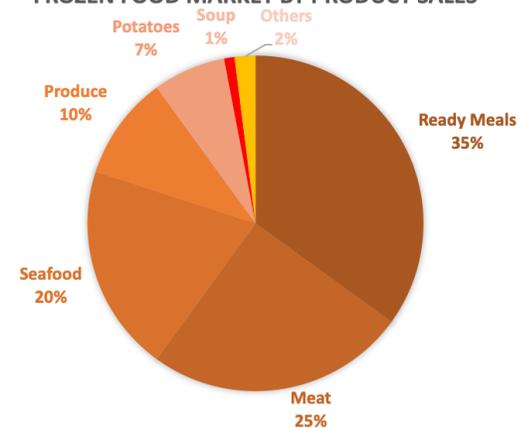


Fig 13: Frozen-ready meals dominate the frozen food market (9)

1) Nielsen MarketTrack (2020) "The Smart Protein Plant-Based Food Sector Report." Smart Protein Project.(smartproteinproject.eu/wp-content/uploads/Smart-Protein-Plant-based-Food-Sector-Report-2.pdf.) 2) SPINS (powered by IRI) (2021) "Retail Sales Data." Plant Based Foods Association, (www.plantbasedfoods.org/retail-sales-data/). 3) Michael Costa (2021) "Top 150 Frozen Foods Processors Report 2021: Pandemic Push Shatters Sales Records." Refrigerated Frozen Foods RSS (www.refrigeratedfrozenfood.com/articles/100093-top-150-frozen-foods-processors-report-2021-pandemic-push-shatters-sales-records). 4) Cesar Maldonado (2022) "Frozen Food Production in the US" US INDUSTRY (NAICS) REPORT 31141 (my.ibisworld.com/us/en/industry/31141/about). 5) MarketReportsWorld (2021) "Frozen Food Market 2021: Share, Growth, Statistics, Industry Size, Price, End User Analysis, Development, Trend, Key Manufacturers, and Outlook to 2023 with Prominent Regions and Countries Data." MarketWatch (www.marketwatch.com/press-release/frozen-food-market-2021-share-growth-statistics-industry-size-price-end-user-analysis-development-trend-key-manufacturers-and-outlook-to-2023-with-prominent-regions-and-countries-data-2021-11-03). 6) Michael Browne (2021) "Frozen Food Sales up 21% in 2020 as Covid Alters Shopping and Eating Behaviors." Supermarket News (www.supermarketnews.com/consumer-trends/frozen-food-sales-21-2020-covid-alters-shopping-and-eating-behaviors). 7) Anil Kamble et al (2020) "Frozen Food Market Size, Share & Demand: Research Report 2027." Allied Market Research (www.alliedmarketresearch.com/frozen-food-market#:~:text=The%20frozen%20food%20market%20size,used%20over%20a%20long%20). 8) Eloise Trenda (2021) "Global Frozen Foods Market Value 2018-2026." Statista (www.statista.com/statistics/1122223/global-frozen-foods-market-value/). 9) Grandview Research (2020) "Frozen Food Market Size, Share & Trends Report, 2020-2027." Market Analysis Report (www.grandviewresearch.com/industry-analysis/frozen-food-market).

# MARKETING

ASIAN FOODS SHARES BREAKDOWN

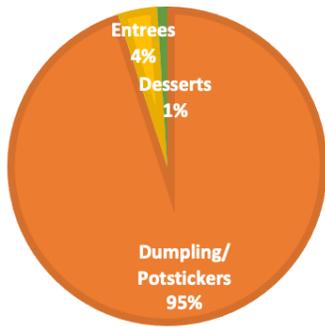


Fig 14: Dumplings/potstickers dominate social media shares of Asian cuisine (1)

## ENTERING THE MARKET OF FROZEN CULTIVATED READY-MEALS

- The benefit of selling frozen cultivated meat is many-fold- it satisfies the consumer’s desires for a real meat-based substitute in a way that is shelf stable and gives the consumer the most flexibility.
- In this space we propose to directly replace frozen meat, freezer-ready meals, and multi-meals. In the recent years, multi-serve meals were among the largest growing shares suspected to be due to frozen foods’ ease of preparation and need for more variety in at-home meals (1, 2).
- Currently one in four consumers buy ready-meals once a month, and the barriers to buying more are that they feel they are over processed (56 percent), high in calories and salt (44 percent), low in nutrition (35 percent), and low in protein (23 percent) (3).
- A healthy cultivated option provides all the solutions to these issues and with the added benefit of the decrease in animal agriculture.

## ASIAN FLAVORS AND FOODS ARE INCREASINGLY POPULAR NATION WIDE

- In determining which foods show the highest increase in popularity that are traditionally made with animal products, Asian foods came up as the dominant taste market, up in sales 28% from 2020 (1) with Asian flavors entering even American fast food chains like KFC and Jack-in-the-Box as some of the most popular (4).
- Frozen Asian food retailers have met great success with brands like PF Changs frozen entrees making the Top 5 for leading sales of multi-serve frozen dinners in the US in 2021 (5). Frozen Asian foods have experienced a 46% jump (6).
- Of Asian frozen food options, as high as 95% of social media exposure of Asian foods are driven by dumpling/potsticker products (Fig. 14) (1).
- Frozen Dumplings market is expected to reach USD 10110 million by the end of 2027, with a CAGR (compound annual growth rate) of 8.2%. Meat dumplings hold a larger share in the global market, which accounts for about 82.29% in 2019, showing the demand for alternative meats over existing veggie options (Fig. 15) (.7).

DUMPLING TYPES BY PREFERENCE

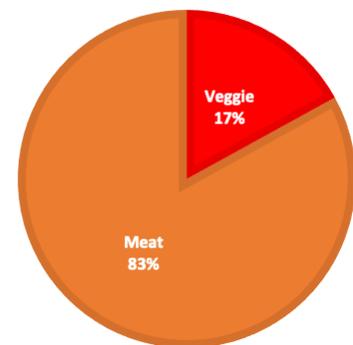


Fig. 15: Most consumers of dumplings prefer meat varieties (7)

1) OmniMarket (2021) "Frozen Food Trends: Strategies for Success in a New Consumer Environment." Information Resources Inc (www.iriworldwide.com/IRI/media/Library/webinar/Frozen-Food-Trends-Success-in-a-New-Consumer-Environment.pdf). 2) Michael Browne (2021) "Frozen Food Sales up 21% in 2020 as Covid Alters Shopping and Eating Behaviors." Supermarket News (www.supermarketnews.com/consumer-trends/frozen-food-sales-21-2020-covid-alters-shopping-and-eating-behaviors). 3) Simon Soloway (2021) "What's Driving the Plant-Based Boom?" New Food Magazine (www.newfoodmagazine.com/article/139141/plant-based-boom/). 4) Elizabeth Sloan (2019) "A New Wave of Asian Cuisine." IFT Consumer Trends (www.ift.org/news-and-publications/food-technology-magazine/issues/2019/may/columns/consumer-trends-asian-cuisine). 5) Eloise Trendera (2021) "Global Frozen Foods Market Value 2018-2026." Statista (www.statista.com/statistics/1122223/global-frozen-foods-market-value/). 6) Marianne Weaver (2020) "Frozen Asian Jumps 46%." Frozen & Refrigerated (onlinedigitations.com/publication/?i=686388&article\_id=3833508&view=articleBrowser&ver=html5+%5C). 7) GlobeNewswire News Room (2021) "Frozen Dumplings Market Size: Trends: Future Scope and Growth Status: Forecast Data 2021-2027." Absolute Reports Pvt Ltd (www.globenewswire.com/news-release/2021/12/17/2354248/0/en/Frozen-Dumplings-Market-Size-Trends-Future-Scope-and-Growth-Status-Forecast-Data-2021-2027.html).

# MARKET M

## US DIGITAL GROCERY BUYERS

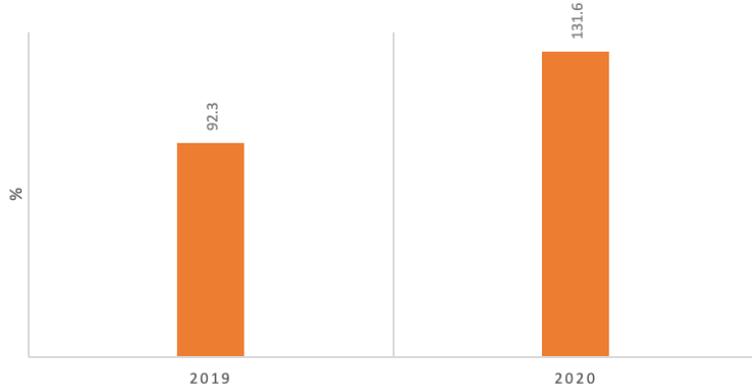


Fig 16: The US has experienced a steep rise in online grocery shoppers in the last year (1)

## DIRECT TO CONSUMER (DTC) FOOD PRODUCT COMPANIES HAVE BEEN INCREASINGLY SUCCESSFUL IN 2020

- Amongst the recent movement of food to e-commerce, case studies such as with the online grocer GTFO, its vegan and online Asian grocer Wee! show that consumers are interested in not only purchasing groceries online, but also on purchasing online alt meat and Asian food products (4, 5).
- Additionally, DTC food brands have had great success in selling novel frozen products directly to households in order to increase starting revenue. Examples include Nuggs and XJC, both companies which took advantage of a growing online commerce space (6, 7).

## ONLINE DIRECT-TO-CONSUMER SALES ARE INCREASING IN POPULARITY

- Online grocery sales have increased nearly 109% since 2019 garnering 110.72 billion dollars in sales (Fig 16) (1).
- More than ever before the public is using online grocery shopping for safety and convenience. Almost one in two Americans (47%) already buys groceries online at least occasionally, i.e. from grocery retailers or other delivery services. Of those, 13% shop mostly (11%) or exclusively (2%) online (1).
- A large portion of consumers who became first-time online grocery buyers during the pandemic now prefer this mode of grocery shopping due to convenience (2).
- Frozen foods still provide the most flexibility of these items and the continued rise of e-commerce for frozen foods accounted for \$7.4 billion in sales in 2020—a 75% increase over 2019 (3).

Matching the market trends: with our product:  
A cultivated meat, frozen ready-meal sold direct-to-consumer online

THE ULTIMATE CONVENIENCE

1) U.S. Online Grocery Report (2021) "A Fresh Perspective on U.S. Online Grocery Shopping in 2022 and Beyond" Appinio and Spryker (fs.hubspotusercontent00.net/hubfs/2770802/Nurturing%20Campaigns/Appinio%20US%20Nurture%20and%20Masterclass/Spryker\_Appinio\_Report\_Online%20Grocery\_e-food%20survey\_USA.pdf?utm\_campaign=Appinio%20US%20-%20E-Food%20Report%202021&utm\_medium=email&\_hsmt=192644855&\_hsenc=p2ANqtz-8dt46R8B5V1pVewEyXy3KZDBmUWEVZk52aVvZzLkMz9a-Kj\_T4e3dhA66KRtDnCh-qixlvxsf6kQSB\_hngLaaFxx1UA&utm\_content=192644855&utm\_source=hs\_automation). 2) eMarketer Editors (2021) "In 2021, Online Grocery Sales Will Surpass \$100 Billion." Insider Intelligence (www.emarketer.com/content/2021-online-grocery-sales-will-surpass-100-billion). 3) Michael Costa (2021) "Top 150 Frozen Foods Processors Report 2021: Pandemic Push Shatters Sales Records." Refrigerated Frozen Foods RSS (www.refrigeratedfrozenfood.com/articles/100093-top-150-frozen-foods-processors-report-2021-pandemic-push-shatters-sales-records). 4) GTFO It's vegan (2021) "GTFO It's Vegan The Destination for Everybody, Everywhere, for Everything Vegan." StartEngine. (www.startengine.com/gtfo-its-vegan). 5) Wee! Inc (2021) "WEEE! - Groceries Delivered Stats." Similarweb (www.similarweb.com/app/google-play/com.sayweee.weee/statistics/). 6) Brooke DiPalma (2021) "Simulate Rides Alternative Food Wave with Plant-Based Chicken, Courts Gen Z with the Help of TikTok." Yahoo! Finance (finance.yahoo.com/news/simulate-rides-alternative-food-wave-eyes-gen-z-love-with-plant-based-chicken-nuggets-190922895.html?guce\_referrer=ahr0chm6ly93d3cuz29vz2xllmnvbs8&guce\_referrer\_sig=aqaaagtesiu7uwmdp5msqxanuwqwy7j8zjyvs82gctskmuom3iqg81rqscmfrqp9-hu6a8ogo0iokwgb15lq7ol-ad01nu1qwcfnfsd35\_hca7cna-bjwhhiaxmgxwbpq80biquttz\_bvbr\_rxf4rq-o3buoayvsec4jgnjmwav8usq.) 7) Mark Nelson (2021) "E-Commerce Brings Chinese Street Food Home." Perishable Shipping Solutions, (goperishable.com/e-commerce-brings-chinese-street-food-home/).



# THE PRODUCT



## The go-to market (GTM) product: Frozen Pork-free Pork dumplings

The star of the show is the dumpling. What makes it special is within the wrapper - cultivated pork. Cultivated pork, by definition, is a pork product produced by in vitro cell cultures of animal cells. To put the concept in a simple way - it is a pork grown directly from the cells without the growing-up of the whole animal. After all, why raise an animal when all we need are the muscle and fat tissues?

The conventional way of raising livestock is immensely inefficient. The caloric and protein conversion efficiencies are as low as 7%–8% (1). Moreover, the extensive water usage, land usage and greenhouse gas emissions caused by the livestock farming industry have been a growing concern world-wide.

Cultivated pork offers an eco-friendly way of producing pork that is sustainable and animal-cruelty free. With its production method, customization of the pork is also made possible if the business reaches large enough scale in the future- the variety of pork type such as ribs, chops, shoulder, etc. can be mimicked by changing percentage of fat and other tissue types.





## SATISFYING THE CUSTOMER

The product:

- Uses only organic vegetables/produce to reassure consumers
- Is designed to be a balanced food, with various vegetables and nutrient-abundant meat.
- Is ready-to-eat but also amenable to multiple recipes, suggestions for which will be updated regularly on our website and social media platforms.



The benefits of customization options:

- Customization gives consumers a sense of control of their food, which other convenience frozen food doesn't provide.
- The interactive process of choosing between options stimulates the desire for purchase.

Our main to-market product will be non-spicy pork-free pork and vegetable frozen dumplings, which is at the baseline price. For "Foodie" customers or those with specific dietary needs, at a premium, customization will be available for:

- Wrapper: gluten-free, keto
- Spices: pepper, cumin, ginger, garlic, etc.
- Flavors: chili, sweet & spicy, mild
- Vegetables: choose from all available varieties

Since customization will at its start put pressure on the production and assembly line, the price will be a lot higher for these premium products. Eventually developed production lines based on above combinations will be mature, and the cost and price will go down.





# ANNIE

## THE COLLEGE STUDENT WITH LIMITED SPACE AND TIME



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### Background

- 20 years old
- Lives in Berkeley, CA
- Full-time undergraduate student
- Shares a 2 bed 1 bath apartment with 3 other students
- Limited kitchen use + fridge/freezer space

### Finances and spending habits

- Receives rent and tuition money from parents
- Works 15 hrs/week to fund other expenses
- Primarily shops online due to lack of transportation + time

### Lifestyle

- Attends class during the morning + afternoon
- Goes to work or extracurricular activities in the evening
- Spends weekends catching up on studying and chores

### What she's looking for

- Things to cook that don't require many ingredients
- Relatively balanced meals
- Something quick and portable in case she needs to bring a meal to campus

# JENNY AND STEVE

## THE CAREER-ORIENTED COUPLE

### Background

- Ages 30 (J) and 32 (S)
- Live in Seattle, Washington
- Both have a Bachelor's degree
- S works full time at a tech startup
- J works part time as a substitute teacher and is currently pursuing a Masters in Psychology



JENNY & STEVE JENNY &  
STEVE JENNY & STEVE J

### Finances and spending habits

- Net yearly income of \$110,000
- In their eyes, time = money. Shop for convenience
- Willing to be adventurous and spend \$ to try new things

### Lifestyle

- S works 9-5 and likes to spend weekends playing sports
- J works 9-1 and spends most evenings in class or doing school work.
- Weekends are for resting.

### What they're looking for

- Something convenient
- Something reasonably trendy
- Something that won't make a mess

# BRITTANY

## THE BUSY MOM

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### Finances and spending habits

- Net yearly income of \$210,000
- Money isn't their primary concern but they try to not spend lavishly

---

### Lifestyle

- Husband works 9-6 during the week, golf on the weekends
- Brittany works 9-5 two days a week, 9-1 one day a week
- Much of Brittany's free time is spent picking up the kids/taking them to piano lessons, soccer practice

---

### What she's looking for

- Something her kids won't refuse to eat
- Relatively balanced nutrition
- Quick to make with minimal cleanup

---

### Background

- Age 38
- Has a Bachelor's degree in Economics
- Works part time as a financial consultant
- Has two children, ages 4 and 6
- Primary caregiver, husband works full time in a profitable field



BRITTANY BRITTANY BRIT  
BRITTANY BRITTANY BRIT

# DISTRIBUTION

## **Distribution and Marketing Will be D2C**

To capitalize upon the previously discussed rise in prominence of alternative meat products, convenience food, e-commerce, and online grocery shopping, a direct-to-consumer (D2C) marketing strategy will be exclusively utilized for years 0-3. Product marketing, manufacture, packing, and shipping will be facilitated in conjunction with a third-party logistics (3PL) company to cater to distribute Over the Moon (OTM) dumplings to consumers. To streamline delivery to the target consumer base, 3PL companies with proximity to and expertise in servicing metropolitan areas such as the San Francisco Bay Area will initially be chosen. After acquisition of consumers in metropolitan areas, 3PL companies in additional and varied locations may also be contracted.

Provided that \$1,000,000 in profits are netted and a 3:1 LTV to CAC ratio (lifetime value to customer acquisition cost) can be maintained at the end of year 3, potential expansion to the retail market in addition to maintaining the D2C marketing strategy will be considered. During the D2C marketing phase of OTM dumplings, the CAC can almost be fully attributed to the cost of paying for ads and sponsoring social media influencer-run promotions and will likely cost at least \$30,000 per year (1).

## **Social Media Influencers Will Advertise OTM Dumplings to Generation Z and Millennials**

In accordance with the previously shown personas, target consumers likely fall within either the Millennial (born 1981-1996) or Generation Z (born 1997-2012) category. These consumers will mainly be either students or young professionals with limited time due to having busy careers and/or children. Because social media is almost universally utilized by both Generation Z and Millennials, platforms such as Instagram, TikTok, and Youtube are logical choices for deploying a D2C advertising campaign. According to a study, 97% of surveyed Gen Z individuals indicate that social media is the primary source of shopping inspiration, and 68% of surveyed Gen Z + Millennial individuals said that they have purchased items from their smartphone as a direct result of advertisements posted on social media or promotions done by social media influencers (2). These survey results show the feasibility of using social media marketing strategy to both bring OTM dumplings to the consumer's attention and subsequently convince them to purchase it.



(1) "How Much Does It Cost to Advertise on Instagram?," WebFX, December 16, 2021, <https://www.webfx.com/social-media/pricing/how-much-does-it-cost-to-advertise-on-instagram/>. (2) "Status of Social Commerce Report," accessed January 31, 2022, <https://theinfluencermarketingfactory.com/wp-content/uploads/2021/03/social-commerce-report.pdf>. (3) Dennis Kirwan, "Council Post: Are Social Media Influencers Worth the Investment?," Forbes (Forbes Magazine, December 10, 2021), <https://www.forbes.com/sites/forbesagencycouncil/2018/08/21/are-social-media-influencers-worth-the-investment/?sh=665eddf8f452>.

The recently formed class of “social media influencers” are integral to this marketing strategy. Forbes defines a social media influencer as someone who has a “large [audience] of followers on their social media accounts, and [leverages] this to influence or persuade this following to buy certain products or services” (3). Social media influencers exist on almost every social media platform imaginable (including LinkedIn) and cater to almost every imaginable community or hobby, ranging from family-focused mom influencers (or “mom-fluencers”) to influencers with content focused around stationery and journaling.

In addition to the content produced by and audience of a given influencer, another characteristic to keep in consideration when choosing an influencer for a marketing strategy is influencer size, with “microinfluencers” typically having at least 10,000 followers on their accounts and “macroinfluencers” having at least 500,000 followers, with research showing that influencer size must be taken into consideration when selecting social media representatives for a product (1). According to these findings, influencers with more followers are not always the best choice since products promoted by larger influencers are seen as more “common,” so a product that is meant for an ardent and enthusiastic hobbyist is better suited to be promoted by a smaller influencer known for their expertise and content related to that particular hobby (1).

Given the fact that OTM dumplings are being marketed to consumers whose primary criterion is convenience, it will be advantageous for OTM dumplings to be regarded on the same level as a dumpling made with animal-sourced meat. Hence, being promoted by a macroinfluencer and viewed as a “common” product will be advantageous for this particular marketing strategy. Outlined below is the specific marketing strategy for each social media platform that will be used to promote OTM dumplings.



## MARKETING



### Instagram

Launched in October of 2010, Instagram is a social media platform used for sharing photos and videos. Having dramatically risen in prominence over the past decade, Instagram currently boasts an estimated 1 billion users. Furthermore, approximately 74.9% of Instagram users fall within the age range of 18-44, meaning that the majority of Instagram users are potential target consumers. The three primary options that will be used to market OTM dumplings on Instagram will be (1) paid advertisements that appear on user feeds (2) sponsored posts by various influencers, and a dedicated company Instagram account.



## Instagram ads

Despite the potential “spam” risk of putting advertisements on user feeds, studies indicate that paid ads on Instagram actually generate a click-through rate that is 2.5 times greater than other social media platforms such as Facebook and Pinterest (2). Because these ads are interspersed vertically in user feeds among posts from accounts followed by the user, it is impossible for the user to completely avoid seeing these ads, therefore increasing the chances of clickthrough.

## Selection of Instagram influencer representatives

The second major aspect of the Instagram marketing campaign involves promotion of OTM dumplings by various influencers. As previously discussed, the main goal is to choose influencers who will promote the universality and convenience of OTM dumplings and diminish the perception that it is a niche specialty food meant mainly for people specifically interested in cultivated meat. In line with the previously shown personas, macroinfluencers who primarily cater to students, young professionals, or working mothers will be selected. Ideally, selected influencers will have a minimum of 500k followers, but this is not a hard requirement.

An example of an influencer whose content is student-focused is @studyquill, a student at the University of California, Los Angeles. Although studyquill’s content focuses primarily on bullet journaling and study strategies, her content has expanded to encompass aspects of her lifestyle as a student, such as aspects of dorm life and sponsored posts on a computer that aligns with her needs for school or a streaming service where she watched a favorite movie (Fig. 17). Studyquill’s audience appears to primarily consist of either peer college students or high school students who are preparing to go to college. Furthermore, since much of her content focuses on providing advice and tips, it is reasonable to assume that her audience places some value in her opinion and would not instantly dismiss a product recommended by her. To promote OTM dumplings, studyquill or a similar influencer could be sponsored to make a post about how these dumplings are quick and easy to make in her limited living space, allowing her to quickly get back to studying or socializing.



Figure 17



## Tik-Tok

Officially released to the international app market in September of 2017, Tik-Tok is a social media platform where users can post short-form video content ranging from 15 seconds to 3 minutes in length. Content ranges from pranks, lip-syncing videos, dances, commentary; there is something for any interest and any person. Although Tik-Tok is stereotypically associated with Generation Z, roughly 50% of Tik-Tok users are actually age 30 or older, meaning that a Tik-Tok marketing strategy would reach a broad variety of target consumers, not just Gen Z college students (1). Similar to the Instagram marketing campaign, the Tik-Tok marketing campaign will consist of sponsored posts by influencers and a brand Tik-Tok account to foster engagement with consumers and showcase the product in video form. Selected influencers will also have content geared towards students or busy mothers.

### OTM TikTok account and influencer promotions

We will have an official TikTok account that this verified showcasing different ways to prepare our dumplings (Appendix 5). In contrast to the Instagram marketing campaign, which will mainly utilize aesthetic sponsored posts and a brand account to promote consumer engagement, the Tik-Tok marketing content will focus on sponsoring influencers to make short videos showing the product in action and demonstrating its ease of preparation, appealing appearance, and versatility. For example, student and mom-focused Tik-Tok influencers can be sponsored to make a “what I eat in a day” video that features the dumplings and highlights their convenience, great taste, and ability to be used in various simple recipes (Fig 19). These “what I eat in a day” videos are typically made to satisfy viewers who are interested in seeing how certain archetypes of people -- such as models, athletes, or busy folk -- eat throughout their day. While some viewers watch this type of content purely out of boredom/to satisfy curiosity, it is not unreasonable to postulate that many viewers seek out this type of content because they are looking for new food ideas and example diets to follow.

### Utilization of the "FYP"

Another advantage of Tik-Tok is the famous “for you page,” (FYP) a content recommendation system curated by a nebulous algorithm that takes data such as device and account settings, followed accounts, liked videos, and posted comments to recommend content to Tik-Tok users (2). The supposed accuracy of the FYP would ensure that Tik-Tok content related to OTM dumplings has greater chances of being introduced to individuals who are more likely to purchase it. Using appropriate hashtags to describe OTM dumplings such as #organic, #productivity, or #dumpling will further help ensure that it is displayed to potential consumers.

In summary, despite being perceived mainly as a social media platform for teenagers, Tik-Tok has legitimate potential as a marketing tool that can also reach older generations.



Figure 19

## Reddit

Originally launched in 2005, Reddit is a forum-based social media website that promotes the sharing of news articles and discussion of topics ranging from video games, sports, navigating relationships, and so forth. Different topics are organized into sub-forums, or “subreddits,” with a subreddit for just about any topic imaginable existing. Rather than having a currency of “likes,” Reddit utilizes an upvote/downvote based system, with positively received posts typically having a majority of upvotes. The Reddit user base is primarily young men: almost 70% of Reddit users are between age 20-49, with roughly 62% of users being male (1, 2). Although the stereotype that young men do not cook for themselves is potentially rooted in sexism, a somewhat dated study indicated that indeed, there was a significant difference in the percentage of college-educated men vs. women who cook for themselves, with 51.9% of men cooking, compared to 72.3% of women (3).

Based on these data, it is not unreasonable to assume that many Reddit users are young men who do not cook for themselves and instead prefer convenience foods such as OTM dumplings, making Reddit another suitable platform to attract consumers. However, a significantly different strategy compared to Instagram and Tik-Tok must be taken when promoting OTM dumplings on Reddit. While many food and alternative meat product subreddits exist, it is typically ill-advised to make posts on Reddit that are clear advertisements, as self-promotion is typically frowned upon (and heavily downvoted) unless the subreddit’s specific purpose is self-promotion (4). Many subreddits even have specific rules prohibiting or strictly limiting self-promotion and advertising.

The subreddit “I am \_\_\_\_\_ ask me anything,” or /r/IAmA/, is one notable exception to Reddit’s dislike of self-promotion. In this particular subreddit, people or organizations start an “ask me anything,” or AMA thread where users can comment and ask questions. This is a common strategy used by brands (such as Beyond Meat) to both raise awareness of their products and also develop a sense of closeness and transparency with potential consumers by directly answering questions that are visible to the public (in contrast to Instagram direct messages, for example) (Fig. 20). As can be seen, the AMA thread completed by the Beyond Meat CEO had an overwhelmingly positive response, with 98% upvotes (and 2% downvotes).



Figure 20

(1) Published by Statista Research Department and Jan 28, “U.S. Reddit App Users by Age 2021,” Statista, January 28, 2022, <https://www.statista.com/statistics/1125159/reddit-us-app-users-age/>. (2) Published by Statista Research Department and Jan 28, “Global Reddit User Distribution by Gender 2021,” Statista, January 28, 2022, <https://www.statista.com/statistics/1255182/distribution-of-users-on-reddit-worldwide-gender/>. (3) Lindsey Smith Taillie, “Who’s Cooking? Trends in US Home Food Preparation by Gender, Education, and Race/Ethnicity from 2003 to 2016,” Nutrition Journal 17, no. 1 (February 2018), <https://doi.org/10.1186/s12937-018-0347-9>. (4) Emily Heaslip, “How to Use Reddit to Promote Your Business,” <https://www.uschamber.com/co>, May 28, 2019, <https://www.uschamber.com/co/grow/marketing/how-to-use-reddit-for-business>.

# APPENDIX

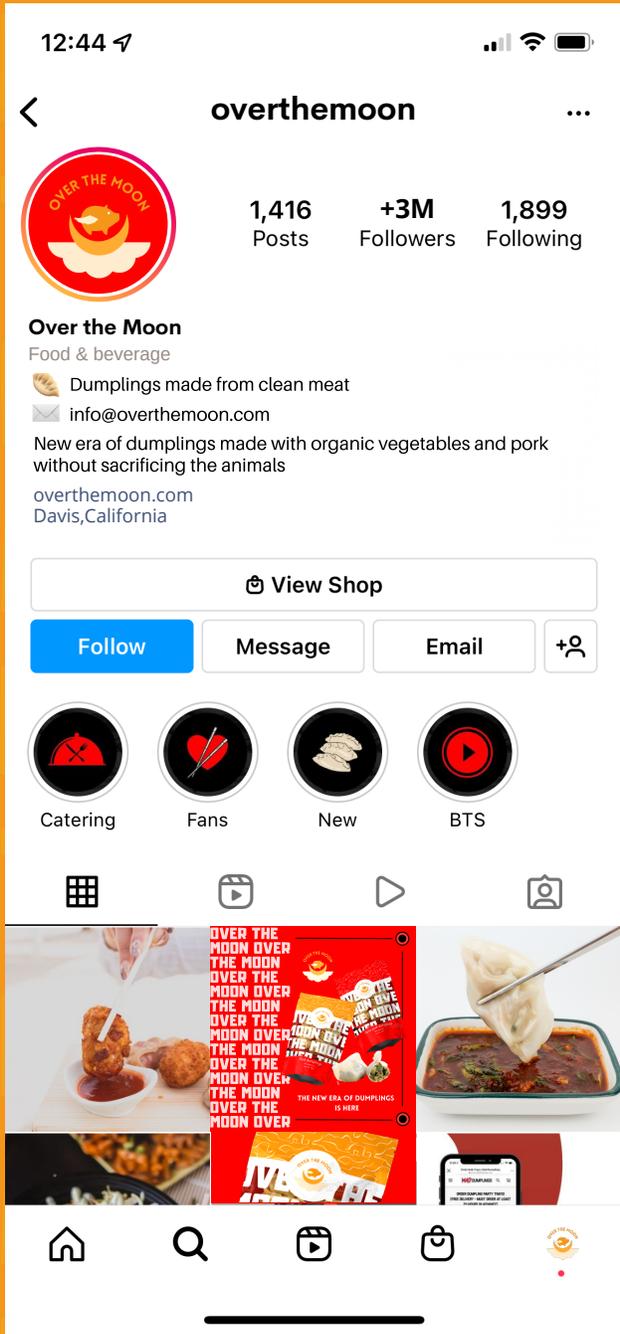
## APPENDIX 1: THE BAGS



APPENDIX 2: THE WEBSITE



# APPENDIX 3: INSTAGRAM





## APPENDIX 5: TIK TOK

13:01

Over the Moon



@overthemoon

81 Following   8.6M Followers   133.0M Likes

Follow

New era of dumplings made with organic vegetables and pork without sacrificing the animals

[www.overthemoon.com](http://www.overthemoon.com)

Pinned

- Rice Paper Dumplings (792.3K)
- Japanese Breakfast (539.2K)
- Just watched (924.2K)
- Mapo Tofu (3277)
- "You should do Cooking streams" (4924)
- "You should start making cooking content" (9345)

12:45



@eatwithvan · 2021-8-16

PAN FRIED DUMPLINGS 🥟 #fyp #cookingtutorial #dumplings

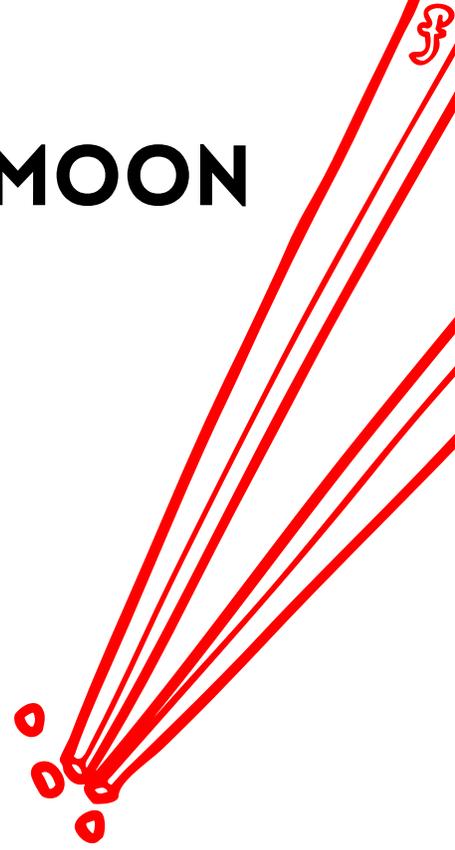
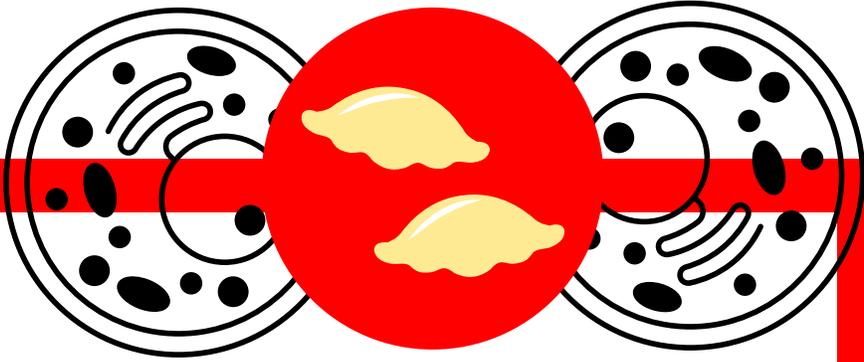
🎵 You - @Prod. Dior

1.1M Likes   3176 Comments   24.6K Shares

Add comment...



**WE ARE OVER THE MOON**



**PORK  
DUMPLINGS  
WITHOUT  
THE PIG**

