

# Welcome to Natural Products Business School!

*In Partnership with.*



Co-located with



Product Discovery Powered by



By Informa Markets

# Keynote: Building Your Business with Alignment Funding



Elliot Begoun  
*Founder & Brand  
Champion  
TIG*

# Natural Products Business School



What are we?





## Natural Products Conundrum

Emerging brands have captured **\$18** to **\$20 billion** in market share from the top 25 CPG companies in the last 10 years.

*Yet...*

An estimated **80%** to **90%** of those brands fail within the first two years.





# Quad of Focus

- Financial

- Cash conversion cycle
  - Contribution margin
  - Cash mitigation
  - Sources of capital
  - Cash flow/runway
  - Locked box
- 

- Strategic

- Stairs vs hockey stick
- Play where you can win
- Win where you are
- Shopper Continuum
- Penetration over distribution
- Concentration

- Business

- Low fixed costs
  - Triggered investment spending
  - Narrow the aperture
  - Growth hack
  - Accountability
  - Simplicity
- 

- Personal

- Diet
- Exercise
- Spiritual/emotional
- Disconnect
- Relationship work
- Community



# TIG Collective

Brings together entrepreneurs and advisors, providing support, education, access, and community. It recruits a diverse group of industry experts to connect entrepreneurs to experience and wisdom. The TIG Collective adds workshops, an online library of classes, and partnerships with retailers, food service operators, distributors, service providers, and industry champions. Together, we create a vibrant community of support.

- Benefits for Entrepreneurs
  - Raise aligned capital
  - Get profitable faster
  - Achieve sustainable growth
  - Gain clarity and make fewer mistakes
  - Meet buyers and investors
  - Belong to a community
  - Become capital-efficient and resilient
  - Be a tardigrade, not a unicorn



# Workshop # 1

9:35-10:30am

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# Marketing

- Table 3 Derek Springston: *Good Design is Beautiful. GREAT Design is Effective*
- Table 5 Kathryn Fenner: *Foodservice Fundamentals*
- Table 7 Larisa Pavlick & Shelley Sapsin: *U.S. Label & Labelling Compliance to be MarketReady*
- Table 10 Heather Holmes: *Elevating Brand Trust & Influence: Mastering PR in the Consumer Space*
- Table 14 Jenn Randazzo: *Values-Driven Consumer to Breakthrough a Competitive Landscape*
- Table 20 Luke Tierney: *Margins & Amazon: How to Not Lose Your Shirt and Scale Profitably on America's Biggest E-Commerce Channel*
- Table 21 Mallory Seargeant: *Scrappy Digital Marketing in Uncertain Times*
- Table 23 Yoli Ouyi: *From Brief to Brilliance: Creating Genuine Connections and Successful Communication in Influencer Partnerships for Emerging Brands*

# Sales

- Table 2 Benji Fitts: Pitches 101
- Table 15 Betsy McGinn: Multi-Channel Pricing Strategy for a Healthy Business
- Table 16 Subriana Pierce: Mastering the Art of Selling: Strategies for Pitching Your Product to Grocery Buyers

# Entrepreneurship

- Table 8 Bob Burke: *Deep Dive on Unit Economics*
- Table 9 Alissa Monteleone: *Mindfulness/Techniques to Reduce Stress and Stay Focused*
- Table 12 Ryan Mulvany: *Amazon Dimes: 10 Things Every Marketer Needs to Know in 2024*

# Operations

- Table 13 Nicole Swartz: How to Protect Your Brand from Copycats
- Table 17 Erika Boll: Strategic Inventory Planning to Scale Successfully
- Table 19 Mike Burrington & Andy Burger: Demystifying Amazon and E-Commerce
- Table 22 Victoria Ho: Packaging That Sells: Master Strategic Storytelling on the Shelf

# Fundraising/ Finance

- Table 1 Nick McCoy: *How to Position your Brand for Success in Fundraising & Fundraising Essentials*
- Table 4 Keith Kohler: *Debt Financing Options at Every Stage*
- Table 6 Michael Movitz: *Finding & Successfully Engaging with Investors*
- Table 11 Jeremy Halpern: *Legal 101: Structure, IP, Taxes, Employees, Etc.*
- Table 18 Holly Ellsworth: *Raising Money from Angels or VC's*

# Entrepreneurship Fireside Chat



**Clara Paye**  
Founder  
*UNiTE Food*



**Matt Levine**  
Founder  
*Chlorophyll Water*



**Tal Garden**  
Founder, CEO  
*FUN Sesames*

# Workshop # 2

*11:00-11:55am*

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- Table 3 Mallory Seargeant: Scrappy Digital Marketing in Uncertain Times
- Table 4 Derek Springston: Good Design is Beautiful. GREAT Design is Effective
- Table 7 Yoli Ouyi: From Brief to Brilliance: Creating Genuine Connections and Successful Communication in Influencer Partnerships for Emerging Brands
- Table 9 Larisa Pavlick & Shelley Sapsin: U.S. Label & Labelling Compliance to be MarketReady
- Table 11 Casey Harshman & Sarah Olney: A CPG Launch Plan – Foundation through Activation
- Table 12 Julia Knott: Shopper Marketing: Crafting a Winning Strategy
- Table 16 Jenn Randazzo: Values-Driven Consumer to Breakthrough a Competitive Landscape



# Sales

- Table 14 Betsy McGinn: Multi-Channel Pricing Strategy for a Healthy Business
- Table 19 Alissa Monteleone & Alissa Monteleone: Mastering the Art of Selling: Strategies for Pitching Your Product to Grocery Buyers

# Entrepreneurship

- Table 1 Corinne Shindelar: Efficient & Effective Advisor/Investor Communications
- Table 6 Sadie Scheffer: The Top 3 Hiring Mistakes (And How To Avoid Them)
- Table 8 Bill Capulis: Entrepreneurship – Not For the Faint of Heart!

# Operations

- Table 5 John Castillo & Bill Long: Is it Time to Grow? – Understanding Operations Scalability
- Table 10 Bob Burke: Selecting & Managing Brokers and Brand Management Companies
- Table 19 Mike Burrington & Andy Burger: Demystifying Amazon and E-Commerce
- Table 21 Victoria Ho: How to Speak Copacker: Preparing to Outsource Production
- Table 23 Erika Boll: Strategic Inventory Planning to Scale Successfully

# Fundraising/ Finance

- Table 2 Nick McCoy: How to Position your Brand for Success in Fundraising & Fundraising Essentials
- Table 13 Jeremy Halpern: Angel & Venture Capital Term Sheets
- Table 15 Laura Markley & Liz Myslik: Financing Your Brand in an Increasingly Expensive World
- Table 17 Holly Ellsworth: Raising Money from Angels or VC's
- Table 22 Elliot Begoun: Alignment Funding

# Workshop # 3

*12:55-1:50pm*

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**ORGANIC  
MARKETPLACE**

Product Discovery Powered by  
**Beacon**  
DISCOVERY BY NEW HOPE NETWORK

 **New Hope.**  
NETWORK.

By Informa Markets

# Marketing

- Table 2 Kathryn Fenner: Foodservice Fundamentals
- Table 4 Mallory Seargeant: Scrappy Digital Marketing in Uncertain Times
- Table 11 Casey Harshman & Izzy Jones: A CPG Launch Plan - Foundation through Activation
- Table 12 Julia Knott: Shopper Marketing: Crafting a Winning Strategy
- Table 17 Stu Seltzer: Brand Licensing 101
- Table 18 Allen Pierce & Tal Garden: Crafting Authentic Narratives: Leveraging Diversity in Brand Storytelling
- Table 19 Heather Holmes: Elevating Brand Trust and Influence: Mastering PR in the Consumer Space
- Table 20 Luke Tierney: Margins and Amazon: How To Not Lose Your Shirt And Scale Profitably On America's Biggest Ecommerce Channel

# Sales

- Table 3 Daniel Scharff: *First year sales*
- Table 21 Benji Fitts: *Pitches 101*

# Entrepreneurship

- Table 6 Sadie Scheffer: *The Top 3 Hiring Mistakes (And How to Avoid Them)*
- Table 8 Bill Capulis: *Entrepreneurship - not for the faint of heart!*
- Table 10 Bob Burke: *Mapping out a growth plan and bottom's up sales budget*
- Table 13 Ryan Mulvany: *Amazon Dimes - 10 Things every marketer needs to know in 2024*
- Table 16 Edouard Rollet: *Weaving Impact into your Business*



# Operations

- Table 9 Victoria Ho: Packaging That Sells: Master Strategic Storytelling on the Shelf
- Table 14 Nicole Swartz: How to Protect Your Brand from Copycats
- Table 22 Johnny Castillo & Bill Long: Is it time to grow?  
– *Understanding Operations Scalability*

# Fundraising/ Finance

- Table 1 Andrew Winick: How to Maximize Value Selling Your Business
- Table 5 Keith Kohler: Debt Financing Options at Every Stage
- Table 7 Michael Movitz: Finding & successfully engaging with investors
- Table 15 Jeremy Halpern: Contracting with Co-manufacturers
- Table 23 Laura Markley & Liz Myslik: Financing Your Brand in an Increasingly Expensive World