

OPERATIONS MANAGEMENT LAUNCH PROGRAM

A 5 step commercialization consulting engagement designed for food and beverage entrepreneurs to effectively launch their products with an outsourced contract food manufacturer.

What is this launch program?

The product development cycle in the packaged food industry is a journey full of landmines. Because of this, most product launches take twice as long as projected, cost twice as much as projected, or worse, the majority of product launches never even make it out of the gate.

This is why I developed this Operations Management Launch Program. It's a commercialization consulting engagement designed for emerging food brands launching (or re-launching) their products.

This program is for you if any of these apply:

- ✦ You've sent out hundreds of emails to prospective co-packers with no meaningful responses. Similarly, you've spent hours going through directory listings to find the right co-packer, but those searches haven't been actively vetted.
- ✦ You have found a co-packer but not sure what to do next. You think this is the right group and you want to hold their interest as you find out if they are the right group. You're not sure how to create a budget to cover the costs of working with them for the first 6-12 months.
- ✦ There are specific issues with your current co-packer and you need help deciding are the issues symptoms or root causes and whether you should repair or replace your current packer, assuming they are the source of the symptoms.
- ✦ You need additional production and need to assess whether it can be found at the existing co-packer or requires a move to an additional or larger co-packer without disruption to existing business and new opportunities.
- ✦ This is your first time launching a food CPG product and you would like assistance at the start of the process to make sure you have taken all the necessary steps to vet your product concept and how to navigate the next steps of negotiating then working with a contract food manufacturer.

Whether you are new to the packaged food industry or a seasoned executive, this engagement was developed to solve the frustrations shared by growth stage food brands by offering key operational support to greatly accelerate your product launch timeline. While no things are certain, my engagement acts as an extra insurance while you navigate this path forward to ensure that you are making the correct steps and not making any mistakes that could cost months down the road.

Overview of Program Directory

PHASE 1

Preparation: Prepare yourself for a co-packer

First, we take a deep dive into the current recipes, formulations, and process steps from your old co-packer or kitchen recipes. We will look into the operational feasibility of this product category to ensure it's a viable product to launch. We dive into the category sales data, defined process steps needed to make the product, and your target retail price and cost of goods to ensure there is a roadmap for a healthy margin on your product.

PHASE 2

Co-Packer Search

Part matchmaking and part operational strategy, we will kick off a dedicated search for the contract manufacturer that is the correct size and scope of your business goals. We need to take into account the manufacturers line availability, geographical considerations, and capabilities, as well as get them bought into your product vision so they will be equally motivated for a manufacturing partnership.

PHASE 3

Supply Chain Build Out

Now it's time to build out your supply chain. We look into packaging suppliers, ingredient suppliers, and warehouse options. We will also develop a cost of goods to see the costs associated with bringing your product to market.

PHASE 4

Launch: Test run, optimize, coordinate launch

This is a two fold process depending on the product category. First coordinating a pilot run to assess any problems at scale, then coordinating the production for our very first large scale launch.

PHASE 5

Optimize and Maintain (Optional) - Ongoing

Now that the original launch is done, I can stay on as your Outsourced Operations Director to manage future production runs and continue to refine your operations with an eye towards iterative constant improvement.

“From the Factory”



“To the Shelf”



You're in good company

"I have worked with David on a number of co-packing projects. If you need someone who can represent your best interest in a co-packing relationship you should retain David. If you're running a brand, David can act as a hands-on guide with co-packing discussions, co-packer selection, product development, ingredient sourcing, sample runs, first runs, and ongoing production management. If you're a co-packer, David can represent your facility and help prepare potential clients, who you may not have time for, to become well trained, valuable customers."

— Peter Meehan, Co-founder of Newman's Own Organics, Board Member at LifeAid LLC



"David Boyle thinks outside the box. After the first month of working with him, I learned to appreciate our differences. He is much more patient, methodical, and strategic. As his client, I allowed myself to be quietly mentored by David. He is a team player and a big-picture guy with attention to detail."

— June Lim - First Foods, Inc



"David is a sharp, capable, and genuine operations professional who is quick to solve a wide range of operational challenges. His range of knowledge and experience across manufacturing, logistics, order fulfillment, warehousing, and beyond is unique and he has a true love for the world of food and beverage. Stellar communicator and a pleasure to work with."

— Tyler Gage - Co-founder of RUNA, Investor, Managing Director of Terrafertil North America, NESTLE



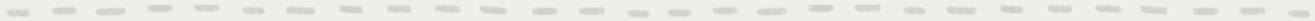
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When you're reading my proposal please remember, a successful product launch is the result of 1,000's of micro-decisions.

The secret to successful product launches always starts with creating a small, tightly knit team to coordinate and navigate a path that requires focused and informed decision making. The process will require both patience and applied effort at various times. Our objective is to create the best product line possible while incurring the fewest mistakes. I am committed to working with you towards that end.

How does this investment stack up?

- * Executive Level Talent at a fraction of the price of full-time work. Minus any loss of momentum from training and bringing on a full time employee.
- * Not just "consulting," but equal parts strategy and execution.
- * Transparent Pricing; No equity share, no workers compensation insurance, recruiting fees, or Employer FICA/Social Security taxes added onto your fee.
- * Flexibility to retain my services for product specific project in a month to month relationship.



Let's Work!

I'm excited to work with you to see your product come to life.

[Request a Quote Today!](#)

THANK YOU