

Helping Build the Roadmap to a Million-Dollar Frozen Food Idea

In a shark tank incubator with a Fortune 500 company, we won with our presentation of one of the most innovative and relevant market research methodologies.

Objective

The Fortune 500 company wanted to develop a million-dollar idea(s) by gaining market share from key competitors, but not from sister brands.

It also wanted to be future-focused rather than develop products that reacted to past trends.

Methodology

To develop the ideas, we:

1. Interviewed social media influencers and conducted video ethnographies among consumers
2. Developed 100+ ideas in a full-day client team and influencer work session
3. Validated 40+ ideas, meeting the success threshold to be narrowed down to 5-8 key ideas

Outcome

The company used the insights we gathered to fill its new product innovation pipeline for the next 3-5 years by selecting four ideas for introduction into the market with total volume estimates of more than \$1 million.

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