



snack with
an impact!

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Rooted Living

snack with an impact

Camelia Garcia Marxuach, Richa Shah, Alex Stern

The truth behind “healthy” snacks.

Most of these snacks are marketed as “healthy” but are **full of refined ingredients**.

Snacks that have healthy and clean ingredients are often wrapped in **single-use plastic packaging**, which is extremely detrimental to the environment.



The Mission & Founder



Rachel Domb

Founder of Rooted Living

Rooted Living brings **innovation to snacking.**

We give **power back to the consumer** by providing healthy snacks with **compostable packaging.** Our snacks are made with **whole food and plant based ingredients.**

We assure that ***both you and the planet*** will be happy.



Rooted LIVING

They are snacks **without sacrifices.**
Snacks that **empower,**
that **nourish,**
that would allow the consumers to
embody their own morals.



Who are Rooted Living's Competitors?



88 Acres



Purely
Elizabeth



Michele's
Granola



KIND



Nature
Valley

Company Analysis

S

Strengths

- Product personalization
- True healthy ingredients
- Packaging → made of compostable material

W

Weaknesses

- Small variety of flavors and ingredients to choose from

O

Opportunities

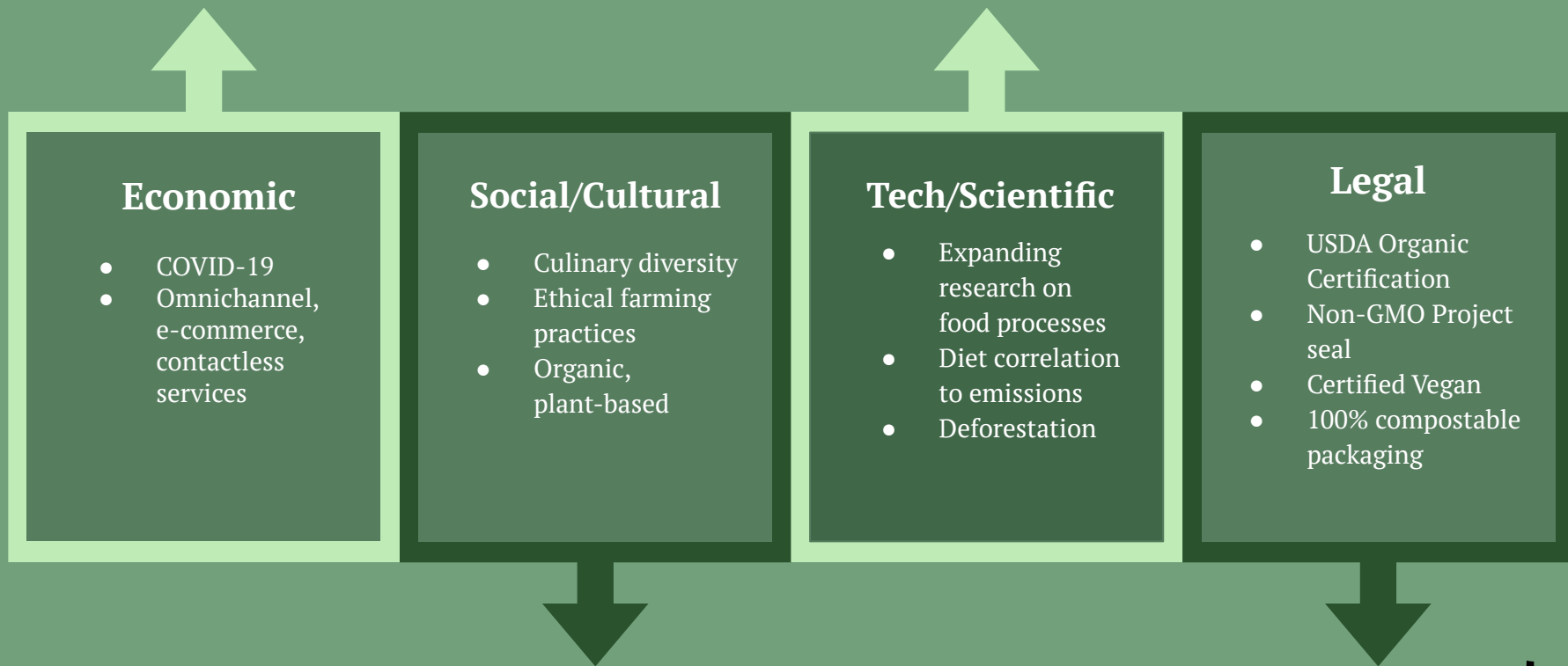
- Boston is filled with college students
- Growth opportunities in other colleges/universities
- Influencer marketing

T

Threats

- Emerging competitors
- COVID-19

Macro Factors



Health and Wellness Food Industry

The market will be **ACCELERATING** growing at a **CAGR** of nearly

6%



INCREMENTAL GROWTH

\$280.97 bn

2017

2022

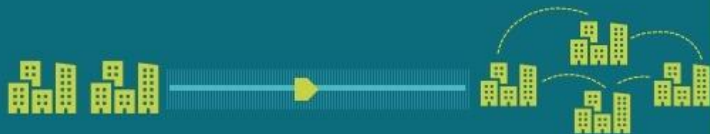


The year-over-year growth rate for **2018** is estimated at



5.84%

The market is **FAIRLY FRAGMENTED** with a few players occupying the market share



37%

of the growth will come from the **AMERICAS**

One of the **KEY DRIVERS** for this market will be the increasing adoption of healthy eating habits



5 Forces Analysis

Threat of New Entrants

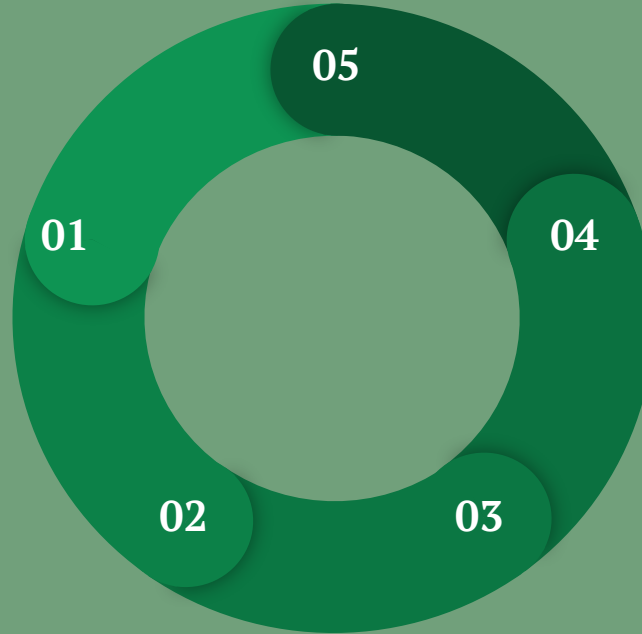
(low, constant)

- Growing Organic/Natural foods market
- Accessibility to inputs
- Lower capital requirements

Threat of Substitution

(medium, increasing)

- Direct competition
- Differentiated offerings and propositions
- Increasing plant-based, whole ingredient products



Buyer Power

(medium, increasing)

- Increasing availability of substitutes
- Price sensitive

Supplier Power

(low, constant)

- Large number of suppliers, manufacturers
- Low switching costs

Rivalry Among Competitors

(medium, increasing)

- Increased industry growth - smaller market share

Customer Analysis

01

Segments

- Psychographic: sustainable lifestyle
- Demographic: college students
- Geographic: Boston

02

Needs/Requirements

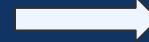
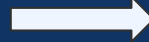
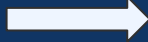
- College students are always on the go
- Younger demographic is more eco-conscious

03

Purchase Process

- E-Commerce (Instagram, Shopify)
- Wollaston's

Target Market



- College students (18-23 yrs)
- Greater Boston area
 - NEU, BU, BC, Berklee, MIT, Harvard, Simmons

- Low disposable & personal income
- Price sensitive consumers

- “On the go”
- Value convenience
- Ease of use
- Quick & efficient energy

- Eco-conscious consumers
- Value sustainability & wellness

Positioning Strategy

*Rooted Living is **plant-based, sustainable,** and committed to **giving the power back to the consumers.***

Differentiating Factors

1. Truly healthy and whole ingredients (no refined oils or sugars)
2. Educational platform
3. Compostable packaging
4. Female founded

Growth Strategy

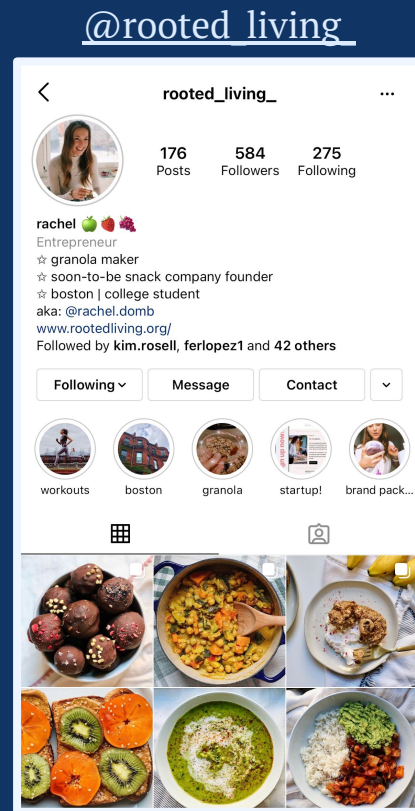
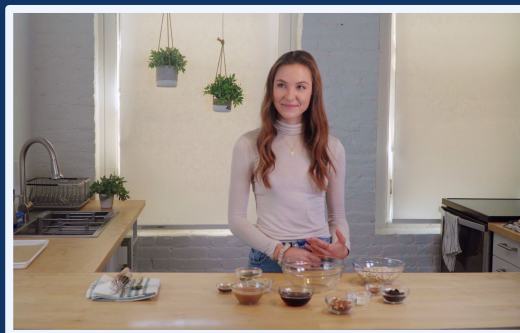
1. Start-up Venture, University organizations
2. The Sherman Center - Entrepreneurship Engineering Co-op
3. Crowdsourcing through Kickstarter

Rooted Living: *Whole food plant based snacks that are made with oats, maple syrup, nut butter, cinnamon, sea salt, vanilla, pumpkin seeds, almonds and raisins*

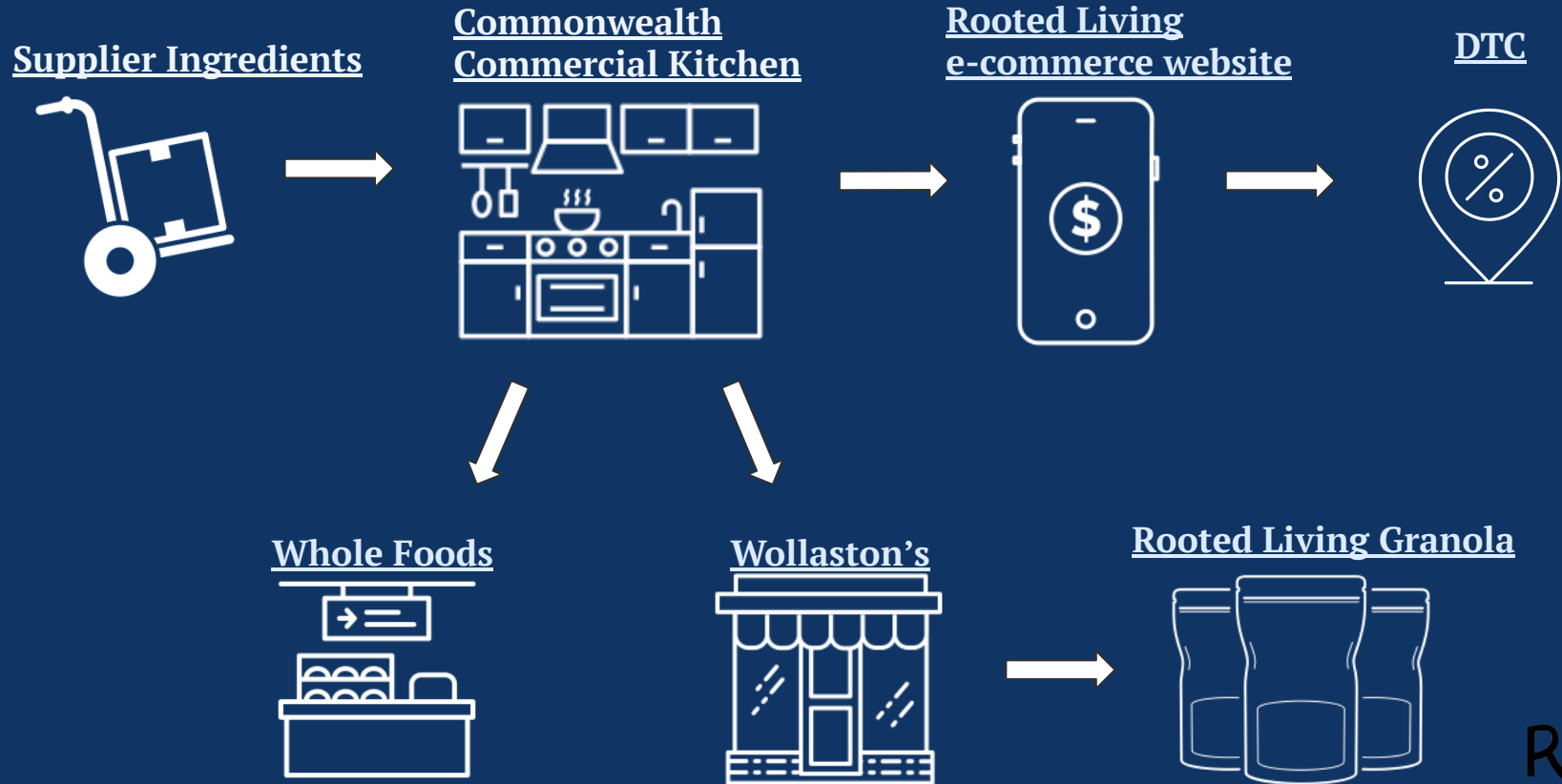


Promotional Strategy

- Rooted Living will be promoted through **Instagram**
 - New business Instagram account
 - **Partnership with Northeastern Scout** to create content for the upcoming year
 - The Collaborative
 - Ads — long-term strategy
- Influencer marketing
 - Influencer connections/partnerships
 - Rooted Living Ambassadors



Distribution Process



Financial Objectives

\$3.97

To make one granola bag

\$5.50

Selling price per bag

60 bags/month

During the first year

\$1,101.60

FY annual profit goal

\$3,960

First year sales goal

Rooted Living Cash Budget
Year 1 (Pre-opening 3 months)

Section 1: Cash Receipts

Beginning Cash Balance	\$12,500
Sales Revenues	\$990
Total Cash Available	\$13,490

Section 2: Cash Payments

Raw Ingredients (Maple Almond Granola)	\$1,859.40
For S&A Expenses	\$802.80
Promotional/Advertising Budget Expense	\$365.80
Total Budgeted Disbursements	\$3,028.00
Ending Balance	\$10,462.00



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Thank you!

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