

Meeting w/ Mr. Manickam 06/23

SUMMER GOALS:

1. Create competitive analysis of competing recovery supplement brands
 - Find a gap in the recovery supplement market to capitalize on
2. Understand the mission and positioning of my brand -- who is my target audience
3. Research and formulate the recovery supplement
4. Pick the name of the brand and secure the accompanying domain and social media handles
5. Research best method of structuring the company
6. Document the process of trademarking and legally establishing the company

NOTES

- Competitive analysis -- what is my niche?
 - Copying vs. differentiating what competitors are doing
 - Rank different attributes important to the product (science, coolness factor, brand identity, etc.)
 - What are the holes in the market or do you want to directly compete?
- Online Paid Survey
 - What do you want in a recovery supplement?
 - Have you bought a recovery supplement in the past?
 - How do you workout--bikers, runners, weightlifters, etc.
 - Melatonin vs. No Melatonin
 - Broad Survey -- let data dictate
- Brand Identity
 - Consider the product attributes (price, function, etc)
 - Look at similar companies with similar attributes

- Test 3 logos in Google Survey
 - Which brand do you like the best?
 - What 3 attributes does this brand align with? --- does perceived attributes align with actual attributes
- Starting the company
 - What is the capital needed to start it?
 - Could it be funded with angel investors, loan, debt, etc..
 - LLC vs C-corp