

	BRAND & RELATIVE VALUE PROPOSITION IMPORTANCE								
VALUE PROPOSITON	1st Phorm Nutrition	Legion Athletics	Gorilla Mind	Bare Performance Nutrition	Momentous	REDCON1	Athlean-X	Klean Athlete	Thorne Research
NSF/Informed Sport Certified	5	3	5	1	1	5	5	1	1
Quality Tested	3	1	1	1	1	2	3	1	1
Science Backed	2	1	1	4	2	2	3	2	1
Truthful Label Claims	3	2	1	3	1	2	4	2	1
Premium Ingredients	1	1	1	3	1	2	2	1	1
Increase Athletic Performance	1	1	1	2	1	1	2	1	1
Amazing Customer Service	1	1	5	1	2	1	3	1	1
AVERAGE RANKING	2.29	1.43	2.14	2.14	1.29	2.14	3.14	1.29	1.00