


PROOF BOX

A STRATEGIC INNOVATION & GROWTH PARTNER

PROOF-BOX.COM



proof box (proof baks): A sealed space that provides an environment in which heat and humidity are controlled in order for dough to rise in preparation for baking.

Delivering transformative growth and strategic innovation is a lot like proofing bread. When put into a Proof Box, big, bold ideas incubate with energy, passion, and precision until they rise to maturity, are baked to perfection, and eventually savored at the table.

At Proof Box, we are your partner through every step of the proofing process.

A Strategic Innovation & Growth Partner

Proof Box is a strategic innovation partner that collaborates with visionary food & beverage, retail, and hospitality leaders to create bold innovation and deliver transformative growth.

Together, we:

- Swing big at bold ideas
- Shift perspectives and prevailing thought patterns
- Define and solve complex problems
- Design exceptional consumer experiences
- Deliver holistic stakeholder value

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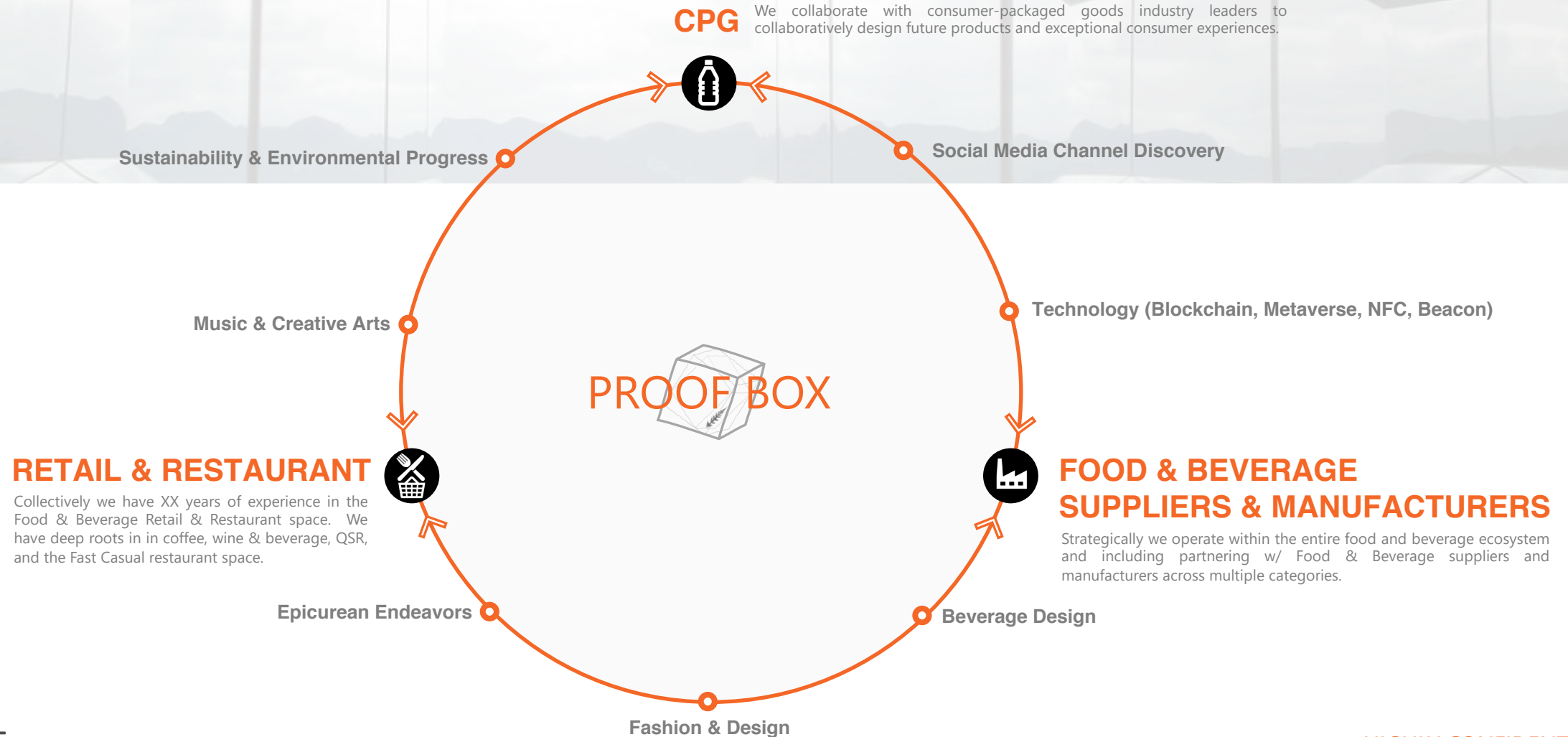
A COLLECTION OF ● **INNOVATIVE ENTREPRENEURS, INTRAPRENEURS, & BIG THINKERS**

WHO PARTNER WITH ● **VISIONARY LEADERS**

FOCUSED ON ● **FOOD & BEVERAGE, RETAIL, & HOSPITALITY BUSINESSES**

PARTNERING TO ● **DRIVE TRANSFORMATIVE GROWTH & STRATEGIC INNOVATION**

Categories and businesses are colliding & blending at a rapid rate. Whether we are keeping up on the latest blockchain technology, or the art of Scandinavian baking we have valuable experience in a myriad of categories and a cacophony of personal pursuits in various spaces and disciplines. This polymathic approach positively impacts our **Core Practice Areas** and inherently creates more impactful innovation.



CORE COMPETENCIES

Let's hang out! If you like to take on a challenge, to have fun, to push your creative spirit, and to be disruptive we will have a blast together.

	01. Transformative Growth	02. Innovation Development	03. Category Management
STRATEGY	<ul style="list-style-type: none">• Future growth strategies that transform business.• 5 Year strategic planning• Growth Development	<ul style="list-style-type: none">• Innovation Strategy Development	<ul style="list-style-type: none">• Strategic category development & management recommendations• Trend analysis & spotting
EXPERIENTIAL DESIGN	<ul style="list-style-type: none">• Competitive positioning, re-positioning	<ul style="list-style-type: none">• Insights to action• Idea conceptualization• Pipeline Development	<ul style="list-style-type: none">• Category Analysis through the lens of the consumer• Smart SKU Rationalization
COLLABORATIVE ENGAGEMENTS & COACHING	<ul style="list-style-type: none">• Deep consumer engagement and understanding• C-Suite & Board Alignment	<ul style="list-style-type: none">• Building an Innovation Mindset & Team structural development	<ul style="list-style-type: none">• Team building and stakeholder management

OUR PROOF

How we work is more important than the results we strive to achieve.

DREAM BIG & EXECUTE STRATEGICALLY

Dream big and then dream even bigger. Once we have pushed the collective minds to the limit we love to collaboratively put together a strategic plan that will make your dreams a reality

P

MOVE FAST & LEARN QUICKLY

Fail fast, learn quickly and move forward.

R

COLLABORATE IMMERSIVELY

We put ourselves in your shoes and the customers shoes. We immerse ourselves in the problems you are trying to solve and work collaboratively to build sustainable future growth

O

DESIGN EFFICIENTLY

Being cost conscious is at the center of every strategic decision and we make, and we strive to protect the bottom line. We consider operational complexity as an invitation to innovate.

O

CELEBRATE EMPATHY

Empathy is the currency of the future. Whether we are diving into a consumer problem, or identifying with your unique businesses challenges empathy is at the heart of how we operate.

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