



CPGX ACADEMY · RETAIL READY

Week 1

Start with Vision and Viability

Jeff Durham · Founder, CPGX



What we'll cover today

START WITH VISION AND VIABILITY

- 1 Intros & Getting Started
- 2 Define Your Brand Mission
- 3 Shape a Vision that Scales
- 4 Clarify Core Values
- 5 Understand Cost Structure
- 6 Model Sustainable Profitability
- 7 Align Brand Story & Unit Economics



Hi! I'm your CPGX Academy lead,

Jeff Durham

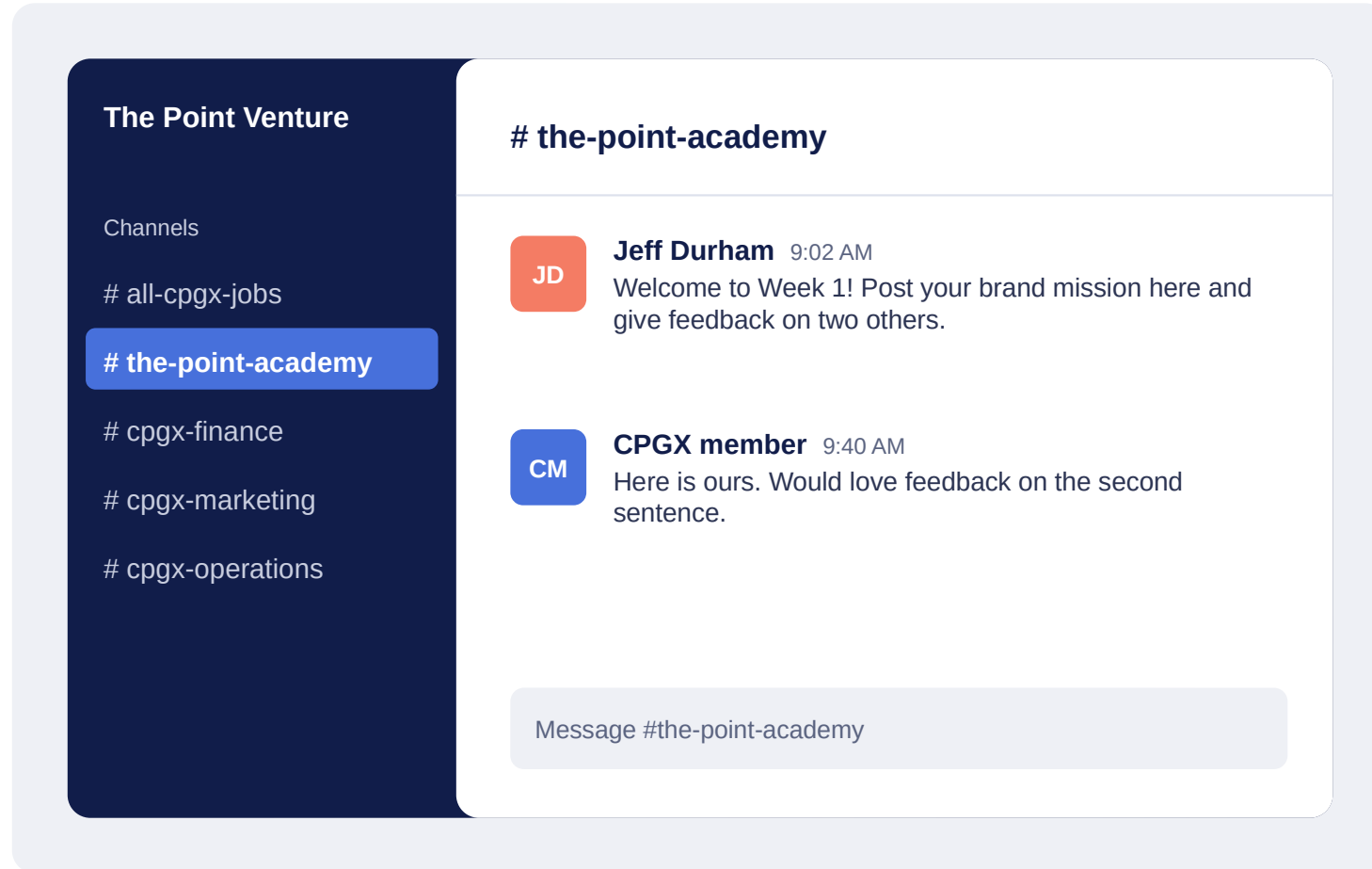
CEO of Durham Brands, and Gimme Beauty is sold in over 36,000 stores including Target and Ulta. I also founded the CPGX Forum, a network of leaders from brands like Skullcandy and Kodiak Cakes. I'm a dad of 6 kids and I make sure to adventure often with them.

CPGX ACADEMY · RETAIL READY



Where the magic will happen

Our Private Group Room



Your home base on Slack between sessions

- Ask questions
- Share wins and lessons
- Find resources from each week
- Meet buyers, partners and fellow founders

Apply to join CPGX Slack:
thepointventure.com/community

Two 1-hour Open Office Hour sessions

SESSION 1

[Day, date]

[Time]

SESSION 2

[Day, date]

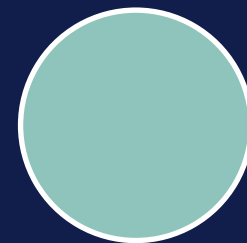
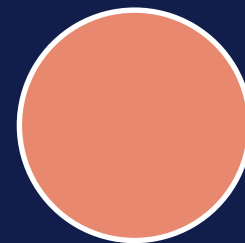
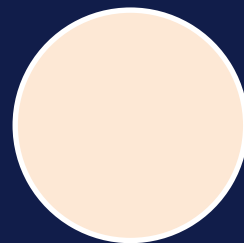
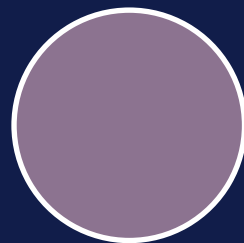
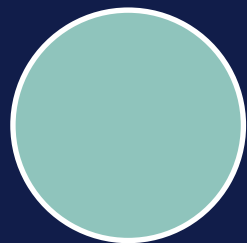
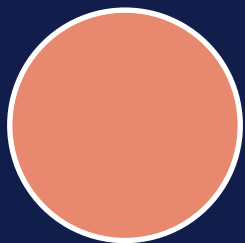
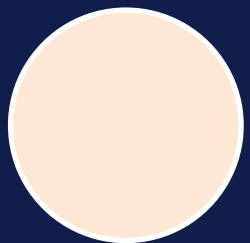
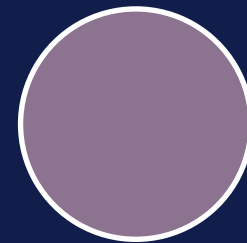
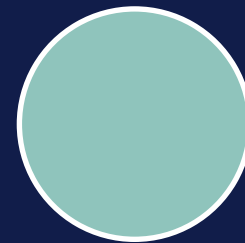
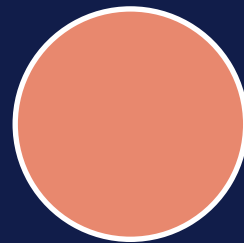
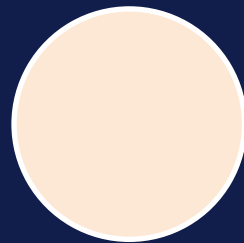
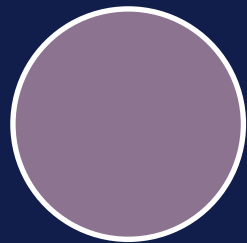
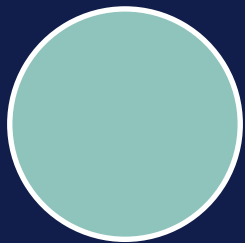
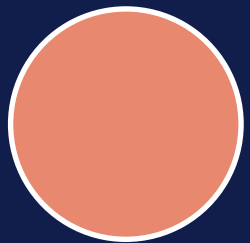
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Let's Get to Know YOU



The founders in the room



Introduce yourself: your name, your brand, and one thing you want from these eight weeks.

Individual Goals



FOUNDER GOALS

- Build a repeatable B2B food-service engine
- Finalize buyer-ready compliance docs
- Selective expansion and product line growth



FOUNDER GOALS

- Prep for regional retail expansion
- Increase brand visibility and engagement
- Refine product and business systems



FOUNDER GOALS

- Sponsor an outdoor event
- Start advertising
- Make wholesale deals



FOUNDER GOALS

- Formulate and roll out new SKUs
- Build community around the brand
- Get press coverage



FOUNDER GOALS

- Improve inventory cash flow
- Cut expenses
- Increase gross margins



FOUNDER GOALS

- Scale D2C growth
- Strategic retail partnerships
- Establish wholesale readiness



FOUNDER GOALS

- Secure placement with a national retailer
- Establish national distribution
- Launch on TikTok Shop and Amazon

Individual Goals



FOUNDER GOALS

- Create greater awareness
- Increase revenue
- Launch a new flavor



FOUNDER GOALS

- Raise capital to hire key roles and update packaging
- Increase revenue
- Licensing or wholesale with a big box retailer



FOUNDER GOALS

- Get into Nordstrom
- Find angel investors



FOUNDER GOALS

- Optimize tech and update the website
- Streamline online sales
- More retail opportunities



FOUNDER GOALS

- Win placements with regional retailers
- Launch in a new state
- Improve retail velocity



FOUNDER GOALS

- Get an investor
- Launch at Whole Foods and 20+ more supermarkets
- Increase DTC presence



FOUNDER GOALS

- Launch in national retailers with high sell-through
- Launch two new products in new markets
- Triple sales



2

Define Your Brand Mission

"Create the highest, grandest vision possible for your life [or brand], because you become what you believe."

Oprah Winfrey

Unlock Potential in 100k Women in 5 Years

The first 3-year plan is well under way!

-  **YEAR 1: Gimme Opportunity**
Advance your career and network
-  **YEAR 2: Gimme Education**
Gain skills to unlock earning potential
-  **YEAR 3: Gimme Essentials**
Cover your basic needs to enable progress

#GimmeTheWorld



Group Activity: Uniques

FILL OUT YOURS

MY BRAND IN ONE SENTENCE

MISSION

3 UNIQUES: WHAT DIFFERENTIATES YOU?

1

2

3

MY BRAND IN ONE SENTENCE

MISSION

3 UNIQUES: WHAT DIFFERENTIATES YOU?

1

2

3



3

Shape a Vision that Scales

Confidence in Every Strand

Help women feel confident, capable, and seen, exactly as they are.

Designing accessible, high-performance hair tools and accessories for real-life women.

3 Uniques (what sets us apart?)

- 1 Hair Solutions for Her, Exactly as She Is
- 2 Best-in-Class Operations with Accessible Product and a Relatable Voice
- 3 A Female-Forward, Purpose-Fueled Brand That Stands for More

MORE IN WEEK 4. DON'T MISS IT!



Confidence in Every Strand

"I just received the GIMME package today and I had to tell you... I'm obsessed!!

The ponytail holders, the clips, and what I think are the cutest little air fresheners, it's all so perfect. I can already picture our instructors opening their gifts and absolutely lighting up.

I haven't given them out just yet, but I know they're going to be such a hit.

We've been pouring so much heart into opening our fitness studio, and this felt like the most aligned way to celebrate our team, with something functional, elevated, and genuinely fun. GIMME was such an easy choice for us."

"You all create products that feel thoughtful and empowering, and I'm so grateful you were willing to be a part of this moment. Seriously, thank you for being so generous and kind.

I'll make sure we tag you in everything once we roll it out. I can't wait to share the love."



4

Clarify Core Values

Internal Core Values vs External Core Values

	Internal Values	External Values
WHAT IS IT	The principles that guide internal culture	The principles that make up community
PURPOSE	You will hire, fire, and inspire by these guiding principles. If someone doesn't fit, they can't stay. Ferociously protect this.	This is how you know who to include and exclude in your community. If they don't live it, ignore and move on.
EXAMPLES	Attitude, Teamwork, Dependability, Actualization, Innovation...	Support, Confidence, Authenticity, Relatability, Ambition, Kindness...

Culture Commitment



GIMME GOOD VIBES

- Be awesome to work with
- Have integrity, be good
- Give more than take
- Be grateful
- Believe there is a way



GIMME CONNECTION

- Cultivate a ONE TEAM culture
- Respectfully confront issues & bad stuff
- Welcome & give feedback, build up
- Recognize & celebrate wins
- Adventure together



GIMME 'I GOT THIS'

- We do what we say
- Proactively seek & meet needs
- Pay the price to win
- Embrace accountability
- Own the deets



GIMME MORE

- Keep learning, stay humble & hungry
- Plan a full life, keep balance
- Have passion, be driven
- Cruise outside the office
- Rewards by merit, earn it



GIMME CHILLS

- Be surprisingly disruptive & creative
- Constant improvement, raise bars
- Geek out on BI/CI, data-based decisions
- Crystal clear goals & objectives
- Best in class brand operators

Group Activity: Values

FILL OUT YOURS

MY BRAND IN ONE SENTENCE

CORE VALUES

EXAMPLE OF A VALUE IN ACTION

1

2

3

How to defend community culture

A legendary anecdote about Southwest Airlines and its late, iconic co-founder and CEO, Herb Kelleher:

An overly complaining frequent flier, dubbed the "Pen Pal," sent Southwest dozens of irate letters, blasting the airline for everything: no assigned seats, lack of meals, casual uniforms, and more. Tired of her constant griping, customer service forwarded her final complaint directly to Herb. In just sixty seconds, he replied:

"Dear Mrs. Crabapple, We will miss you. Love, Herb."

YOU OWE IT TO YOUR FANS

- Don't allow the Mrs. Crabapples to taint your special community
- Preserve brand culture
- Don't let negativity derail the team's morale or the brand's identity
- Be true to your community culture values
- You can't defend them if you don't know what they are...



5

Understand Cost Structure

Get to Penny Profit

50K COST PER UNIT MODEL

1st Cost

Shipping Cost (from co-packer to your warehouse)

Storage Cost (warehouse fees per unit across 50K unit life cycle)

Avg CAC per unit (blend new, recurring and organic; include influencer, Meta, etc.)

Shipping cost to consumer

Returns avg spread across all units (avg cost per unit)

Expired product costs (will you turn all inventory before the life cycle ends? If not, avg cost per unit)

Sell price (average after discounts)

Net profit margin

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Shipping Cost (from co-packer to your warehouse)

Storage Cost (warehouse fees per unit across 50K unit life cycle)

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Net profit margin



6

Model Sustainable Profitability

Model Sustainable Profitability

See your way all the way through to profitability with your most expensive customer. Start with the end in mind. **Address all channels and identify your best brand experience price point.** Build in enough margin that you can advertise and do marketing meaningfully. Otherwise, you will die a slow death as a brand.

Clearly, you will start out with tight margins as your cost of goods is high based on early-stage volumes, but build the financial models that illustrate what margins will go to when you get early distribution, and later full distribution.

The early stage is challenging, but not impossible. Work with the retailers to drop their requirements as best you can. Ask for supportive payment terms with customers and suppliers/co-packers.

Best Cost	Freight	Duty	Tariff	SR&A	Total Cost	Customer Margin	Retail Price	Customer Price	Gimme Margin
	\$0.10	14.60%	30%	20.00%		70.00%	\$7.99		41%

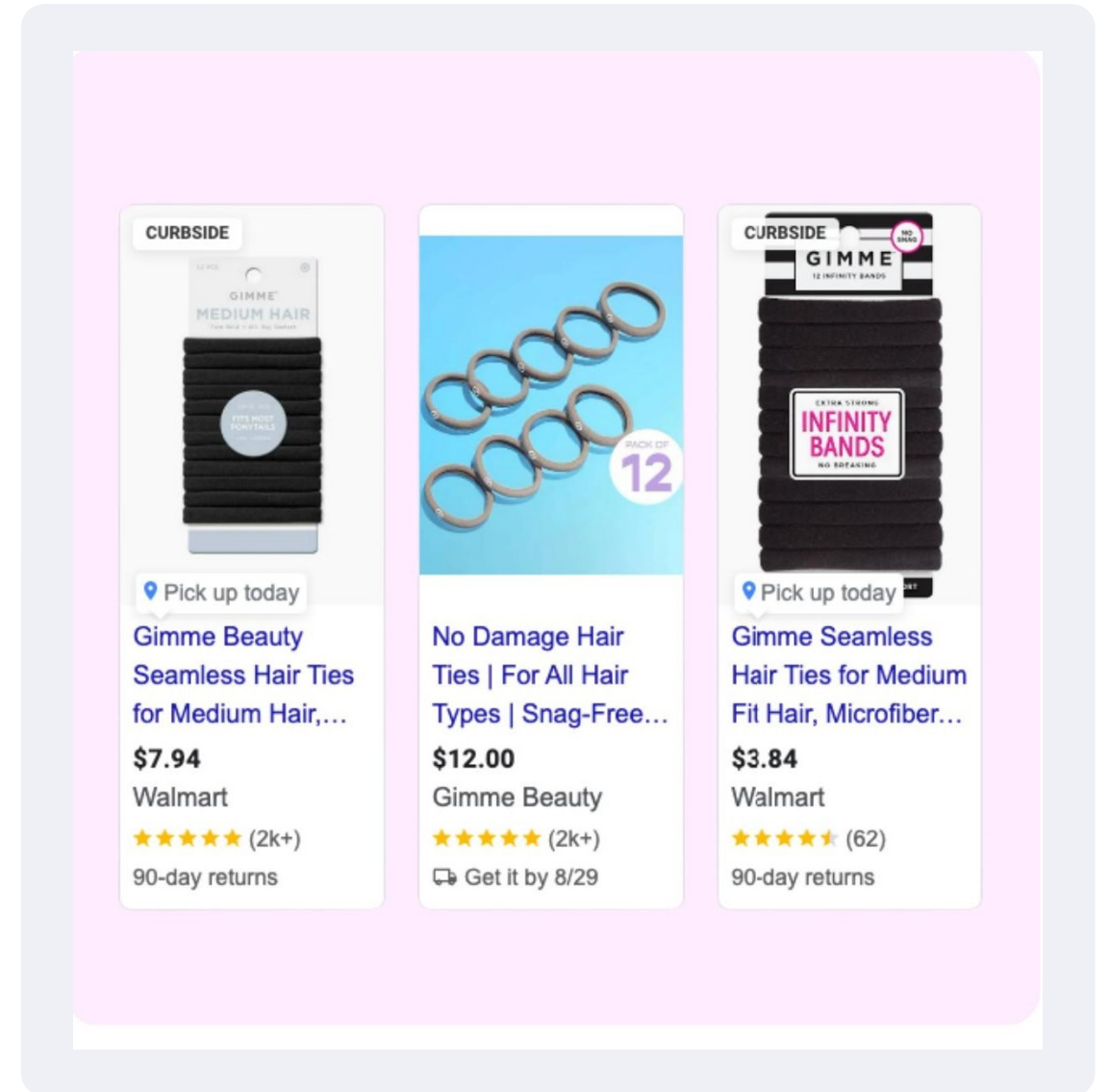
Model Sustainable Profitability

	1st Cost	Freight	Duty	Tariff	SR&A	Total Cost	Customer Margin	Retail Price	Customer Price	Gimme Margin
List Retail & Gross Margin		0.1	9.00%	30.00%	0%	0.73		\$7.99		77%
Walmart		0.1	9.00%	30.00%	8%			\$7.99		62%
Walmart CAN		0.1	9.00%	30.00%	30%			\$7.99		47%
Target		0.1	9.00%	30.00%	20%			\$7.99		50%
CVS		0.1	9.00%	30.00%	18%			\$7.99		55%
Walgreens		0.1	9.00%	30.00%	37%			\$7.99		37%
Ulta		0.1	9.00%	30.00%	30%			\$7.99		44%
Publix (Gimme)		0.1	9.00%	30.00%	14.5%			\$7.99		63%
Meijer		0.1	9.00%	30.00%	25%			\$7.99		52%
Grocery		0.1	9.00%	30.00%	25%			\$7.99		60%

CASE STUDY

Price Map Case Study

- Pushing to get all retailers to premium brand experience at a higher price point.
- Wrestling Walmart to bring prices up by double.
- New Walmart buyer pushed back HARD until...
- Data and sales growth showed up in the national market data.





7

Align Brand Story and Unit Economics

Price for Brand Building

1

No margin, no mission

If you can't see your way to strong margins, don't even start down the path!

2

Earning the right to sell at premium pricing

It has taken us 6 years of feeding the brand to establish premium pricing.

3

Feed community

Your margin will be as strong as your relationships with your growing community.

PRICING BY CHANNEL

Gimmebeauty.com



Ulta



Walgreens & CVS



Target, Walmart & Grocery



Walmart (last season)





Questions?



Group Picture!

Snap a photo and share it in the CPGX community.



NEXT WEEK

Product, Packaging, and Production Strategy



Let's stay in touch



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