



MARLEY
SPOON

Enjoy the Little Moments

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AGENDA

HIGHLIGHTS

STRATEGY

NEW GOALS

FOUR ACTIONS FRAMEWORK

VALUE INNOVATION

TARGET AUDIENCE

THREE TIERS OF NONCUSTOMERS



HIGHLIGHTS-CURRENT VALUE PROP

- Choice and variety - customers select recipes based on dietary requirements
- Health - ingredients in meal kit are pre-measured
- Convenience and time saving
- Flexibility - 2-6 meals per week, 2-20 portions per recipe
- Family time
- Food waste reduction



STRATEGY



Enjoy the Little Moments

Pivot Marley Spoon to become the first family-focused meal kit company.

Meal kits centered around family meals and incorporate kid-friendly tutorials/meal preparation.

Partner with Tasty (Buzzfeed) to suggest recipes and create video content with younger audience.



NEW GOALS

Enter a new
uncontested
market space

New
value
offering

Identify new
customers

Identify four
action
framework



FOUR ACTION FRAMEWORK

Raise:

Target families and kids who desire family bonding time, healthy meal options, and are inclusive of kids in process
Educate kids on nutritional value



Eliminate:

Mimicking restaurant-style cuisine
Exotic, unique recipes (new to try)

→ **New Value Curve** ←

Create:

Partner with Tasty Jr. to produce exclusive video tutorials
For every link accessed, Tasty will receive 1.5% starting commission of meal kit
Include snack kits
Weekend brunch recipes



Reduce:

Targeting of millennial urban professionals and gen-z students
Reduce plastic packaging



VALUE CHAIN / INNOVATION

**FIRST MEAL KIT FOCUSED
ENTIRELY ON FAMILY TIME!**



TARGET AUDIENCE

Upper middle
class suburban
communities near
metropolitan
cities

Stay at
home
parent

Kids aged
3-10

Busy
schedule

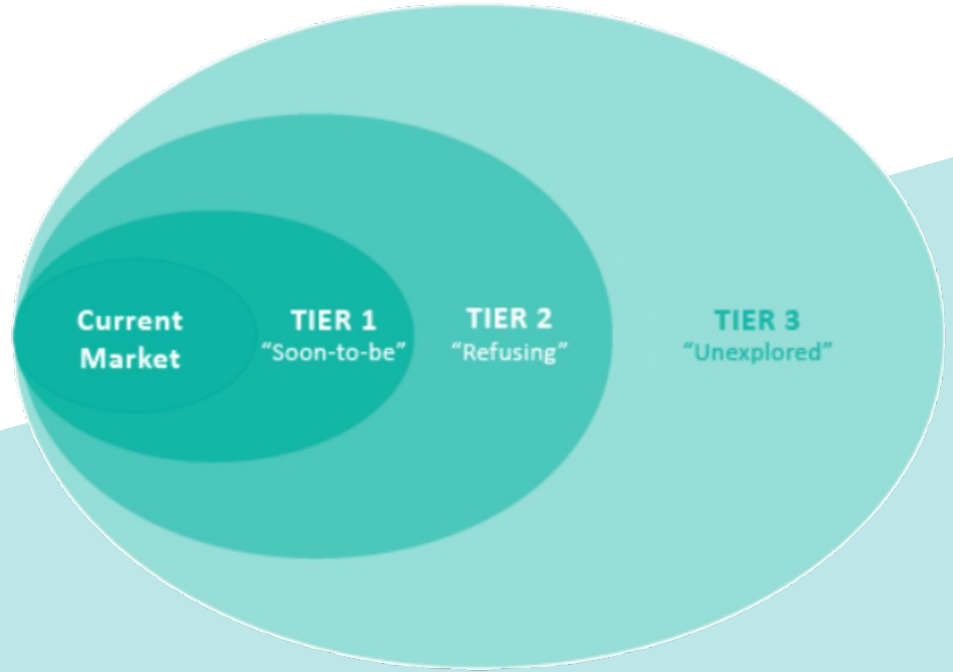
Values:

Quality of family time, Education, Meal gathering, Accept tech at the table, Health-conscious



THREE TIERS OF NONCUSTOMERS

- **Current Market**
 - 80% women 30+
 - 80% in relationship
 - 40% live in households with children
- **Tier 1 (Soon to be)** Recent suburbanites
- **Tier 2 (refusing)** families with no kids
- **Tier 3 (unexplored)** family with teenagers
Communities in suburban / rural areas



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MARLEY
SPOON

THANK YOU