



MOMENTUM BUY-IN AND DRIVERS

ACCELERATING A NEW FOOD LAUNCH

Innovation begins with an idea. But for early-stage startups, building momentum and gaining stakeholder buy-in can be daunting. Enter The Hatchery.

WHAT WE DID

We partnered with an early-stage food startup as their hands-on innovation guide to help launch a new line of dairy alternatives. Through strategic coaching and targeted activation sessions, we supported them in navigating:

- Flavor formulation
- Sensory testing
- Packaging design
- Pilot production

Our approach focused on securing rapid small wins and early exposure to build confidence and credibility.

WHY WE KNOW IT WORKS

By embedding ourselves in their process, we helped the team move quickly from concept to execution. Our coaching emphasized iterative learning and evidence-building, which enabled them to make informed decisions and adapt in real time.

The result? A successful national retail launch—fueled by momentum, grounded in insight, and backed by stakeholder confidence.

This case reinforces our belief that innovation thrives when teams are empowered to act boldly and learn fast. With the right support, even the newest players can make a national impact.