



The Climb

Secrets to Successfully Scaling
A CPG Business



“Building a CPG brand is like climbing Mt. Everest.”

- It’s a long, grueling climb
- Requires resources & perseverance
- The demands change as you climb
- Very few make it
- Don’t climb alone





“Every corpse on Mt. Everest was once an extremely motivated person.”

- 5 – 10 year project.
- Requires years of preparation, planning & training.
- Costs \$30,000 – \$200,000.
- Less than 1/3 of oxygen at sea level.
- Climb alone can require 2 – 3 months.
- Sprint, retreat, acclimate.
- The Death Zone



Rare Air

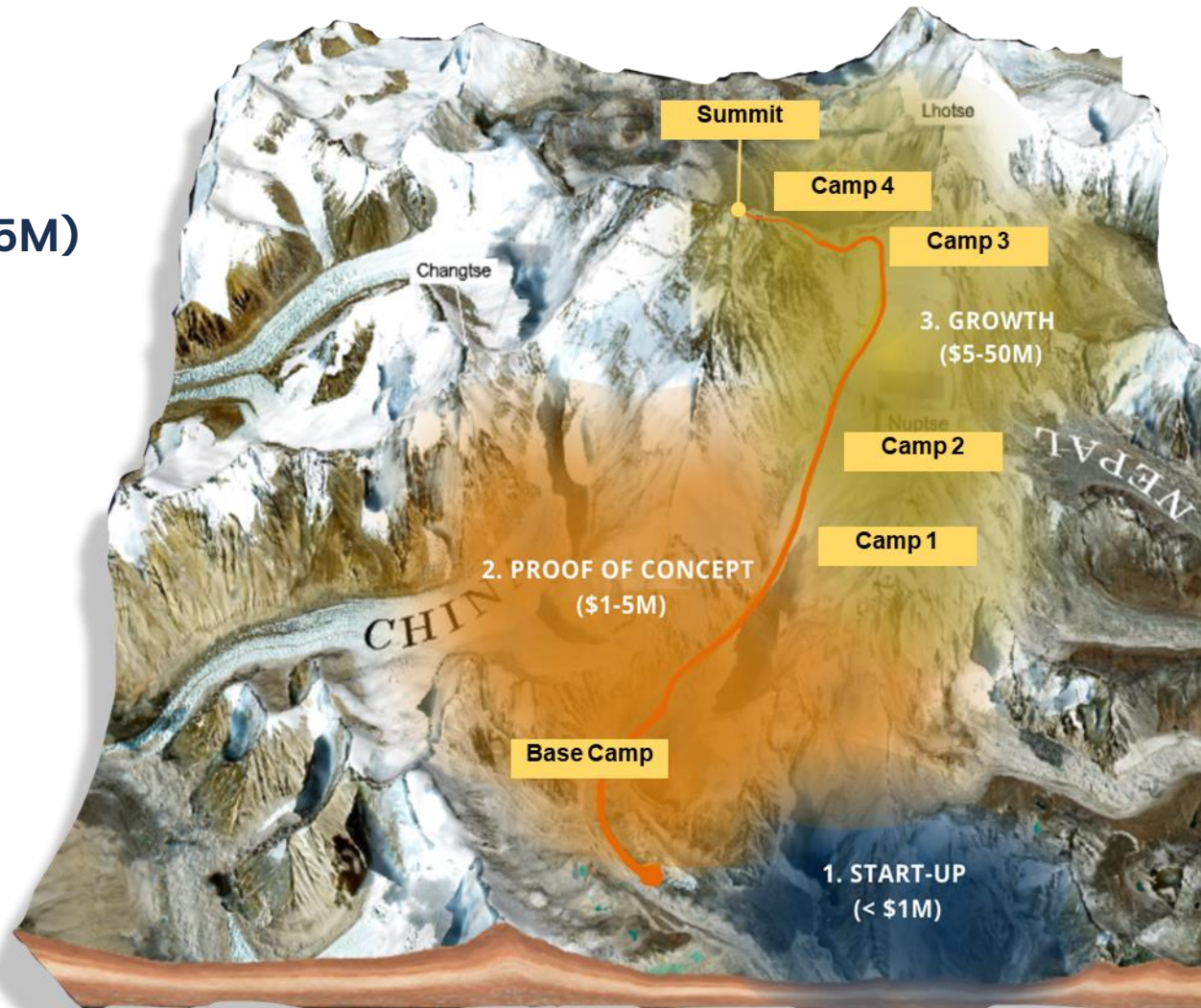
Fewer than 20%
will achieve
sustainable scale.



Path to the Summit

Four Phases of the Founder's Climb

- 1. Start-Up (<\$1M)**
The Journey to Everest
- 2. Proof of Concept (\$1-5M)**
Base Camp - Camp 1
- 3. Growth (\$5-50M)**
Camp 2 - Summit
- 4. Scaling (\$50-150M+)**
The Descent



Phase 1: Start-Up (<\$1M)

The Journey to Everest

Characteristics:

- Sole entrepreneur / visionary
- Dream to action
- Trial & error
- Friends & family funding

Success Drivers:

- Passion, persuasion, perseverance
- Be realistic
- Be patient
- Be frugal
- Build your brand's endurance

Best Practices:

- Don't quit your day job
- "Please call my baby ugly"
- Find your niche
- Don't over-invest



Phase 2: Proof of Concept (\$1-5M)

The Land of Ever-Shifting Ice

Characteristics:

- Founder & small team
- Solidify the brand & business model
- Build a team & proof points
- Angels & investment funds

Success Drivers:

- Organization, persuasion
- Focus
- Know the numbers & path to profitability
- Be frugal
- Take measured risks

Best Practices:

- Have the courage to say “not yet”
- Sales & Marketing vs Operations
- Build processes & routines
- Leverage mentors and outsourcing



Phase 3: Growth (\$5-50M)

Welcome to the Death Zone

Characteristics:

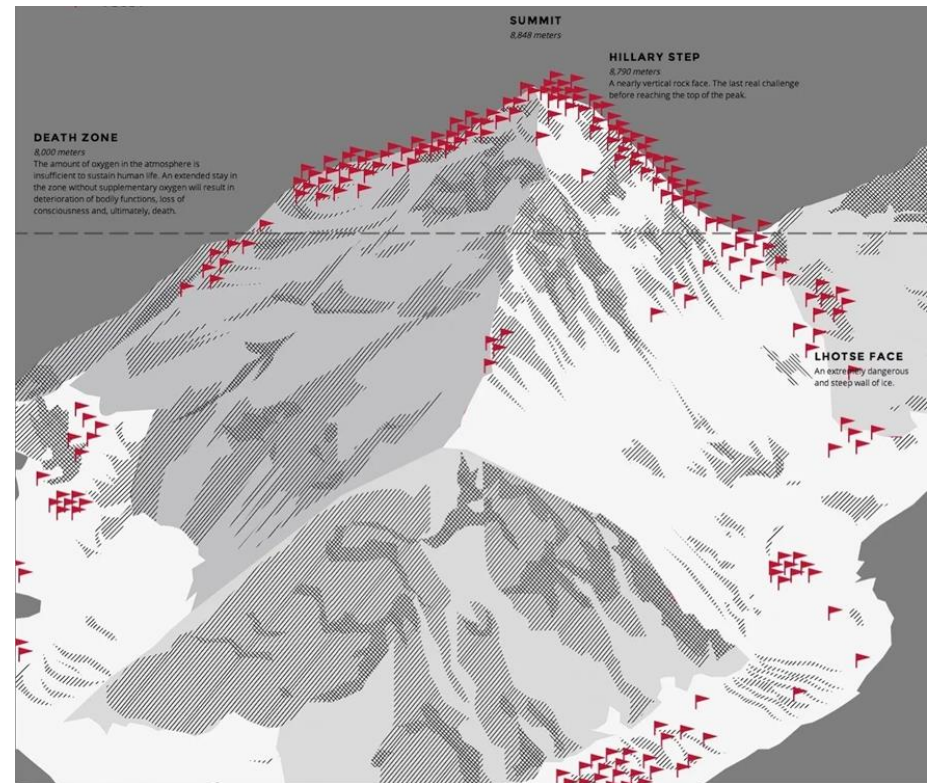
- CEO & multi-layered organization
- Building scalable processes
- Leveraging scale to achieve profitability
- PE & strategics

Success Drivers:

- Planning, optimization
- Focus
- Build playbooks / rinse & repeat
- Forecast and deliver
- Conserve oxygen

Best Practices:

- Sprint and acclimate
- Build trust and accountability
- Be data driven
- Hold weekly meetings



Secrets to Successful Scaling

- Know where you are on the climb and use the right skills.
- Conserve your oxygen.
- Pace yourself.
- Minimize complexity.
- Keep calm.
- Don't climb alone.





**See You At
The Summit!**



Don't Climb Alone.
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