

Small Food: The Future of Food

Alex Woo, PhD
CEO

W2O Food Innovation
alex.woo123@gmail.com

Small Food: What is It?

- Small Food are tiny brands popped up in the past 10 years.
- Most of these startups are around San Francisco funded by high tech money.
- They set out to disrupt the static food industry and change the foods we eat and the way we eat them.



Small Food: What is It?

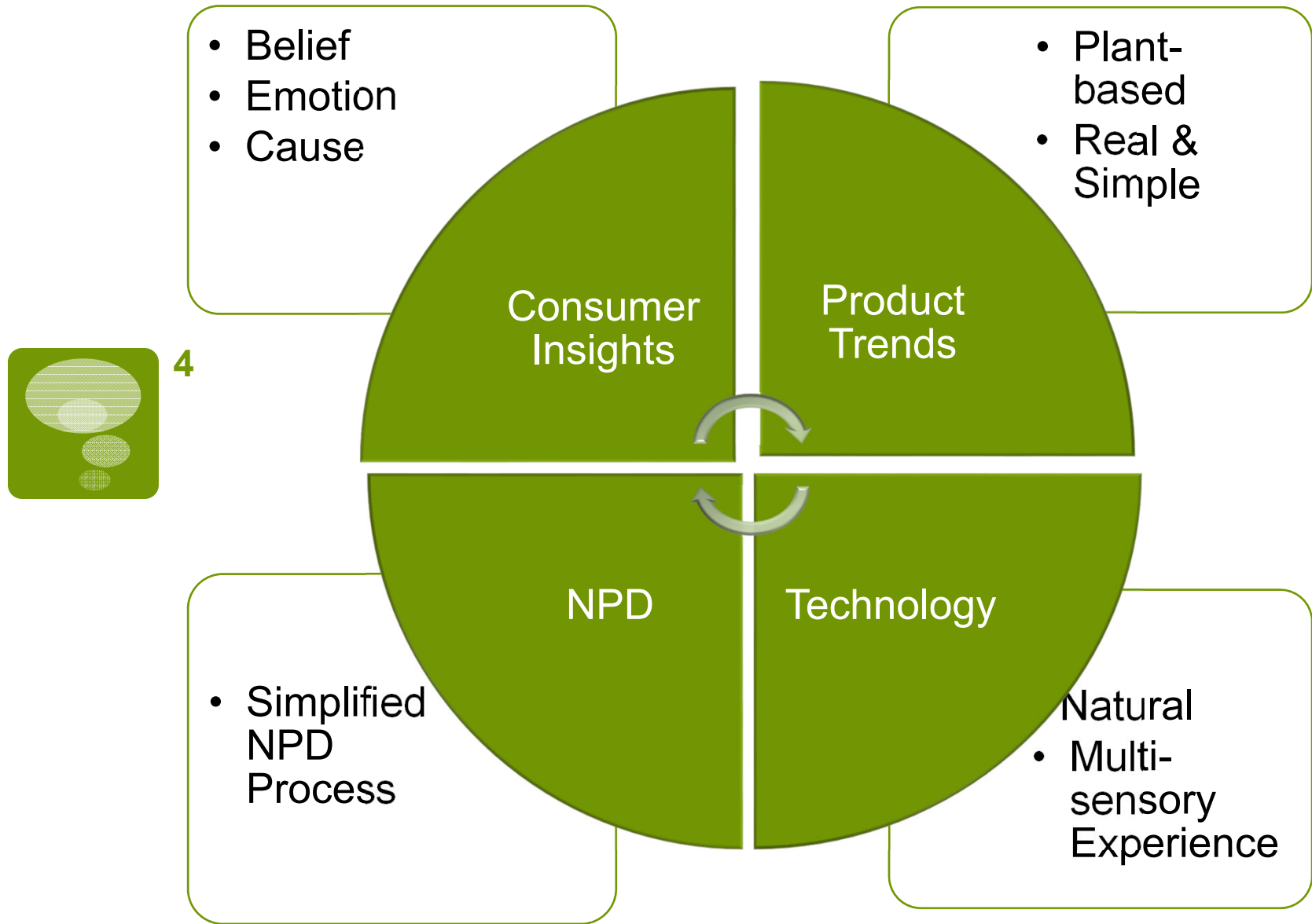
- They all have a core belief that they can make people better and the world better. They connect with consumers' emotion, not pocketbook, and go about their foods with a mission.



Small Food:

The products are almost always plant-based, real and simple.

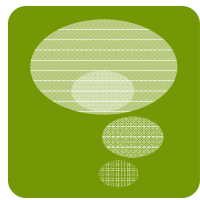
These foods are enabled by new food technologies and a simplified NPD process



Small Food: What is going on?

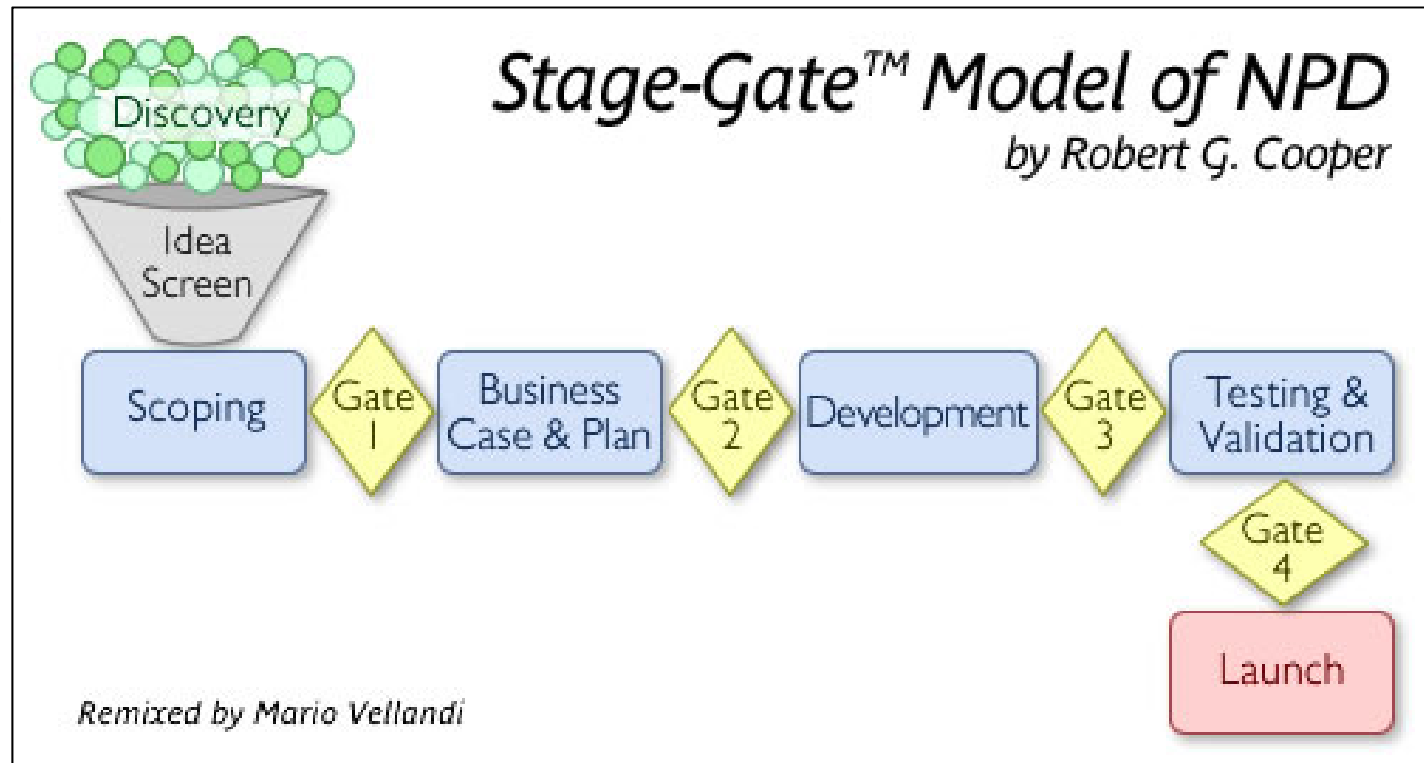


Small Food: How to do it? Concept to Launch 1-2-3

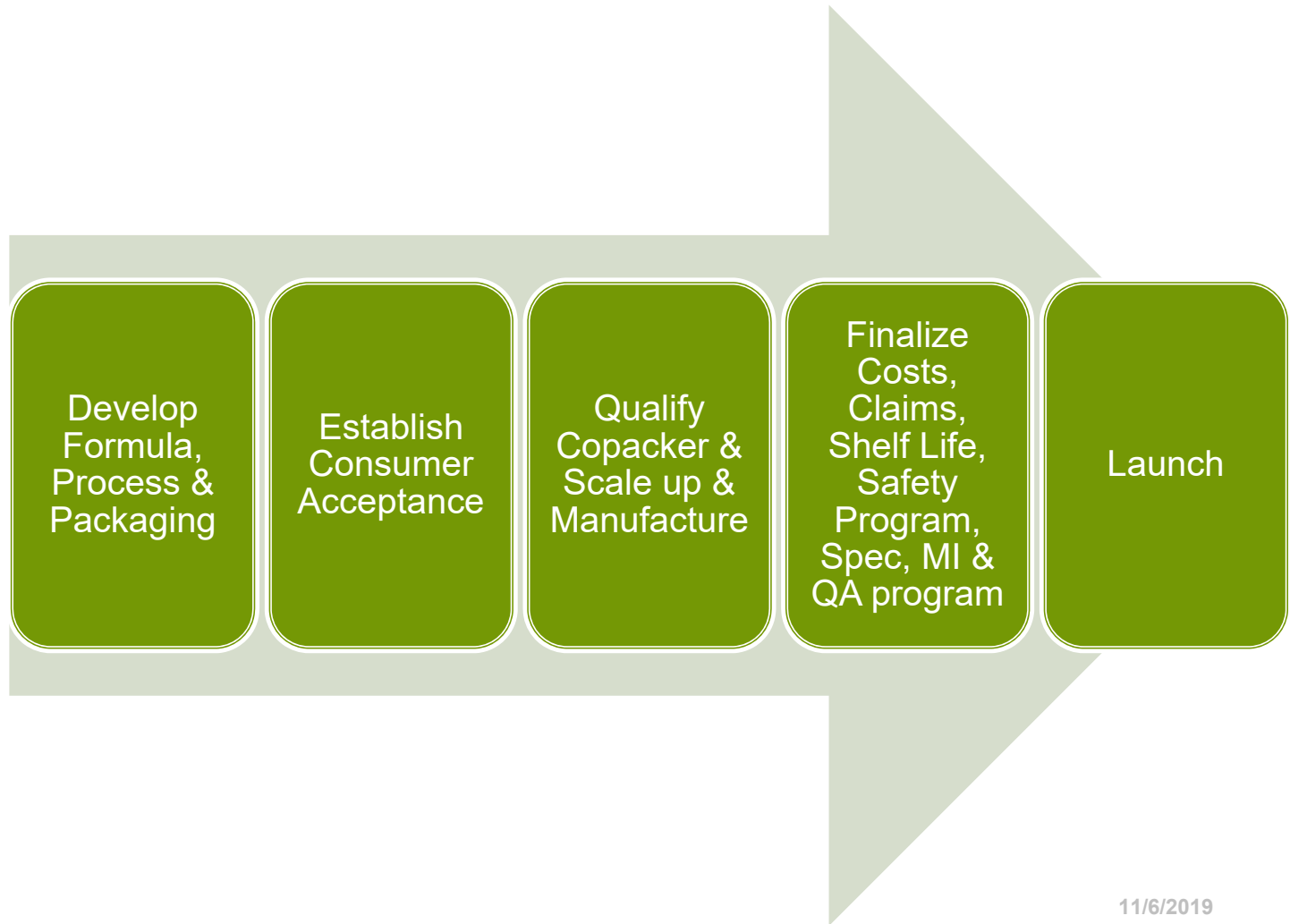


- ⁶ 1. Articulate a consumer insight
2. Translate into a concept
3. Develop a product

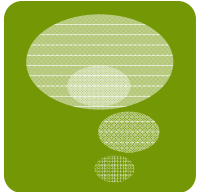
Small Food not follow the classical 5-stages & 4-gates Stage-Gate new product development (NPD) process.....



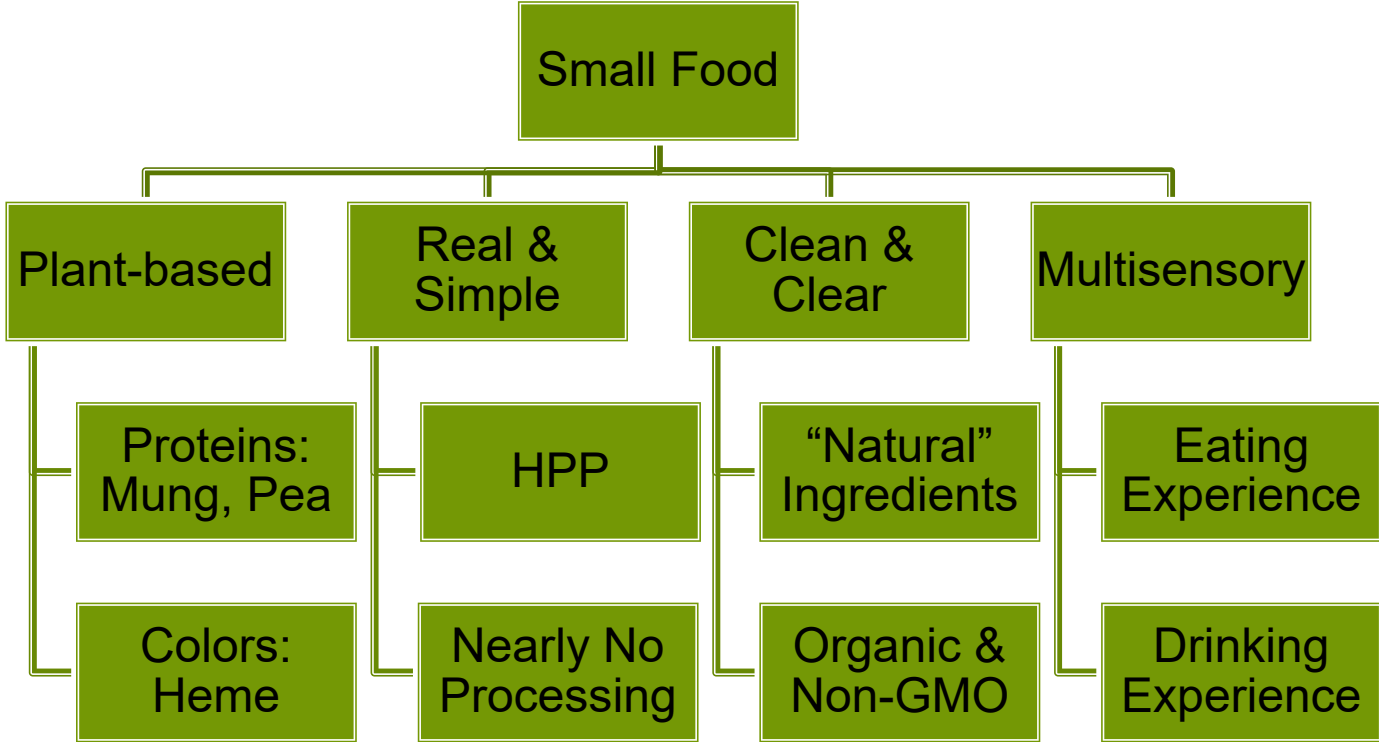
....., but shorten NPD timeline by completing many steps simultaneously while taking more risks (W2O, 2019)



Small Food Enabled by Clean Label Food Technologies



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- They connect with consumers' emotion, not pocketbook, and go about their foods with a mission.
- The products are almost always plant-based, real and simple. These foods are enabled by new clean label food technologies and follow a simplified NPD process. Impossible Foods, Just, Once Upon a Farm, Project 7, SmartSweets are pioneers in this space.