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Designer Milk Presentation

1. The nature of milk
 - a. Highlighting what milk already has.
 - b. Look at range of dairy products.
 - i. Milk, a great medium.
 - c. Details matter.
 - i. Warm, cheap, poor quality, no differentiation
2. Delivering what consumers want.
 - a. The basics of milk
 - i. Food / sustenance
 - ii. Nutrition and health (higher order)
 - b. Beyond just "food"
 - i. Trust, status, good for you, confidence, affirmation, experience, etc.
3. Research
 - a. Hire some scientists who know what they are doing.
 - b. Reinvest into the category, universities, future leaders
4. Innovate
 - a. Membranes
 - b. Processing techniques
 - c. Distribution
 - d. Formulations
 - e. Greek yogurt example
 - i. Compare to traditional yogurt
 - f. Cheaper, cheaper, cheaper is not the answer
 - g. Nimble, efficient, scalable.
5. Hire smart people, take educated risks, recalculate and adjust, persist.
6. Consumer needs
 - a. Listen to the consumer. Go to the consumer.
 - i. Qual, Quant.
 - ii. Interpret. H Ford. Faster horses.
 1. Look at the situation w/ a different lens. From a different vantage point.
 - iii. Study the competition, marketplace
 1. Ideas, volumetrics, etc.
 - iv. Create, test, test market.
7. Blend innovation w/ consumer needs
 - a. Be moving!!! Can't stumble across things while sitting down.
 - b. Fairlife -- born from a need. A more efficient way of sending milk to the market.
 - i. Tasted the medium. Realized we had something here.
 - ii. Now: fight, innovate, angle, connect dots, persist.
 1. Customer acceptance
 2. Regulatory acceptance
 3. Consumer acceptance
8. Birth of fairlife
 - a. Milk and all its components

- i. Crafting to fit what we think a consumer will want.
 - ii. Now, value added: high protein, high calcium, less sugar, rich texture, rich flavor -- creamy
- 9. Now market
 - a. Awareness, trial, repeat.
 - b. Details matter.
- 10. MI opportunity to the world.
 - a. High quality milk is a great place to start.