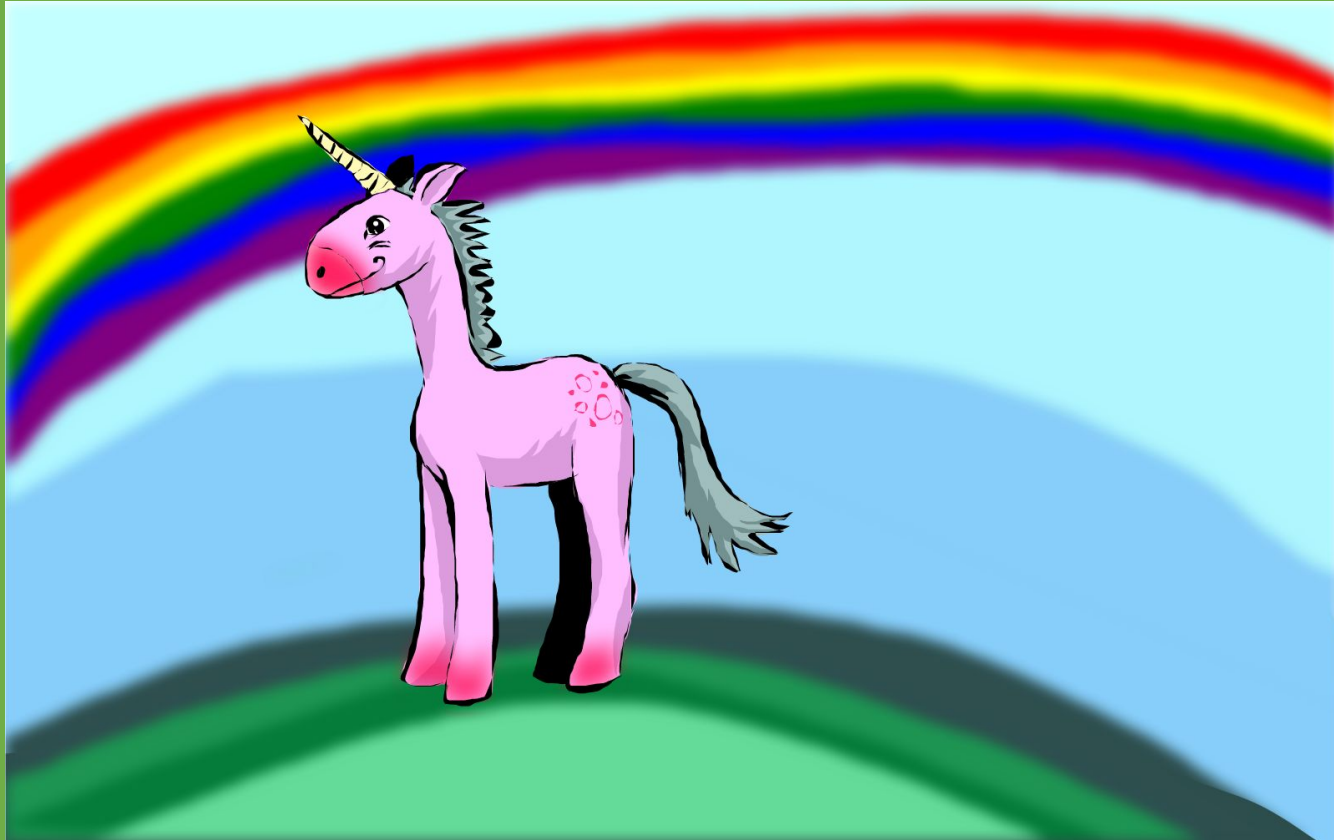


\$18 billion in market  
share

<80% of CPG brands fail

# Unicorns



# Tardigrades, not Unicorns

*What the hell is a Tardigrade?*

# Meet the Tardigrade





# Elements of a Tardigrade brand

- Small agile team
- eComm enabled both DTC and BTB
- A laser focus on channel and unit economics
- A relentless pursuit of capital-efficiency
- A curated disciplined approach to retail
- A short cash conversion cycle
- Discovery is driven through alt-channels and eComm
- Leverages digital to build a tribe

Why do some  
outperform others?

## SEED

- Assess
- Position

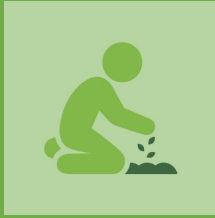
## CULTIVATE

- Hack
- Scale

## GROW

- Community
- Accountability





# Seed

## Assess

- *Addressable market*
- *Product/Market Fit*
- *Go-to-market economics*
- *Business scalability*
- *Investment readiness*

## Position

- *Cogent growth hypothesis*
- *Revenue, velocity & distribution*
- *Cash implications*
- *Capital strategy*
- *Investor narrative*



# Cultivate

## Hack

- *Omnichannel experiments*
- *Validated assumptions*
- *Voice of consumer clarity*
- *Proven scalable model*
- *Insights and learning*

## Scale

- *Go-to-market strategy*
- *Brand activation*
- *Organizational design*
- *Leveraging the ecosystem*
- *Getting your house in order*



Grow



## Community

- *Actively build community*
- *Community of consumers*
- *Community of collaborators*
- *Community of champions*
- *Karmic boomerangs*

## Accountability

- *Pre-call planning*
- *OKRs*
- *Task management*
- *Monthly financial review*
- *Quarterly strategy recalibration*



# eTardigrade Incubator

*Incubating nimble, capital-efficient, resilient brands*

# Eight Courses

1. The Tardigrade and the Threefold Path
2. Cash flows and Waterfalls
3. A Growth Hypothesis
4. Capital Strategy and Structure
5. The Zen of Pitching
6. Growth Hacking
7. Scale and Activation
8. Community and Accountability

## In addition to.....

- Live eTardigrade interactive workshops
- Tardigrade online community
- Coaching sessions
- Daily virtual office hours
- TIG Talks
- Virtual happy hours
- TIG programs



# Tardigrade Accelerator

*Building nimble, capital-efficient, resilient brands*

# Most accelerators

- Cohort structure
- Curriculum based
- Require founders to be absent from their business
- Equity mandate
- Time limited
- Not performance based

# TIG's accelerator alternative

- A 1:1 customized program following the Threefold Path
- Flexible duration - easy out
- Founders stay working in their business
- No equity mandate
- Performance based
- Application required

# TIG Team



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Thank you