

**CPG** | BRAND  
ACCELERATOR

# Increase your odds of success!



A unique opportunity to work directly with Jeff Church, who built Suja Juice into a \$100 million CPG Brand in just 7 years!

**APPLY NOW**

Apply now to be one of 7 founders joining our first cohort starting September 5th and concluding on December 19th.

# Creating a Playbook for Success

## A Virtual Accelerator for CPG Startups

What if you could double your brand's probability of success?

### Would you do it?

We're taking applications for an exclusive founder cohort  
of up to 7 non-competing founders!



**Jeff co-founded Suja Juice in 2012, and within seven years reached \$100 million in revenue.**

In 2014 and 2015, Suja was named Whole Foods Market's "Supplier of the Year" and Inc. Magazine's #1 fastest-growing Food and Beverage brand in the entire USA. Jeff was also named Beverage Entrepreneur of the Year in 2015.

In 2020, Suja sold for roughly \$300 million. Over the past 25 years Jeff has started or acquired 8 companies with 5 being strong winners with exits. Jeff has led more than 35 fundraising rounds during his career, raising over \$200 million.



## Why Join our Accelerator?

You've got a great idea, now you're facing a daunting task of making it work. Startups fail for a lot reasons however most have to do with bad advice, weak products, inexperienced teams and costly mistakes that could have easily been avoided. Now, you can shift the odds in your favor by joining our Accelerator and learning from Jeff, peers and other industry luminaries.

For a small investment of your time and money, join a peer group of non-competing Consumer Packaged Goods (CPG) emerging brands. Together, you'll learn the techniques and know-how of seasoned and successful operators while benefiting from intimate "peer-to-peer" synergistic relationships.

The Accelerator will teach you how to unlock the secrets of success in the competitive CPG industry, together with a select group of non-competing brands. Led by Jeff Church, a successful serial entrepreneur and co-founder of Suja Juice, you'll gain insights, white papers and tools from his more than 35 years of experience.

## What to Expect:

- **Bi-weekly virtual sessions** packed with strategies and tools for winning, along with access to actionable insights and expert guest CPG speakers.
- **Rapid acceleration** of the size and quality of your network of CPG insiders.
- **A learning laboratory of live case studies** on mastering financial models, budgets, channel pricing, investor decks, pitching techniques and much more.
- **Acquire more than 20 essential tools** to streamline your business operations.
- **Synergistic "peer to peer" based relationships** with non-competing brands.
- **Deep dive into over 40 CPG startup skills** through our interactive learning approach.

## Our Approach:

Our Accelerator was designed and influenced by a unique "rapid learning" approach. Built on five core ideals for success, this process will foster a fruitful atmosphere of learning that accelerates your knowledge and retention of key startup concepts.

## When & Where?

There will be 11 bi-weekly virtual sessions starting Thursday September 5th and ending December 19th.

Each session will be roughly 3 hours and they will be extremely interactive and focused on shifting the probability of success towards you.

Submit your application now and secure your chance to thrive in the evolving CPG landscape.

### INVESTMENT COST & PAYMENT OPTIONS:

#### Three Month Payment Plan: **\$9,999**

\$3,000 due upon admission. 3 additional payments of \$2,300 will be charged on the first day of class followed by 2 payments 30 and 60 days later.

#### One-Time Payment: **\$7,500**

Save 25% (\$2,500) on the total program investment on a one-time payment.

#### Next Steps:

Submit the attached application and we will contact you by xxx, or earlier to announce those admitted to our Fall TeamChurch.co Startup Accelerator.

Thank you!

**APPLY HERE**

Jeff is available to connect at: [Apply@TeamChurch.co](mailto:Apply@TeamChurch.co) if you have additional questions.

# JEFF CHURCH

## LinkedIn Profile

Over 30 years of experience as a founder and CEO of 8 companies across diverse sectors.

Orchestrated 5 successful exits totaling over \$700 million, resulting in a median Angel investor return of 10x.

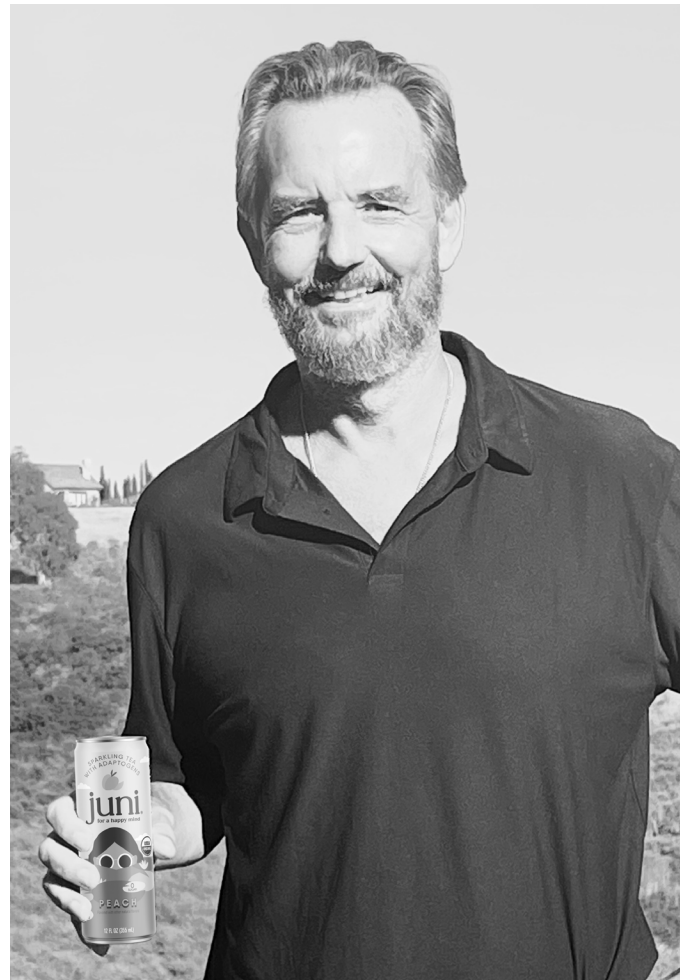
Co-founded Suja Juice in 2012, driving its top line to \$100 million in less than 7 years.

Advised and consulted founders of prominent early-stage CPG brands including Health Aid, Once Upon a Farm, Juni, Live Pure, and numerous others.

Led 35+ funding rounds, raising over \$275 million in capital.

Co-authored the New York Times bestseller *"The Suja Juice Solution,"* and the author of soon to be released, *"Raise Your Hand"* - a quest for entrepreneurial success.

Seasoned speaker on entrepreneurship and social entrepreneurship, delivering talks at prestigious academic institutions like Harvard, Stanford, and more.



Honored with notable awards including:

- Bevnet's "Person of the Year" (2016)
- Whole Foods Supplier of the Year (2016)
- Inc. Magazine's "Fastest Growing Food and Beverage Brand" (2015)
- E&Y's Entrepreneur of the Year Award (2015)

Avid outdoorsman – Summited 5 of the Seven Summits and successfully completed more 50 marathons and ultra-marathons.



**Seth Goldman**

Co-Founder Honest Tea  
Creator of Disruptive Brands

**Topic: Q&A with a Legendary  
Founder**



**Mark Rampolla**

Founder Zico Water  
Impact Growth Investor

**Topic: What Happens When a  
Legendary Founder Becomes a  
Private Equity Leader**



**Justin Prochnow**

Greenberg Traurig

**Topic: Accurate Labeling  
& Compliant Advertising**



**Becky Nelson**

Partner - Bex Brands

**Topic: Branding, Function &  
Design**



**Ryan Lewendon**

Partner - Giannuzzi Law Firm

**Topic: Legal Structure &  
Founder Observations**



**Sean Conner**

Co-Founder - Force Brands

**Topic: The Current State  
of CPG Talent**

Our virtual accelerator program is designed for founders who want to significantly increase their odds of success. It covers all aspects of accelerating your business, from building a team to finding advisors to exploring financing options. There are 11 sessions in all, including 3 individual brand sessions with you and Jeff and his team.

## PRE-SESSION

### Strategy Deep Dive and SWOT

- **Prepare for Success:** Deep dive into your business strengths, weaknesses, opportunities, and threats with Jeff and his team.
- **Solid Understanding:** By working with you to prepare your SWOT, Jeff will already be in a place to add value to your business and brand as you start the Accelerator.
- **Tailored Strategy:** You'll receive personalized insights to supercharge your brand's growth trajectory.
- **Expert Guidance:** Benefit from Jeff, his team and the guest lecturers from their proven strategies honed through years of CPG wins and losses.
- **Competitive Edge:** Gain an edge over competitors with a comprehensive SWOT analysis and strategic roadmap.

## SESSION 1

### Crafting Your Competitive Edge

- **Founders Unite:** Connect with fellow innovators and harness the power of collective wisdom.
- **Non-Competitive Cohort:** Join this cohort of non-competitive brands. Brands will typically have been on the shelf for up to two years.
- **Networking Opportunities:** Start to forge life-long connections with like-minded founders and industry experts.
- **Profitability Insights:** Unlock the secrets to maximizing CPG profit and contribution margin growth through GAAP and non-GAAP strategies. Gain a clear understanding of how pricing and margins align by channel.
- **Exclusive Access:** Learn what "fatal flaws" are, how they can destroy your business and how to identify and avoid them.

## SESSION 2

### Perfecting Your Product

Guest Speaker:  
**Food Safety, Class Action**

Guest Speaker:  
**Co-man**

- **Mastery in Motion:** Learn the art of product refinement and pivoting from industry experts.
- **Industry Insights:** Gain invaluable insights on threats and opportunities from guest speakers on FDA / food safety, Class action litigation, Co-manufacturing and CPG Supply Chain.
- **Honest Consumer Feedback:** Discover strategies that will help you get feedback and perfect your product's taste appeal.
- **The "why" and "who":** What's the "why" and "who" for your product and how big can it be? We'll create an A&U survey together and help you get a fresh look at your consumer.
- **Supplier Solutions:** With our "Best Practices" you'll navigate the complexities of ingredient sourcing and co-packing with confidence.

## SESSION 3

### Entrepreneurial Mastery

Guest Speaker:  
**Branding Expert**

- **Charting Your Course to becoming a \$100 million brand:** We'll help lay out the various challenges and obstacles to reaching \$100 million in revenue.
- **Expert Guidance:** Benefit from expert insights on legal structures, branding essentials, and investor readiness.
- **Peer Input on your Brand:** Constructive input on each brands sensory, packaging and overall desire to try the product.
- **Financial Foundations:** You'll gain actionable advice and help further developing your financial model and finalizing your investor-ready pitch deck.
- **Early Marketing Focus: Win at the shelf:** We'll go deep into velocity and maintaining the shelf.

## SESSION 4

## Navigating Retail Realities

Guest Speaker:  
**Retail Buyer**

- **Succeeding with major Retailers:** Unlock the secrets of what “success at the shelf” looks like with insider strategies from retail buyers.
- **Holding the shelf:** Understanding what type of unit or dollar velocity is needed to maintain the shelf. Explore collaborative approaches to securing and maintaining retail shelf space.
- **Data-driven decisions:** Harness the power of Amazon and web analytics to create visual KPI's that lead to better decision making.
- **Winning the online consumer:** We'll give you 5 unique strategies to grow your DTC.
- **Market penetration:** Create effective go-to-market strategies tailored to your brand's positioning. This includes DSD / Broadliner, DTC / Brick & Mortar & Retailer Sequencing.

## SESSION 5

## Building Your Dream Team

Guest Speaker:  
**Founder, CPG Search firm**

- **Team Triumph:** Attract and retain top talent with expert guidance on recruitment and incentive structuring.
- **Talent Optimization:** Learn strategies for optimizing team performance. Learn best practices on lowering spend by vetting and using fractional team members. Understand the current market for CPG leaders.
- **Cultural Cohesion:** How to cultivate a cohesive team culture aligned with your brand's mission / values. The importance of your origin story.
- **SMART Goal Planning Process:** We'll show you a tested goal planning system to drive progress.
- **Peer Perspective:** We'll provide a 360-degree review of your brand by your cohort of peers, Jeff and even several people from your brand.



## SESSION 6

## Mid-Accelerator Reflection

One-on-One with  
Jeff Church

- **Navigate with Confidence:** Receive honest feedback together with actionable insights from Jeff to fine-tune your business.
- **Personalized Guidance:** Gain expert analysis and recommendations tailored to your brand's unique challenges and opportunities.
- **Peer Collaboration:** Collaborate with fellow founders to explore innovative solutions and share best practices.
- **Roadmap Refinement:** Chart a clear path for the rest of the Accelerator with strategic adjustments informed by expert guidance and peer feedback.

## SESSION 7

## Mastering Fundraising Dynamics

Guest Speaker:  
CPG Inv. Bank Founder

- **Funding Foundations:** Demystify the fundraising process and gain practical insights from seasoned CPG investment professionals.
- **Investment Insights:** Gain insider knowledge on fundraising strategies including setting the right valuation and creating your investor deck. We'll also explore how much is the right raise amount and how long it should last.
- **Financial Fluency:** Develop a solid understanding of a cap table and how to create one, financing models, and investor return expectations. We'll also give you tips from prior successful fund-raising round.
- **Pitch Perfect:** Refine your pitch skills through interactive exercises and role-playing scenarios with expert feedback.

## SESSION 8

## Scaling Strategies for Success

Guest Speaker:

**Successful CPG Entrepreneur**

- **Scaling with Precision:** You've learned that one of the keys to sustainable growth and profitability from industry trailblazers.
- **Collaborative Relationships:** Believe it or not it's easy to do but few founders do it!
- **Founder Dashboard:** See how you can access cost effective brick & mortar and online data without paying a lot from Nielsen.
- **Marketing ROI's:** We'll walk through what marketing ROI's look like across different areas. How to spend marketing dollars wisely.
- **Operational Excellence:** Gain insights into optimizing supply chain management. We'll show a pathway to creating a 50% GM.
- **MRP Demand Model:** Enter your inventory planning information into our excel based production and planning model. This will reduce OOS of component inventory.

## SESSION 9

## Blueprint for Long-Term Success

- **Charting Your Path:** Harness Jeff's wealth of experience to craft a weathered and experience CPG playbook.
- **Lessons Learned in building Suja into a \$100m brand in just 7 years:** Learn from Jeff's successes and failures to avoid common pitfalls and capitalize on opportunities. Learn the 10 startup misconceptions.
- **Strategic Planning:** Paint the picture of what the context of your life and brand look like two years from this Christmas when we toast to the success of you and your team!
- **Mentorship Moment:** Receive personalized guidance and mentorship from Jeff to refine your brand strategy and maximize success.

## CPG Knowledge

- How the CPG industry works.
- First things first.
- Raise Your Hand: Jeff's entrepreneurial book.
- How to use GGAP to increase your gross margin.
- Winning at the Shelf: Jeff Church
- Understanding what makes up your COGS and its importance.
- Fatal Flaws. Identify them, avoid them.
- Food Safety & Labeling – what to worry about and what not to.
- Lessons learned in building a \$100 million company in 7yrs.
- 10 CPG Startup Misconceptions.

## Growth

- Product Evaluation Template.
- Know your category better than you buyer!
- McKinsey Emerging Brand & Hero Report.
- Life Stages of a Brand.

## M&A and Funding

- The 7 questions that tell me whether to invest or not.
- Historical Food & Beverage M&A and financing multiples.
- 5 -year Detail Financial Model.
- Vetted Investor Deck.
- Investor Tracker.
- Cap Table and investor returns with potential dilution.

## Tools

- Founders Dashboard (a poor man's Nielsen).
- Bottoms Up Sales Forecast.
- SWOT, SMART Goal Planning Process.
- Contribution margin P&L by Channel.
- MRP Production Planning.
- Attitudes & Usage Survey – knowing your customer.
- Consumer Packaged Goods Chart of Accounts
- Jeff's adapted CPG playbook and worksheet for the brands.

## Risk Management

- Key Human Resource legal agreements and Forms.
- Terms Sheet: Employee Incentive Program.
- Sourcing the right suppliers.
- Context letter between partners.
- Suggested Investor Due Diligence Prep.
- Documents needed to execute on a fund-raising round.
- Entrepreneurial Readiness Exam.

This is our first accelerator and as such we will do everything in our power to make this an amazingly productive, beneficial and sensible investment for you to make. The references below represent a few of Jeff's consulting clients and their reference as to the benefit of working with Jeff.

We're happy to connect you with some of Jeff's consulting clients.



*"Jeff was a big part of the reason that JUNI got into Moscoe and Presence Marketing. He is extremely well connected in the CPG world. Jeff is a rare person with a deep knowledge of all departments."*

**- Kim Perell**, Co-Founder & CEO JUNI



*"Jeff has amazing CPG knowledge, business experience and life lessons. 5-star review from us. Jeff led us all the way through a successful \$1.5m Angel fund raising."*

**- Tiffany Tatom**, CEO Live Pure



*"Jeff helped us develop a roadmap to a lower COGS and higher gross margin by nearly 40%. His authentic, transparent approach makes it easy to have healthy debate."*

**- Sean McDonald**, CEO Melting Forest



*"Jeff's contribution to Lixir has been beyond anything I would have expected. Jeff was also pivotal in helping secure our first retailers and first DSD distributor."*

**- Collin McKenna**, Founder LIXIR

## About Us

### **What's this Accelerator all about?**

Discover how to boost your brand's odds of success with our comprehensive accelerator program. Increase your probability of success by 150% to 300% through expert guidance and proven strategies.

### **Who is TeamChurch.co?**

Led by seasoned entrepreneur Jeff Church, TeamChurch.co offers invaluable insights and mentorship to help consumer brands succeed. Benefit from Jeff's extensive experience and track record of building successful ventures.

### **How do you measure the success of your accelerator program?**

We track success through revenue growth, customer acquisition, fundraising success, and market penetration. Regular feedback sessions and surveys ensure continuous improvement and participant satisfaction.

## Program Details

### **Why is there a "pledge of confidentiality"?**

A key part of our program is the carefully curated applicants to ensure that the chemistry is good but even more important is that the brands in the cohort don't compete with each other.

### **How much does this cost?**

The program fee is \$9,800, payable in four installments or a one-time, 25% discounted payment of \$7,400. Invest in your brand's future and receive over \$100k in tools and resources that you'll walk away with.

### **How can I ensure that I get accepted and included in your Accelerator?**

Submit your application early to secure your spot. We prioritize applicants based on business potential, order of sign-up, and founder attitude.

### **Can I get my money back if I'm not satisfied?**

Because the tools themselves that we will provide and educate you on would cost more than \$100k we don't offer refunds. We do offer a payment plan if interested. Payments are spread out over the program duration for flexibility. Early payment discounts are available for those who wish to secure savings.

**When will we meet?**

Join us bi-weekly for 3-hour participative sessions starting September 5th. Sessions are designed to accommodate busy schedules and maximize learning opportunities.

**What happens outside of meetings?**

Apply newly learned principles to your brand and engage with peers for invaluable networking opportunities. Jeff is available for support and via email.

## Our Uniqueness

**What's unique about the TeamChurch Food and Beverage Accelerator?**

We also provide 3 one on one sessions with Jeff: 1) a pre accelerator SWOT session; 2) a mid-program session and 3) a post accelerator session. These sessions will allow Jeff and his team to really understand your business.

We will provide you with over \$100k in tools and resources.

Our Rapid Learning Approach offers scientifically proven methods for accelerated growth. Benefit from Jeff's expertise, peer collaboration, and vetted tools to enhance your brand's success.

**How big is my group?**

Groups consist of 6-10 participants, ensuring an intimate and effective learning environment conducive to peer interaction and collaboration.

**Why are you doing this in a group versus one on one with the founders?**

Group learning enhances the experience by promoting transparency, peer-to-peer learning, and cost-effectiveness. Access Jeff's expertise at a fraction of the cost with added peer support.

**How do you tailor your program to the specific needs of Consumer-Packaged Goods?**

All of the people working with Jeff have had the experience of building and selling a CPG business. Therefore we know the pain points and based on those we know the likely positive and negative outcomes that a founder will end up with. Our focus is to aim you towards the positive outcomes!

Also, our program is exclusively for Food and Beverage brands, offering tailored curriculum modules and expert-led workshops focused on industry-specific challenges and opportunities.

## Tools

### What specific tools and resources does your accelerator provide?

Access financial models, market research databases, and product development resources tailored to CPG startups. Attend workshops and seminars covering branding, marketing, and distribution strategies. The primary resources and tools are as follows:

#### CPG Knowledge

- How the CPG industry works.
- First things first.
- Raise Your Hand: Jeff's entrepreneurial book.
- How to use GGAP to increase your gross margin.
- Winning at the Shelf: Jeff Church
- Understanding what makes up your COGS and its importance.
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- Documents needed to execute on a fund-raising round.
- Entrepreneurial Readiness Exam.

## Post Accelerator – What to Expect?

### **How accessible is Jeff during the program?**

Enjoy 12 months of free access to Jeff and his tools following program completion. Stay connected and continue receiving valuable insights to support your brand's growth.

### **Can you provide details about any partnerships or connections your accelerator has?**

Access strategic partnerships with industry organizations, corporate sponsors, and investors. Benefit from mentorship, funding opportunities, and potential collaborations with industry leaders.

# Ready to increase your odds of success?

Apply for our Fall 2024 Startup Accelerator and join a community of non-competing founders committed to growth.

### **For more information:**

Connect with Jeff on [LinkedIn](#).

Visit [TeamChurch.co](https://TeamChurch.co) for program details and application submission.

**APPLY NOW  
TO SECURE YOUR SPOT**