

THE PRODUCT MARKET FIT REPORT

WE PUT A REAL PRODUCT THROUGH THE CATALYX
CANVAS PRODUCT MARKET FIT TEST.

Kettle Tortillas
Sea Salt & Black Pepper



DOES IT DESERVE TO WIN? HERE'S WHAT WE FOUND



IDEAS, BUILT **RIGHT.**[™]

 **Catalyx
Canvas**

CANVAS: A SMARTER WAY TO PREDICT INNOVATION SUCCESS

Most innovation fails because something hasn't landed right with consumers.

The product might be good, but the true need it's designed to address hasn't been understood well enough, or the execution misses the mark, or the price feels wrong. Any one of these things can result in underperformance and delisting.

Canvas measures Product Market Fit across critical dimensions, so you know **what's driving success and what's holding you back**, before you scale.

**OVERALL
SCORE
52%
WEAK**



SWIPE TO UNPACK THIS SCORE



IDEAS, BUILT RIGHT.™

 **Catalyx
Canvas**

THE BREAKDOWN

**OVERALL
SCORE
52%
WEAK**



PLATFORM STRENGTH:

42% - WEAK

How successful is the product in addressing the consumer need? Does it matter to them? Are other options available, or is there a gap? Do they believe your brand can solve it better than what's out there?

RECIPE PRECISION:

57% - WEAK

Does your product deliver what it promises? Do the ingredients, claims, pack design, overall experience come together to nail the promise and feel right?

PRICE-VALUE FIT:

36% - WEAK

Does the price feel fair? Does what you're charging match what consumers think they're getting?

SWIPE TO SEE WHY ➡

THE CORE PROBLEM: IT'S NOT DIFFERENT ENOUGH

PLATFORM STRENGTH: WEAK 42%

THE CONSUMER NEED

"A tasty, crunchy snack they can grab for a relaxed night in or when friends come over - something easy to share, great with dips, and that makes the moment feel a bit more special."

WHAT WE FOUND

This snack category is packed with options. To win, you need to stand out and ideally, give people a reason to spend a bit more.

BUT HERE'S THE ISSUE

There's nothing here that makes people stop and think, "Oh, *this* is different."

Kettle is known for chips, not tortillas, so people are skeptical. Why would they trust Kettle to do tortillas better than brands they already know and love in this space?

It's not unique enough to break through, and the brand doesn't feel like a natural fit.



WHAT ELSE DID WE LEARN?



THE EXECUTION DOESN'T HELP: THE PRODUCT IS FORGETTABLE AND THE PRICE TOO HIGH

RECIPE PRECISION: 57%

WHAT WE FOUND

The packaging doesn't quite land. The product image doesn't make you hungry which is a miss. The colours are fine but nothing pops.

Sea Salt & Black Pepper is a divisive flavour choice. When you're buying a snack that you're likely to share, you want everyone to enjoy it, not split the room.

Overall, this feels like Kettle added tortillas to their lineup without bringing anything fresh or exciting to the category.



PRICE-VALUE FIT: 36%

WHAT WE FOUND

This is the biggest problem because the product doesn't feel special enough or different enough to justify charging more. It's not wildly overpriced, but people don't see why they should pay extra when there are plenty of other tortilla chips that do the same job, or better.

A discount might get people to try it once, but without a stronger reason to choose it, they won't come back.

It's asking for premium money without delivering a premium experience.

**KEEN TO
KNOW
MORE?**



ENGINEER PRODUCT-MARKET FIT. EVERY TIME.

CANVAS IS THE SYSTEM THAT MAKES INNOVATION
SUCCESS PREDICTABLE.

THREE STEPS. ZERO GUESSWORK:

1 BUILD THE PLATFORM

Lock the consumer need. Make sure it's sharp enough, underserved enough, and credible enough to win.

2 DISCOVER THE RECIPE

Define the optimal product attribute mix. Ensure ingredients, claims, pack, and experience nail the promise.

3 CRAFT THE PRODUCT IDEA

Translate strategy into execution. Prove it wins in market before you scale.

- ✓ Expert-guided ✓ Consumer-validated ✓ Built for speed
- ✓ No more launching & hoping, just ideas built to succeed

BOOK A CANVAS DEMO



IDEAS, BUILT **RIGHT.**™

