

THE PRODUCT MARKET FIT REPORT

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

Jacob's Mini Cheddars
Cheese & Red Onion
(Multipack)



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**

**70%
STRONG**



SWIPE TO UNPACK THIS SCORE



IDEAS, BUILT RIGHT.™

**Catalyx
Canvas**

THE BREAKDOWN

**OVERALL
SCORE**

70%

STRONG



PLATFORM STRENGTH:

56% - MID

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:

71% - STRONG

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:

74% - STRONG

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

SWIPE TO SEE WHY



IDEAS, BUILT RIGHT.™



THE PROBLEM TO DIAGNOSE: PLATFORM STRENGTH IS MID SCORE 56%

THE CONSUMER NEED

"When I'm peckish or need a quick bite, I want a tasty, satisfying snack I can grab and enjoy anywhere so I feel recharged and indulged without the guilt."

WHAT WE FOUND

This need is moderately relevant, useful and familiar, but consumers aren't desperate to solve it. People want indulgence without guilt, but they already think plenty of snacks deliver this. Mini Cheddars has credibility through flavour, convenience, and recognisable branding. Consumers understand what it does and trust it can deliver.

BUT HERE'S THE ISSUE

Consumers already have plenty of snacks that solve this need well enough. The space feels credible and easy to buy into, but it's crowded. Mini Cheddars doesn't create a strong sense of "I've been waiting for this."



WHAT ELSE DID WE LEARN? ➡

THE GOOD NEWS: RECIPE & PRICE ARE BOTH STRONG

RECIPE PRECISION: 71%

WHAT WE FOUND

Multipack format stands out on shelf and signals value. Individual portions remove guilt and guesswork. Cheese & Red Onion hits the sweet spot: familiar yet interesting.

This is a strong execution of a familiar formula.

PRICE-VALUE FIT: 74%

WHAT WE FOUND

Price feels fair, no hesitation from consumers here. Multipacks feel like a smarter purchase than singles. Positioned as everyday value, not a premium indulgence.

Price isn't the barrier. Getting noticed and chosen is.



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.**™

