

Driven to Discover®

Tinker @ The Toaster

General Mills AI New Product Concept Challenge



Jeffrey Stamp, PhD
Teaching Professor Entrepreneurship
Department of Applied Economics
College of Food, Agricultural and Natural Resource Sciences
University of Minnesota
stamp013@umn.edu



Let's do this!

The TOASTER
Innovation Hub

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AND NATURAL RESOURCE SCIENCES

We Need Ideas!

to make decisions

better choices increases the probability of success



Transaction Prototype

service → product → transaction



Entrepreneurship as a System of Processes

What entrepreneurs think about:

The **process** of creating **value** by bringing together a unique combination of **resources** to **pursue** an **opportunity**.

Morris et al, 2002

Innovation

is the creation of a viable new offering

The opportunity to solve a consumer problem



Innovating

requires identifying the problems that matter and moving through them systematically to deliver elegant solutions

That increase a consumer's probability of success



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Searching Opportunity Spaces

2-Sides

1. Customer (solve their problem)



Lift'n Buddy

2. Tech (solve a new problem)

Searching Opportunity Spaces

Format

- eating occasion
- baking
- cooking

Trends

- protein
- simple ingredients
- sustainability
- food as medicine
- fast fashion
- organic

Tech

- natural colors
- block chain
- flavors
- ancient grains
- plant proteins
- nutrition
- functional ingredients
- micro encapsulation
- CBD
- separation

Searching Opportunity Spaces

Stage of Life

- infant
- toddler
- adolescent
- tweens
- young adult
- adult
- seniors
- boomers

Themes

- health
- simplicity
- locally sourced
- minimal processing
- historic/family recipes

Seasons

- winter
- holidays
- summer
- super bowl

Curiosity leads to questions that lead to ideas...
now what?



Concept Gallery - types of 'concepts'

Will this concept be successful?

Idea Concept: What is it (meme form)?

Product Concept: What is in it (feature set and how does it work)?

Design Concept: What does it look (UX,UI) like?

Resource Concept: What are the sources for the components?

Business Concept: Will it make money?

Operational Concept: How will it get made?

Organizational Concept: How will we take advantage of this opportunity?

Policy Concept: How will this fit in the established regulatory order?

➔ Consumer Concept: How does a user experience transaction work?
(the customer value-creating experience that solves the problem)
(the customer transactional value that sticks in their experience)
(the consumer concept becomes the marketing or ad concepts)



What is a 'Consumer Concept'?

- A 'concept' is more than an idea for a solution.
- A 'concept' represents your 'offering' to a target customer.
- A 'concept' represents the asset of the opportunity.
- A 'concept' represents a 'transaction' prototype.



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Is this concept any good?



We need an offering!

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Is this concept any good?

Qualified Consumer Concept
(QCC)



Product (Branded) Name



Positive Energy 100% Orange Juice with Organic Caffeine

Benefit Tag Line



Wake Up Naturally

Body Copy

(100-300 words)



Jumpstart your day the healthy way with Positive Energy 100% Orange Juice Plus Caffeine. Positive Energy contains the same amount of caffeine as an average cup of coffee and delivers great 100% orange juice taste. Don't like the taste of coffee? Try Positive Energy instead and put a kick in your morning!

Package/SKU Details



10 fl. oz. bottle \$1.99

Building Concepts: Consumer Concept Outline



Problem: What is the problem you are solving - consumer POV

Overt Benefit: What's in it for the customer if they use your product to solve the problem?

Value Creation (DD): How is this different than other solutions? Why is this of value to the customer? (Dramatic Difference)

RTB: What evidence do you have that your solution can deliver the promised benefit? (Reason-to-Believe)

Take Action: Flip the intention switches - show them desirability and feasibility. Add emotional benefit, image or outcome.

Desire Outcome: How does a better solution feel?

Concept Prompt Map

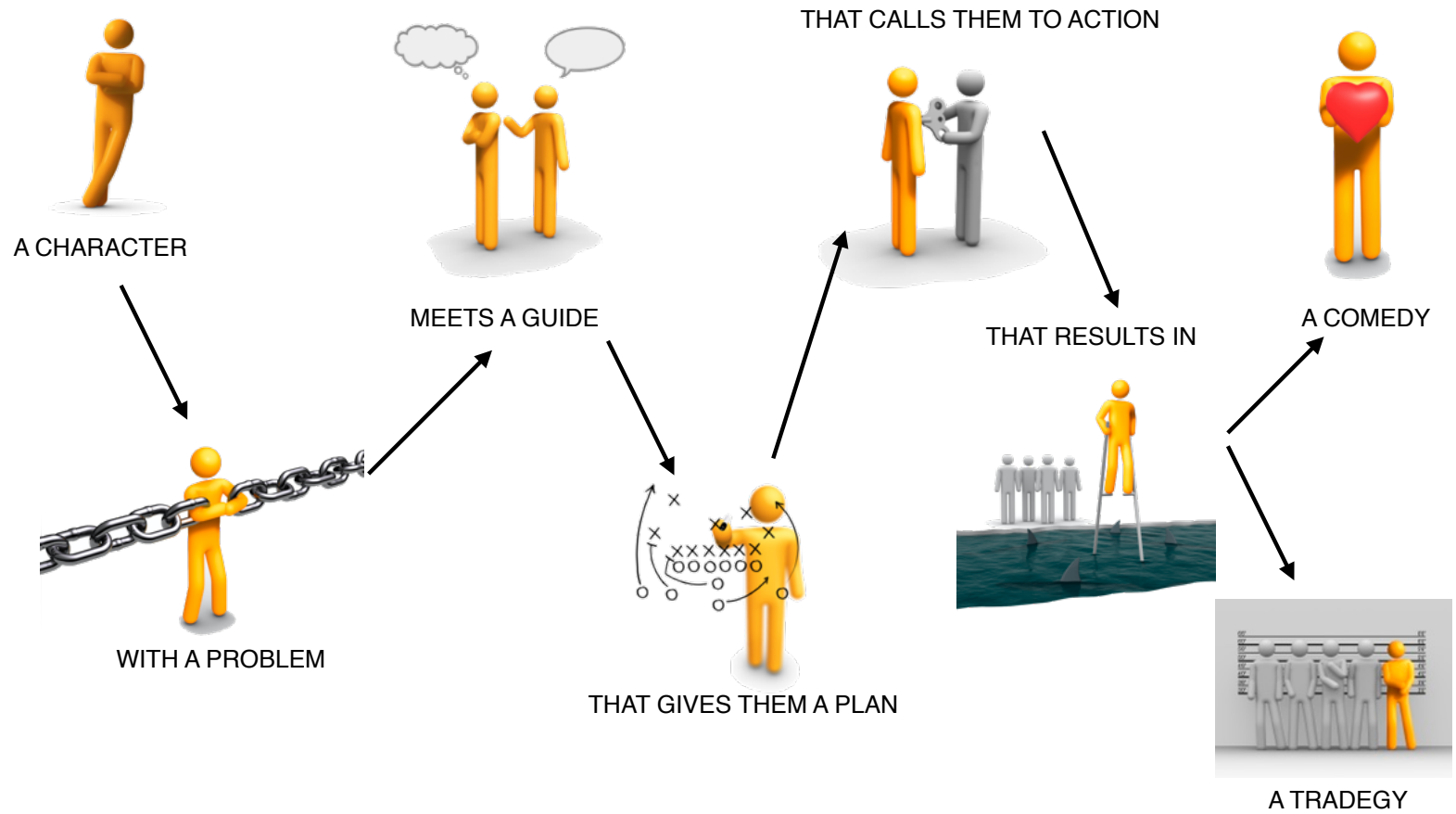
Building a QCC



5 Frames of an Opportunity

- ✓ Frame #1: Overt Benefit
(What's in it for me?)
- ✓ Frame #2: Real Reason-to-Believe
(Why should I believe you?)
- ✓ Frame #3: Dramatic Difference
(Why should I care?)
- ✓ Frame #4: Adoption Hurdles
(Will I care enough to change?)
- ✓ Frame #5: Social Sufficiency
(Make it easy for me to take the first step)

Consumer Concepts Tell a Story



Consumer Concept Structure

- Core Message
- Feeling the Problem
- Service Highlight
- Building Trust
- Call to Action
- Close and pricing

Title
Benefit Statement (Tag line) → **Body Copy**

Problem Context _____

_____ What benefit solves the problem _____

___ What do I experience? (can I see myself with this?) ___

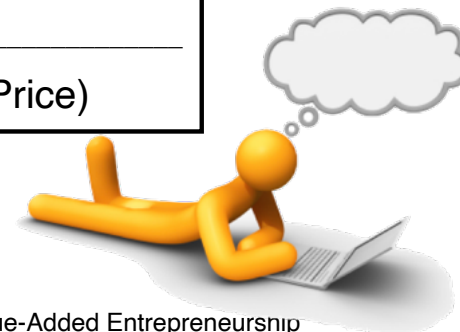
_____ Reason-to-Believe (RTB) _____

___ How is this different than other things I use? _____

_____ Call to Action _____

Close __(emotional desire) _____

→ (\$ Price)



Is this consumer concept any good?

Problem:

Overt Benefit:

Dramatic Difference:

RTB:

Take Action:

Desire Outcome:

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Wake Up Naturally

Jumpstart your day the healthy way with Positive Energy Energy 100% Orange Juice Plus Caffeine. Positive Energy contains the same amount of caffeine as an average cup of coffee and delivers great 100% orange juice taste. Don't like the taste of coffee? Try Positive Energy instead and put a kick in your morning!

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53 words

50 - 250 words

SILVIA Consumer Concept Studio



SILVIA Consumer Concept Studio v2

By Jeffrey Stamp

✓ Using the creator's recommended model: GPT-5.4 Thinking

Turn your raw new product idea into a testable, consumer-ready asset in the form of a standardized, 1-page consumer concept.

Create a Consumer Concept

Brainstorm a New Product Idea

Let's turn your new product idea into an asset!

Ask anything

+ Thinking



boldthinking.com/silvia

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The Challenge: Step 1 - Pick a Brand

Boldly building brands



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The Challenge: Step 1a - Pick a Brand
Step 1b - Research the Opportunity Space



Take a Grocery Store Field Trip!!



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The Challenge

Step 1 - Pick a Brand

Step 2 - Search for Opportunity Space

Step 3 - Capture new product ideas

Step 4 - Use your HI on the Concept Map

Step 5 - Use SILVIA to build a Consumer Concept

Step 6 - Prepare your pitch (2 min, 4 slides)

