

There are many drink products that claim they are healthy and designed to give you energy when in fact their products are filled with sugar and other ingredients that give short term energy with negative long term effects.

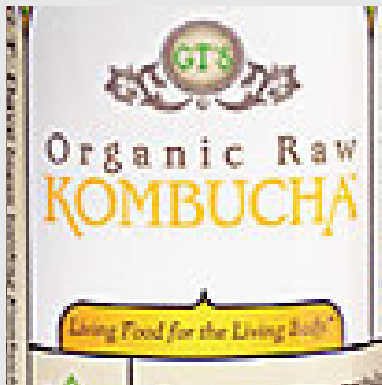
**PROBLEM**

# HARMONY

- An organic fruit drink that will energize body and mind.
- Minimal sugar and no caffeine.
- Will be healthy AND affordable.

SOLUTION

# COMPETITION



# RESEARCH

# COMPETITION

VERY LOW SODIUM

Nutrition Facts	
Serving Size 1 Can (248 mL)	
Amount Per Serving	
Calories 90	
	% Daily Value*
Total Fat 0g	0%
Sodium 20mg	1%
Total Carbohydrates 22g	7%
Sugars 20g	
Protein 0g	
Vitamin C 30%	Niacin 10%
Vitamin B6 10%	

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, calcium and iron.

\*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: PURE JUICE MADE FROM APPLE, WHITE GRAPE, BLACKBERRY, RASPBERRY AND ACEROLA JUICE CONCENTRATES, SPARKLING WATER, CITRIC ACID, NATURAL FLAVOR, RED GRAPE JUICE CONCENTRATE (COLOR), ASCORBIC ACID (VITAMIN C), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6).

Nutrition Facts	
Serving Size 1 Can	
Servings per Container 4	
Amount Per Serving:	
Calories 110	
Total Fat 0g	
Sodium 100mg	
Total Carb. 28g	
Sugars 27g	
Protein less than 1g	
Niacin 100%	Vita
Vitamin B12 80%	Pantothe

Not a significant source of sat. fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

\*Percent Daily Values are based on a 2,000 calorie diet.

Nutrition Facts			
Serving Size: 1 cup (240 mL)			
Servings Per Container: 2			
Amount Per Serving	1 cup	1 bottle	
Calories	110	210	
	% DV*	% DV*	
Total Fat	0g 0%	0g 0%	
Sodium	5mg 0%	10mg 0%	
Total Carb	27g 9%	53g 18%	
Sugars	27g	53g	
Protein	0g	0g	

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

# RESEARCH



- Majority of drink will be actual juice.
- Minimal amount of sugar will be used.
- Ingredients will be the “right” amount.
- Objective is to energize with no side effects.

HARMONY

IDEATION

Healthy

Zen

Nutrients

Energetic

Organic

Taste

Elegant

Vitamins

Mythical

HARMONY

WORDLIST

Zen

Energy

Qi

Balance

Harmony

Yin & Yang

NAMING



*Harmony*

Harmony



*Harmony*

Harmony

LOGOS





HARMONY

LOGOS



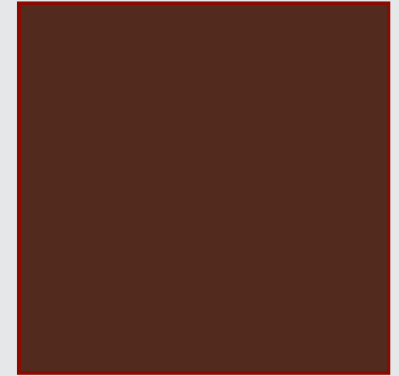
PANTONE 186 C



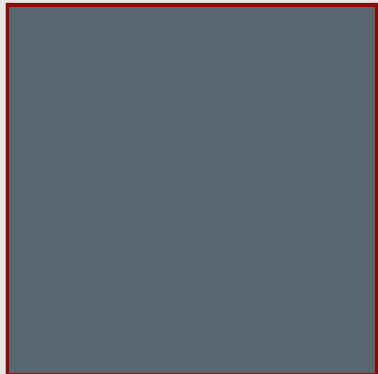
PANTONE 072 C



PANTONE 357 C



PANTONE 4625 C



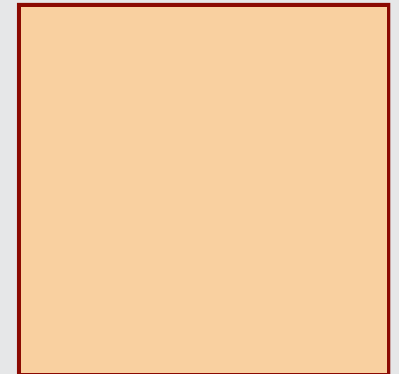
PANTONE 431 C



PANTONE Warm Gray 1 C



C=0 M=0 Y=0 K=90



PANTONE 155 C

COLORS



PANTONE 186 C



PANTONE 072 C



PANTONE 357 C



PANTONE 4625 C



PANTONE 431 C



PANTONE Warm Gray 1 C



C=0 M=0 Y=0 K=90



PANTONE 155 C

COLORS



PACKAGING



PACKAGING





PACKAGING

Avenir LT Std

Fritz Quadrata Std

*FLOOD STD*

Helvetica Neue LT Std


Spartan LT Std

Ocean Sans Std

HARMONY

*fonts*





Our fruit juice is 100% natural. We only use the best ingredients available to provide you and your body an energizing experience. Our fruits are organically grown without pesticides or hormones to ensure that it is at the best taste as possible.

In addition to the massive amounts of Vitamin C that you will receive, each of our 5 flavors offer something different but beneficial to your body. Don't waste time! Get a head start on good health today!

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MAGAZINE



POSTER



WEBSITE



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# HARMONY

100% NATURAL JUICE



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ENTREPRENEUR

## TURNING MESS INTO SUCCESS



THE PET SUPPLIES MARKET IS VAST, BUT UNTIL RECENTLY THE ISSUE OF DEALING WITH DOG 'BUSINESS' IN CITY DWELLINGS HAD HARDLY BEEN ADDRESSED. REBECCA SPICER TALKS TO THE ENTREPRENEUR BEHIND AN INNOVATIVE SOLUTION THAT HAS MANY SCRATCHING THEIR HEADS

PUP-PEE SOLUTIONS IS JUST OVER 12 MONTHS OLD, BUT THE LITTLE business dealing with the issue of doggy-doo is already exporting its Pet Loo solution to seven countries, not to mention its 450 Australian stockists.

But the business didn't start out with commercial aspirations. About four years ago a couple in their mid-20s, Tobie Skovron and Simon Iglicki, went in search of a solution to be able to keep a dog in their rented Melbourne apartment without the dog having 'accidents' in the unit and without having to take it for walks on the nature strip at 3am. They couldn't find anything except puppy pads-type products, which Skovron says were an unnatural and expensive option.

A self-confessed go-getter, Skovron saw an opportunity and the idea for the Pet Loo started to take shape. "I felt if I could combat this situation, not from a commercial point of view, more from a personal point of view, I could buy Sim a dog."

Iglicki is the pet and people person in the duo, while Skovron is the business mind behind Pup-Pee. He has a background in corporate health and personal training, while she's worked in pet shops and as a vet nurse while studying an animal-assisted therapy box Sim's passion for animal companionship," explains Skovron.

"What I'm not passionate about the dogs doing their wees and poos, I am passionate about people of all lifestyles being able to love a pet and keep that companionship going."

And while dog number one for the couple did come along while the Pet Loo was in production, dog number two came along as soon as the product was available. And the dogs are such a huge part of the couple's life they're either at the office or travelling interstate with Iglicki, or they're with Iglicki at the hospital, working as a therapy dog for the elderly.

The first of the Pup-Pee products, the Pet Loo, started with a soil and grass patch in a wooden box. But this posed too many issues with keeping the apartment clean, and the grass died every time a dog urinated on it, because of the acidity.

Through trial and error the product evolved, and took three years to go to market. Skovron admits that while product development was quite rapid, the slow start-up was mainly due to financial barriers. The couple weren't in a position to throw everything they had at the potential business, in case it failed.

But with encouragement from people around them, they decided to borrow money to begin production, and because of the product's potential they didn't find it hard to secure finance. "I had a couple of key people I could approach, and because of the uniqueness of the product and what it could do, people just didn't hesitate," says Skovron. "They recognised the benefit, and they recognised the potential not only for the Australian market, but for a global market."

The final product is an 83cm square platform with synthetic grass (which dogs recognise as real grass) on top of a corrugated tray. The grass has porous holes at its base, so liquid seeps down to the collection bucket, and even the messiest of dog poos are lifted easily off the grass, as it doesn't absorb moisture.

"We started with 12 samples. One went on my balcony, one went to [TV vet] Dr Harry for his impression, and 10 went to stores," says Skovron. "Once stores started ordering them, I sent an application to The New Inventors and they put us on the show on July 5, which was our official launch last year." Then he employed a PR agency to draw media attention to the ABC's show.

The response to their appearance on the TV show, as well as associated press coverage, was overwhelming and has rocketed Pup-Pee Solutions towards becoming a global business in less than

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STAGING





### **How can this help?**

Jake is very health conscious. He would enjoy drinking something that gives him energy and is also good for his body.

## **Jake Simon**

**Age**

27

**Occupation**

Yoga Instructor

**Education**

Bachelors in Economics

**Status**

Single

**Hobby**

Stretching

**PERSONA**

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THANK YOU

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