**Opportunity:**

Many marketed smoothies taste great, yet lack the true purpose of a smoothie because of their high sugar and fat content. Most of them are made primarily with processed fruits, yet few have any sort of dairy content and those that do typically use milk. Thirty-three percent of the United States is lactose intolerant, which means they cannot drink many of these beverages. This creates a notable gap where a healthy, nutrient-rich, energizing drinks that can be drunk by someone who is lactose intolerant. Soda was banned from schools because of a federally mandated law, leaving local milk and juice companies to monopolize the school drink market. We know Coca Cola lost large amounts of revenue when soda was no longer allowed in schools and noticed in 2003 that they started to distribute coconut water. We see the opportunity to produce a good tasting dairy drink that schools could offer and that everyone including lactose tolerant people can have. This will lead to a way for Coca Cola to recapture revenue and build new brand loyalty from a sometimes forgotten group. From a social responsibility standpoint, many tropical fruits are harvested at unfair prices from local people, we feel this is a terrible practice and will seize the opportunity to build brand loyalty by practicing a vision of shared profit shared ownership, a belief of community transformation and environmental stewardship. We will help better the world.

**Product/service:**

Tropicoco will provide a healthy beverage that can be sold in schools. It is a smoothie-style blend of fresh fruit and all-natural coconut milk. The coconuts we use are processed at a “community transformation plant”, so not only are the coconuts high quality, but they also provide local workers with the opportunity to raise themselves with a better economic standing.

**Defend Innovation:**

Our business idea is to use all-natural ingredients harvested from and processed in poverty-stricken countries. These ingredients, namely coconut milk, will be processed in a Community Transformation Plant. While other companies pay workers’ wages that can barely support them even in the poor economy of their area, Tropicoco will provide a legitimate source of income for the workers at the plants, and fair trade prices for the farmers providing for the plants. Coconut milk is also a large part of our innovation: it is well known in more tropical areas as a miracle fruit, but the world at large has yet to recognize it as the miracle it is. The many benefits of coconut milk are that it is rich in many vitamins, such as manganese, phosphorus, iron, magnesium vitamin c, selenium zinc, fiber, mega 3, 6, and 9 fats and amino acids. Many studies by universities such as Cornell and Brown show these compounds can help build strong bones, strengthen the immune system, lower blood pressure, prevent anemia, soothe arthritis, promote weight management, and inhibit the growth of cancer cells.

**Marketing Pitch:**

Are you lactose intolerant and want a healthy dairy drink made just for you? Or do you want to have a healthy, filling breakfast, but don’t have time for a full meal? Made with all natural coconut milk and a blend of fresh fruit, Tropicoco™ is rich in potassium, phosphorus, magnesium, iron, fluoride and other essential vitamins, making it a non-dairy, filling drink that can be a meal all on its own. Tropicoco™ is also rich in medium-chain fatty acids that can promote weight management after a diet. It’s rich in lauric acid, which has positive effects on the cardiovascular system. The coconut milk we use is processed in Community Transformation Plant that provides jobs for people who live in poverty stricken areas. For so many reasons, Tropicoco™ is a “miracle in a bottle.”

**Customers:**

Our demographics include anyone that is lactose-intolerant, allergic to almond, or soy. Our smoothies provide a healthy alterative to dairy milk to these people. Because our smoothies don’t have dairy in it, it the perfect drink for vegans, who cannot consume animal bi-products. Tropicoco is also aimed for people that are anemic: each cup of coconut milk supplies the body with nearly a quarter of daily value of iron. Diabetics are also included in our demographics because the lauric acid, a medium chain triglyceride found in coconut milk, slows down changes in blood sugars. These fatty acids are also thought to aid in increased metabolism and fat loss. Finally, our smoothie is perfect for teenagers and children that want to have a healthy, filling breakfast without much hassle. Our all natural fruits provide our customers with choices that will keep any fickle child interested. We will target both urban and suburban people. Our psychographics include those who have a heart for people in poverty-stricken areas, as our coconuts will be processed in Community Transformation Plants. This means that the plant will be employing local people and providing them with fair wages, which will promote economic growth in poorer countries and allow them to support themselves. We will also target those who are conscious of their health and consume other health foods, such as granola bars, protein drinks, and vitamins. These people will be those who shop at Vitamin World, GNC, or the like.

**Logo/Branding:**

