

# Product Development & Launch with Allyson Straka



*“Innovation is just doing anything outside of the status quo.”*

- Allyson Straka  
Entrepreneur, Founder & CEO of Frozen Garden

## ANSWER-SPECIFIC QUESTIONS



*Answer the following questions based on what you learned from the video. Be as specific as possible.*

### 1 PRODUCT DEVELOPMENT

How did Allyson come up with the idea for Frozen Garden, and what initial steps did she take to bring it to life?

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▶ Hint: Think about how Allyson’s idea started.

### 2 SCALING OPERATIONS

What steps did Allyson take to systemize and scale production as the business grew?

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▶ Hint: Focus on how Frozen Garden grew production.

### 3 FUNDING & GROWTH

How did Allyson grow Frozen Garden while maintaining ownership and funding expansion?

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▶ Hint: Consider Frozen Garden’s partnerships.

**4 INNOVATION & CUSTOMER FEEDBACK**

How does Frozen Garden approach innovation and product development today?

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► Hint: Consider how Allyson defines innovation and its effect on real customer pain points in new ways.

**DISCUSSION-BASED QUESTIONS**

**!** *Reflect on your personal thoughts and write your answers below.*

**1 PERSONAL CONNECTION**

Allyson wanted to make having nutritious food easier while having less food waste.

Do you have any ideas that would make your day-to-day life easier?

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**2 BIGGEST TAKEAWAY**

What part of Allyson’s story or advice stuck with you? Why?

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**3 APPLYING LESSONS**

If you were developing your own product, what's one step you'd take to test it before launch?

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**4 INSPIRATION**

How does Allyson's story inspire the way you think about creating or improving a product or service?

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**!** Use your creativity to complete the following activity.

**1 CREATE YOUR PRODUCT**

You have been chosen to develop a new product for Frozen Garden. Include packaging design, describe the name, main ingredients, and why you think customers will love it.

Packaging	Product Name
	Main Ingredients
	Customer Profile

**2 STORYTELLING EXERCISE**

Allyson’s idea started when she listened to a problem: people’s produce was rotting before they made smoothies. What is one problem you’ve noticed in everyday life? Describe how you could solve it with a simple product or service.

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You’re one step closer to thinking like an entrepreneur. Keep exploring, learning, and dreaming big!