



Product Development & Launch with Emily D. Edwards



“If you don’t understand something, ask the question. People will help you if you’re willing to learn.”

Emily D. Edwards
Founder, Paradise Spreads

INSPIRATION & TURNING POINT



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

1 EARLY INSPIRATION & FIRST STEPS

What inspired Emily to start a food company before she began developing Paradise Spreads?

▶ Hint: Think about Emily’s burnout as a social worker and how her work with children helped her see the connection between food, behavior, and inclusion.

2 PRODUCT DEVELOPMENT & EXPERT SUPPORT

Why did Emily work with Purdue University’s food science lab — and what did she learn?

▶ Hint: Notice her shift from “home experiment” to “market-ready product.”

3 KNOWING YOUR CUSTOMER

How does Emily decide where her products should be sold?

▶ Hint: She chooses stores that match her ideal consumer.

4 LAUNCHING & SCALING

What is a co-packer, and why did Emily start using one?

► Hint: Think: “moving from making it myself to a partner making it.”

DISCUSSION-BASED QUESTIONS



Reflect on your personal thoughts and write your answers below.

1 PERSONAL CONNECTION

What part of Emily’s story stood out to you the most — and why?

2 BIGGEST TAKEAWAY

Emily spent a year testing recipes in her kitchen. What does this teach you about experimenting and improving an idea?

3 APPLYING LESSONS

Emily said she didn't know she needed customer discovery at first. Why is early customer feedback important?

4 INSPIRATION

Emily talks about "authenticity" as part of her brand. Why is authenticity valuable when building something new?

LET'S GET CREATIVE

! Use your creativity to complete the following activity.

1 CREATE THE NEXT SNACK SENSATION

Emily started with curiosity, creativity, and a LOT of taste-testing. Imagine you're creating a snack pack product that could actually hit store shelves next year.

1. What's it called? *(Think fun, clever, or totally unexpected.)*

2. What's inside? *(Pick a "dip" + one "dipper"; i.e. a "dip" could be hummus, peanut butter, etc. and a "dipper" could be cookies, fruit, etc)*

3. Why will people LOVE it? *(Feel-good ingredients? Allergy-friendly? Crazy flavor combo? Health perks?)*

4. Who's your #1 customer? *(The people this snack was MADE for.)*

2 DESIGN YOUR SNACK PACK

Your product's packaging should look just as tasty as your snack pack. Use this space to sketch what that could be.

GREAT WORK!

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