

# Catch up on the latest in innovation

A Front Row Seat at the Revolution: The Podcast, Season 1 & 2 Recap



Curion is the market leader for 30+ years in consumer testing and a disruptor in product insights, delivering best-in-class, innovative research that drives real-world consumer acceptance and purchase.



**Paul Earle,** thought leader and entrepreneur, interviews brilliant and bold people turning things upside down in a consumer world that is still undergoing a full-blown revolution.

## What we learned from these eight visionaries & trailblazers

- How they innovate
- How they disrupt
- How they connect



S1 E1:  
**Crazy, Like a Fox:**  
**Gabi Lewis and Magic Spoon**

MAGIC SPOON

- Reframe and redefine product possibility within the cereal category
- Sell direct to consumer, created an engaging brand world online
- Validate ideas before diving in; ensure there is an unmet consumer need



S1 E2:  
**It's A Beauty:**  
**Aishwarya Iyer, Founder & CEO of Brightland**

BRIGHTLAND  
C.A.

- Address lack of brand affinity in the category, consciously curate products
- Create nuanced brand world to evoke emotion & engagement
- Align product development with their brand purpose



S1 E3:  
**The Future Is Bright:**  
**Brigette Wolf, Head of Mondolez SnackFutures**

SNACKFUTURES  
GUIDE FOR BRANDS, KING TO THE PLANT-BASED DISCOVERY FUTURE

- Combine corporate infrastructure with startup mentality
- Establish a dialogue, listen to feedback, then pivot
- Maintain the spirit of "how can we change it & improve it for the customer"



S1 E4:  
**A Growing Tree:**  
**Deborah Benton, VC & Founder of Willow**

willow  
GROWTH PARTNERS

- Provide sophisticated investments to seed level startups
- Demonstrate intention and then follow through
- Support brands that invest in familiar ideas, but make them better

- Combine startup energy with corporate scale to spark innovation
- Contribute unconventional solutions to General Mills
- Seek inspiration from demand rather than supply



S2 E1:  
**General Thrills:**  
**Amol Dixit, Head of General Mills "G Works"**

G Works

- Fill a market gap between specialty and standard peanut butter
- Engage with consumers through attention-grabbing branding
- Focus on driving positive impact rather than growth



S2 E2:  
**Going Big, For Real:**  
**Jill Van Gyn, Founder and CEO of FATSO**

FATSO

- Introduce a new, exciting product into a stagnant category
- Communicate philanthropic efforts through packaging
- Hire people who challenge the norm and push boundaries



S2 E3:  
**Puddin' on a Show:**  
**Gregory Struck, Founder and CEO of Noops**

noops™

- Remove a step to consumption consumers were doing themselves
- Sold products in farmer's markets to maximize connection
- Aim for aggressive growth but not growth at all costs



S2 E4:  
**Swimming with the Sharks:**  
**Ashley Thompson, Co-founder and CEO of MUSH**

MUSH