



Revolutionary Sports Nutrition Company Goes International

CHALLENGE


Founded in 2010, Blackbird pioneered a revolutionary sports drink made from all-natural, non-GMO ingredients. Among the innovations, the company perfected a cold-filled process to extend shelf life without using preservations and the packaging materials were 100% biodegradable.

The management team was led by a serial entrepreneur whose previous venture was acquired from more than \$30 Mn, supply chain professional from Coca-Cola, and a CFO who was previously a managing director in Merrill Lynch's private banking and investment group.

While the company had achieved success in expanding its distribution network in the U.S., international expansion had stalled. As such, the 375 Park team was brought in to develop and implement a roadmap for expansion in selected strategic markets.

APPROACH

Our team put together a plan of action to identify those international markets with a combination of the highest growth potential and the lowest barriers to entry. Doing so would help Blackbird to quickly ramp up sales, while containing pre-launch costs. This would help to generate additional free cash which could be used to investment to support growth over the long-term.



DEVELOP

Review supply chain capabilities and financing sensitivities to develop a road map for growth.



OPPORTUNITIES

Use proprietary, AI-enabled Growth Opportunity Index™ to research & rank markets by fit & potential.



NEGOTIATE

Lead partner negotiations including due diligence, test orders & terms of distributor agreements.

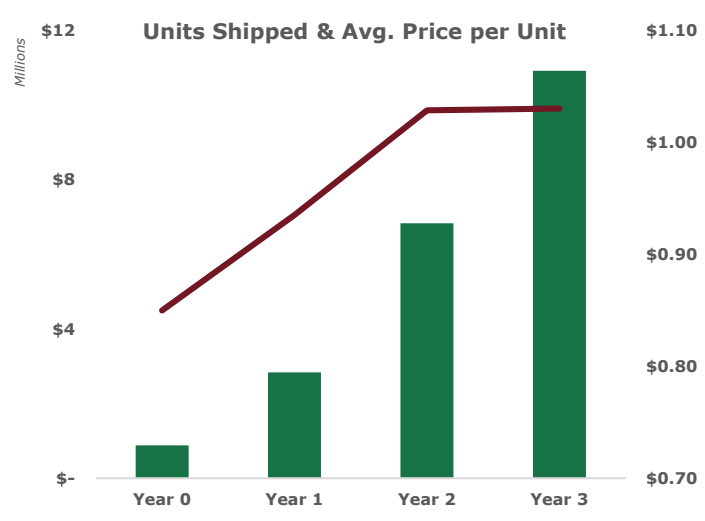
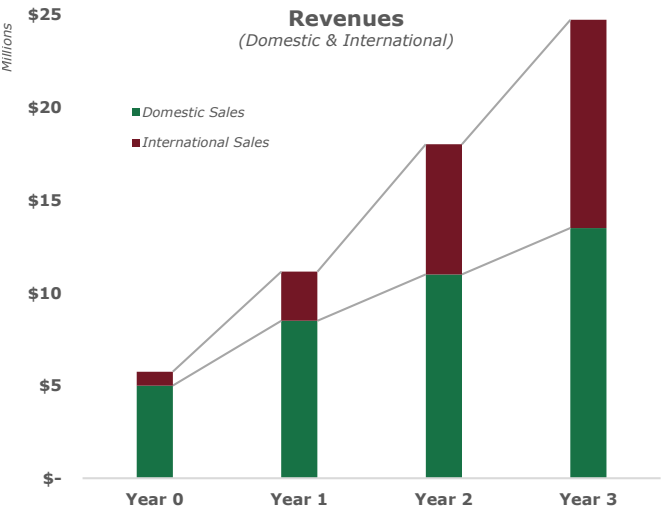


EXECUTE

Coordinate the approvals, import procedures, product placement & marketing efforts needed for a successful launch.

RESULTS

With the support of the management, the 375 Park team was able to identify and negotiate distribution agreements with partners in three countries (China, Japan, and Taiwan). Not only did this increase the Blackbird's reach in key international markets, it boosted the company's revenue, which positioned it to be acquired.



This document has been prepared by 375 Park Associates for advertising and general information only. 375 Park Associates makes no guarantees, representations or warranties of any kind, expressed or implied, regarding the information, including, but not limited to, warranties of content, accuracy and reliability. Any interested parties should undertake their own inquiries as to the accuracy of the information. 375 Park Associates excludes unequivocally all inferred or implied terms, conditions and warranties arising out of this document and excludes all liability for loss and damages arising therefrom. This publication is the copyrighted property of 375 Park Associates. ©2020. All rights reserved.

YOUR GROWTH PARTNER®

375 Park Associates

26th Floor | Seagram Building | 375 Park Avenue | New York, New York 10152

www.375parkllc.com | [@375ParkAssoc](https://twitter.com/375ParkAssoc) | +1 (212) 763-0159