

TERRA VIDA Bar

OCTOBER 2026 · ATERRA STUDIO · GRAVITY SYSTEM™

SEQUENCE: the concept's core positioning is sound and the whitespace is real, but the move to U.S. activation is out of order — the formula is unlocked, the nutrition panel is pending, the landed COGS is unconfirmed, and no U.S. consumer proof exists.

OVERALL
SCORE

51_{/100}

ILLUSTRATIVE SAMPLE · GRAVITY SCAN

A real Gravity Scan, run on a fictional concept. **TERRA VIDA is a fictional brand;** its sourcing, prices and costs are illustrative. Competitor and Amazon market data are real, as of October 2026.

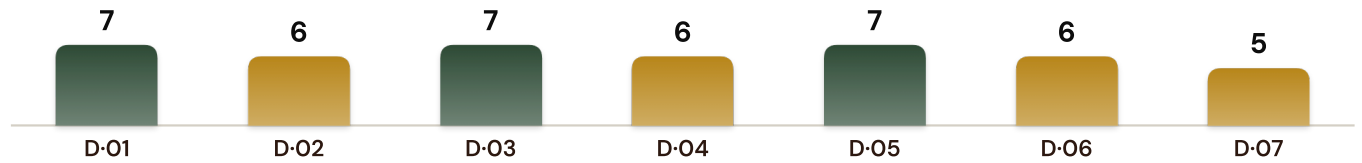
VERDICT

SEQUENCE

WHAT'S INSIDE

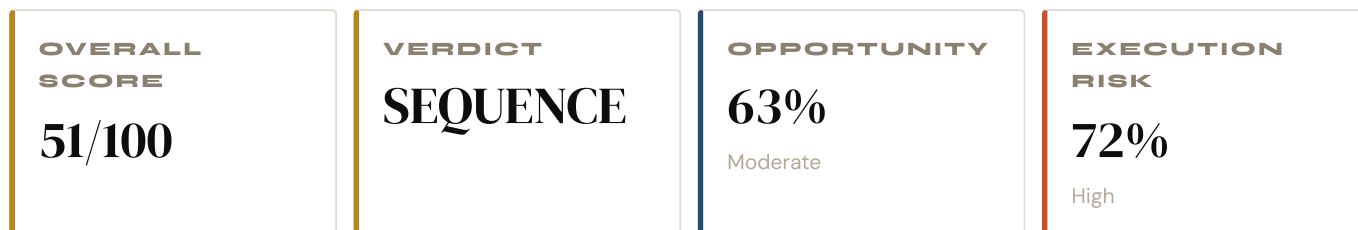
01	Scorecard	The whole read on one page
02	The Read	The verdict in plain terms
03	Opportunity Breakdown	Where the points were earned and lost
04	Dimensions D-01–D-07, in full	One page each: the finding, the analysis, the move
05	Execution Risk Drivers	What could break this, and how to lower it
06	Claim Hierarchy	What to say on pack, and what not to
07	D-08 · Recommended Next Move	The call, the move and the proof path
08	Inputs & Inferences	What was assumed, and what would change the verdict

DIMENSION PROFILE · SCORE OUT OF 10

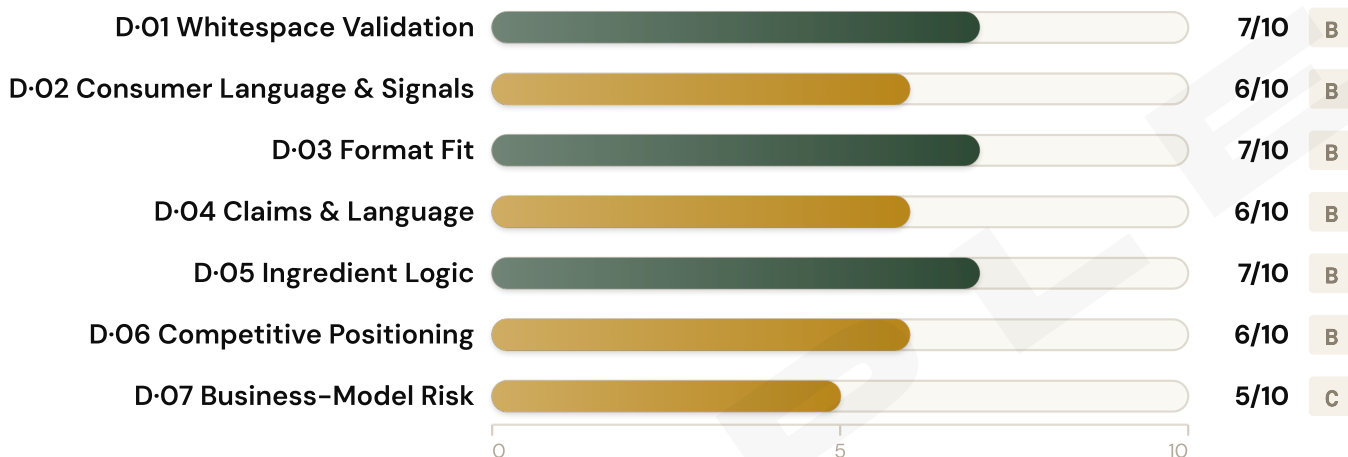


01 Scorecard

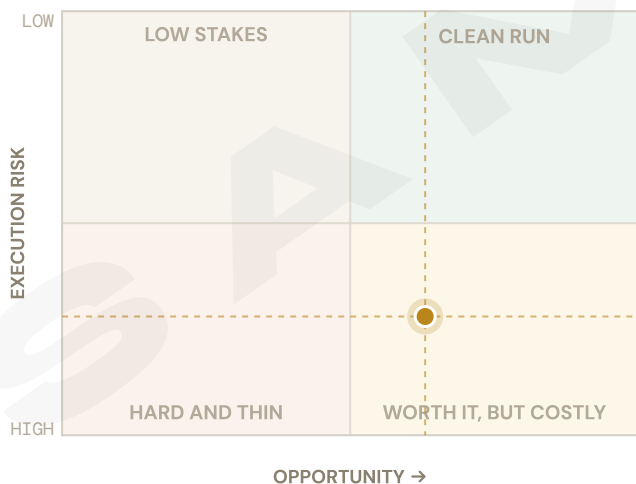
Where this concept stands right now



THE 8 DIMENSIONS

 Score out of 10 · colored by band · evidence grade at right

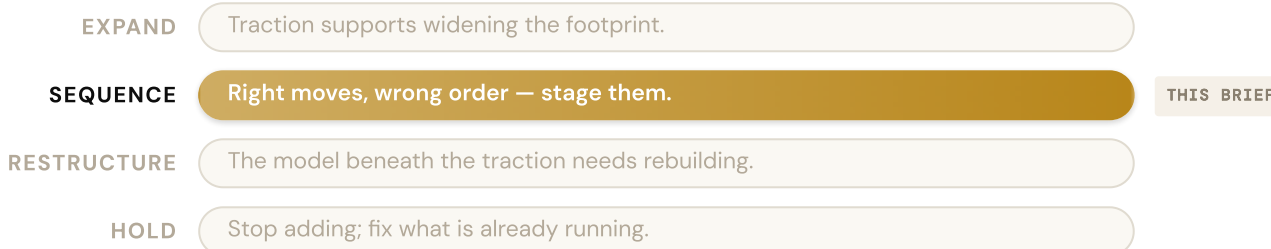
OPPORTUNITY AGAINST EXECUTION RISK

 The two headline numbers, read together

This concept reads as **moderate opportunity** (63%) against a **demanding execution path** (72%). Moving up the chart is worth more than moving right: opportunity is a property of the category, execution risk is the part you control.

Of the seven weighted dimensions, **3** scored 7 or better and **0** scored 4 or below. The dimension pages later in this brief each open with the single finding behind their score.

THE VERDICT SCALE

 Where this reading sits among the calls Gravity can make

02 The Read

Verdict, in plain terms

SEQUENCE

Right moves, wrong order — stage them.

The fiber-first, no-sugar-alcohol bar gap is real — but TERRA VIDA can only claim it after U.S. formula, landed COGS, and tolerance proof are confirmed in that order.

TERRA VIDA's fiber-first, no-sugar-alcohol positioning targets a real and growing consumer frustration — GI discomfort from erythritol and inulin-heavy bars — and the regenerative sourcing story adds a trust layer that is increasingly buyer-relevant; the whitespace is directionally real. The structural threat is not the concept: it is the sequence — U.S. formula unlocked, nutrition panel pending, PDCAAS unconfirmed, and no U.S. sales data mean the brand is asking the market to trust a claim architecture that cannot yet be fully substantiated, at a price point where the waterfall margin is tight enough that a modest COGS miss pushes gross margin into the Watch band. The right move is not to pause but to sequence: lock the U.S. specification first, then run Track I discovery in a controlled lane, and let observed repeat behavior — not stated intent — determine the channel and pricing commitment.

SEQUENCE: the concept's core positioning is sound and the whitespace is real, but the move to U.S. activation is out of order — the formula is unlocked, the nutrition panel is pending, the landed COGS is unconfirmed, and no U.S. consumer proof exists. The single biggest reason for this verdict is that the brand cannot credibly substantiate its primary claims (fiber dose, protein content, regenerative sourcing) on U.S. packaging until the formulation, panel, and documentation are locked — and committing to DTC inventory or a retail conversation before that creates legal and reputational exposure that is avoidable. The overall score reflects opportunity attractiveness weighted against execution risk and evidence confidence — it is not a simple average of the two.

YOUR QUESTION

"Can TERRA VIDA earn a defensible U.S. position at \$4.49 per 60 g bar by combining high fiber, no added sugar/no sugar alcohols and traceable regeneratively grown ingredients? Identify the strongest primary audience, buying occasion and credible value proposition; recommend the lead flavor, trial architecture and initial channel. State what must be validated before U.S. activation and what findings would require repricing, reformulation or stopping."

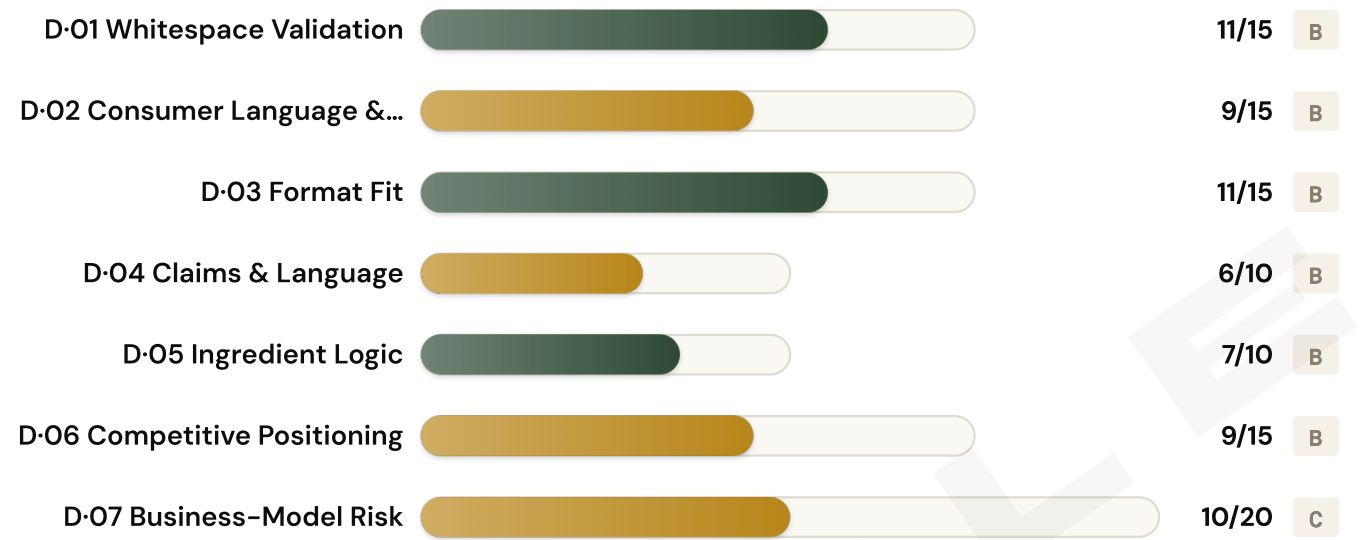
GRAVITY'S ANSWER

Yes, conditionally — the fiber-first, no-sugar-alcohol position is real whitespace, but it is only defensible at \$4.49 if sensory performance clears the bar that has sunk every prior plant-protein bar targeting this positioning, and if U.S. gross margin lands above 52% after freight and duty. The strongest primary audience is nutrition-literate women 28–45 who are active label readers treating the between-meals slot as a gut-health moment — not protein seekers and not meal-replacement users; the lead flavor is Dark Cacao because it anchors the regeneratively grown cacao story and travels more credibly at a premium price point than Wild Berry. Before U.S. activation, lock three things in order: the complete U.S. formulation and nutrition panel (protein-quality PDCAAS, confirmed fiber dose, full ingredient statement including carriers and processing aids), landed COGS inclusive of U.S. freight and duty (the \$1.19 ex-factory figure is the starting point, not the U.S. number), and sensory performance with U.S. consumers on aftertaste and texture — stevia and pea protein are the two most common rejection triggers in this audience. Repricing is required if landed COGS exceeds the threshold that places gross margin below 52% at \$4.49 SRP through DTC, or below 38% at natural retail — both of which are achievable only with tight COGS management; reformulation is required if U.S. consumer testing surfaces systematic rejection of aftertaste or fiber tolerance issues; stopping becomes the reading if landed COGS makes the DTC channel structurally unprofitable and no premium SRP adjustment is commercially realistic.

03 Opportunity Breakdown

63 of 100 points earned

Each bar is one dimension. The **track length is what that dimension is worth** — a 25-point row draws a longer track than a 15-point one — and the filled part is what this concept earned of it. Read a row here, then read its full page. D-08 sets the next move and is never weighted, so it is not part of this total.



POINTS EARNED

63

of 100 available

POINTS LEFT ON THE TABLE

37

Recoverable with the moves in this brief

BIGGEST SINGLE GAP

Business-Model Risk

10 points unearned

What would raise this score

The opportunity score would increase materially when U.S. consumer sensory data confirms aftertaste and tolerance acceptance at the 11 g fiber dose, when landed COGS supports a gross margin in the Strong band (above 52% per the threshold table) at \$4.49 SRP through DTC, and when the regenerative sourcing story is documented sufficiently to support a traceable-origin claim on U.S. packaging.

04 D-01 · Whitespace Validation

15% of the overall score

THE FINDING

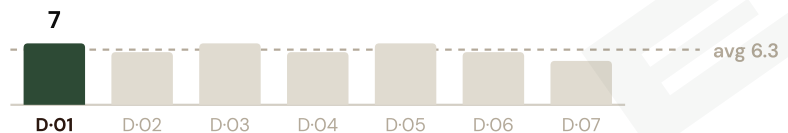
Consumers are explicitly asking for high-fiber bars without sugar-alcohol GI effects — TERRA VIDA's formulation rationale matches the complaint language almost exactly.

7
out of 10
STRONG

Confidence **MEDIUM**Evidence **B**

WHY THIS SCORE The whitespace is real and consumer-generated; TERRA VIDA's concept fits the gap, but the gap remains unvalidated at the product and purchase level until a U.S. selling test is run.

Against the other dimensions
scored out of 10



THE ANALYSIS

Category consumer intelligence confirms that GI discomfort from erythritol and inulin-heavy formulas is an explicit, recurring complaint across tracked bar brands — consumers ask for higher fiber and lower sugar 'without the bloat,' and no indexed brand in the natural snack bar set is currently leading with a no-sugar-alcohol + high-fiber + regenerative sourcing combination [industry report · 2026; syndicated market panel · 2025]. The whitespace is directionally real, but no direct product-level or purchase-level data from U.S. consumers validates demand for this specific concept.

WHICH MEANS — The gap TERRA VIDA targets is consumer-generated, not founder-manufactured — that is the strongest whitespace signal available without live sales data. However, adjacent category success and category complaint data are directional support, not product validation; actual demand requires a live U.S. selling test.

WHAT THIS COVERS

- ✓ No-sugar-alcohol high-fiber snack bar with traceable ingredients for label-reading adults

WHAT IT DOES NOT YET

- The between-meals gut-health bar occasion has no established U.S. consumer ritual to attach to — occasion definition needs sharpening

PROVE THIS NEXT

- Confirm no direct U.S. competitor occupies the fiber-first, no-sugar-alcohol bar position via live Amazon and natural retail shelf mapping

WATCH-OUTS

- ▲ Whitespace may already be occupied by brands not yet indexed in this dataset — live competitive verification is required before claiming category leadership
- ▲ Consumer awareness of FOS and inulin as potential GI triggers may make the fiber source itself a trust barrier, not just the dose

DO THIS NEXT

Own the 'fiber without the GI penalty' position explicitly on U.S. pack — name what is absent (sugar alcohols) before naming what is present (fiber), because 'no sugar alcohols' is the consumer's first scan criterion in this complaint cluster.

05 D-02 · Consumer Language & Signals

15% of the overall score

THE FINDING

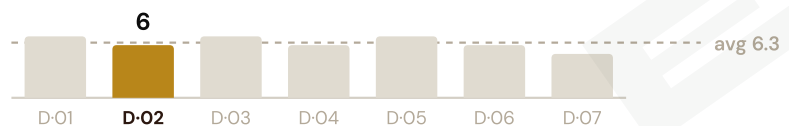
'No sugar alcohols' is the most under-leveraged phrase in TERRA VIDA's current claim set — it directly answers the complaint language driving the whitespace.

6
out of 10
WATCH

Confidence **MEDIUM**Evidence **B**

WHY THIS SCORE Consumer language alignment is moderate — the concept speaks to a real need but in the wrong register; a front-of-pack language shift from ingredient to outcome is required before U.S. launch.

Against the other dimensions
scored out of 10



THE ANALYSIS

SmartScout data in the OS block is sourced from Siete Family Foods keyword imports and reflects a chip/tortilla category — not the snack bar or fiber supplement category; those keywords ('chips,' 'tortilla chips,' 'doritos') are not applicable to TERRA VIDA and are excluded from this analysis per direct-shelf competitive set discipline. Category consumer signals and Reddit/Amazon intelligence show that label-reading snack buyers prioritize 'clean ingredients,' 'simple ingredients,' 'no added sugar,' and 'high protein' as primary scan terms, with fiber increasingly surfacing in 'fiber-maxxing' and gut health content [syndicated market panel · 2026; MEDIUM category consumer signals]. Consumer language around fiber is emotional and outcome-focused ('gut health,' 'digestion,' 'without the bloat') rather than ingredient-technical ('FOS,' 'inulin,' 'chicory root').

WHICH MEANS — TERRA VIDA's current positioning language ('fiber-first,' '11 g dietary fiber,' 'chicory FOS + inulin') is technically accurate but speaks past the consumer's scanning vocabulary — the front-of-pack must translate to outcome language ('feed your gut,' 'real fiber, no bloat') before ingredient attribution. The brand's 'no sugar alcohols' claim is underused given how frequently this specific pain point appears in consumer complaints.

WHAT THIS COVERS

- ✓ No-added-sugar, no-sugar-alcohol snack bar for label readers scanning for GI-safe fiber

PROVE THIS NEXT

- Run a snack-bar-specific SmartScout keyword pull to confirm search volume for 'high fiber bar,' 'no sugar alcohol bar,' and 'prebiotic snack bar' before media spend

WHAT IT DOES NOT YET

- No U.S. search volume data exists for TERRA VIDA's specific claim intersection — snack-bar keyword mapping is required

WATCH-OUTS

- ▲ Fiber content language ('11 g dietary fiber') without outcome framing may not convert label-reading snackers who are scanning for benefit, not grams
- ▲ AI-inferred language patterns — not verified snack bar search data; verify with a snack-bar-specific SmartScout pull before media spend

DO THIS NEXT

Lead with outcome language on front of pack ('Real fiber. No bloat. No sugar alcohols.') and reserve the ingredient specificity (FOS, inulin, chicory) for the back panel — consumers scan benefit first, verify ingredients second.

06 D-03 · Format Fit

15% of the overall score

THE FINDING

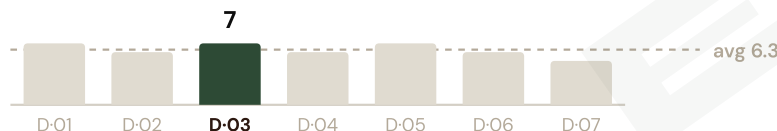
Bar format earns the between-meals ritual and the \$4.49 SRP — but shipping durability at 60 g must be confirmed before DTC launch to avoid the texture-on-arrival complaints that damage first-impression reviews.

WHY THIS SCORE The 60 g bar format is directionally correct for the occasion and price point; final confirmation requires co-packer feasibility and shipping durability validation.

7
out of 10
STRONG

Confidence **MEDIUM**Evidence **B**

Against the other dimensions
scored out of 10



THE ANALYSIS

The 60 g snack bar format is well-established in the between-meals occasion and supports the \$4.49 SRP ceiling within the natural channel price ladder (\$2.99–\$5.99 per the Aterra unit economics benchmark); the format creates a visible, tangible product moment that a stick pack or capsule cannot. The 9-bar box DTC multipack is structurally sound for subscription mechanics and reduces per-unit shipping economics versus single-bar DTC fulfillment.

WHICH MEANS — The bar format is the correct vessel for this concept — it earns the between-meals ritual, supports the price point, and enables the ingredient story to be told on a physical pack surface. The multipack box is the right DTC unit; the single bar is the right trial and impulse unit for natural retail when that channel is ready.

WHAT THIS COVERS

- ✓ Between-meals snack format with functional fiber at a price point consumers associate with premium better-for-you bars

PROVE THIS NEXT

- Confirm bar texture, moisture, and structural integrity through U.S. co-packer trial run and simulated shipping test before DTC inventory commitment

WHAT IT DOES NOT YET

- Single-serve trial format for impulse and foodservice channels is not yet confirmed as part of the SKU architecture

WATCH-OUTS

- ▲ Pea protein and oat-based bars are prone to crumbling or moisture migration in transit — a format-level failure that drives negative first-purchase reviews
- ▲ 60 g at \$4.49 requires the consumer to immediately understand the value proposition — bar format alone does not communicate fiber-first positioning without strong front-of-pack compression

DO THIS NEXT

Lock the U.S. bar format specification with the co-packer — confirm shelf life, moisture, and shipping durability before DTC launch, and use the 9-bar multipack as the DTC hero unit with the single bar as the trial SKU for seeding.

07 D-04 · Claims & Language

10% of the overall score

THE FINDING

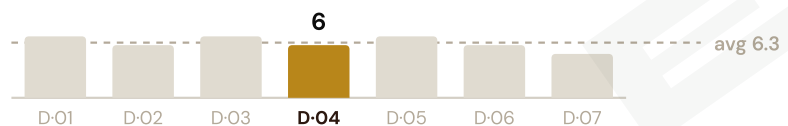
Three claims — fiber, no added sugar, no sugar alcohols — tell one complete story and require no pending confirmation; everything else is secondary until the U.S. panel is locked.

6
out of 10
WATCH

Confidence **MEDIUM**Evidence **B**

WHY THIS SCORE The claim architecture works when compressed to the three confirmable facts; it breaks when the protein claim and regenerative certification language are added without substantiation.

Against the other dimensions
scored out of 10



THE ANALYSIS

TERRA VIDA's claim set spans attribute claims (11 g fiber, 0 g added sugar, no sugar alcohols, ~12 g plant protein), process claims (sweetened with stevia, regeneratively grown), and implicit structure/function territory (between-meals gut health support). The protein gram count is approximate and the PDCAAS is pending, meaning no protein quality claim is placeable on U.S. packaging until the panel is confirmed; the '~12 g' framing cannot appear on a U.S. Nutrition Facts panel as an approximation. The proposed claims appear comparatively lower risk as attribute and process claims, subject to confirmation against the final formulation, supplier documentation, and manufacturing controls.

WHICH MEANS — The strongest front-of-pack claims are the ones that require no pending confirmation: '11 g fiber,' '0 g added sugar,' and 'no sugar alcohols' — these three, stacked together, tell one complete story and directly answer the consumer complaint driving the whitespace. The regenerative sourcing claim is viable as a process statement ('grown on named regenerative farms') but must not imply certification until documentation is in hand.

WHAT THIS COVERS

- ✓ Claim architecture that answers the no-sugar-alcohol complaint with a positive (high fiber) rather than only a negative (no erythritol)

WHAT IT DOES NOT YET

- No confirmed absence-claim coverage — 'no artificial flavors/colors' requires complete ingredient statement before use

PROVE THIS NEXT

- Confirm U.S. nutrition panel, PDCAAS, and complete ingredient statement before finalizing any U.S. pack artwork — confirm substantiation requirements with qualified regulatory counsel

WATCH-OUTS

- ▲ Using '~12 g plant protein' on U.S. packaging before PDCAAS is confirmed creates a label compliance exposure
- ▲ Any gut health or digestive support structure/function claim requires substantiation before pack placement — confirm with regulatory counsel before artwork approval

DO THIS NEXT

Front of pack: '11 g Fiber · 0 g Added Sugar · No Sugar Alcohols' — three facts, one story; remove any protein quantity claim until U.S. panel and PDCAAS are confirmed; move regenerative sourcing to secondary claim tier.

08 D-05 · Ingredient Logic

10% of the overall score

THE FINDING

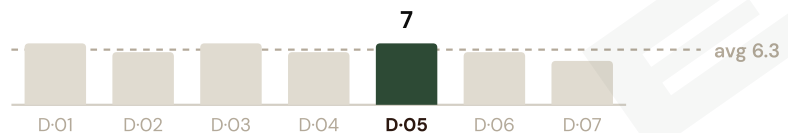
Chicory FOS and inulin are accessible ingredients — the defensibility is the dose and the supply system around the regenerative cacao and oats, not the fiber ingredients themselves.

WHY THIS SCORE The formulation tells one clean story and the ingredient system is coherent; the risk is sensory rejection of stevia and pea protein, not ingredient logic.

7
out of 10
STRONG

Confidence **MEDIUM**Evidence **B**

Against the other dimensions
scored out of 10



THE ANALYSIS

The formulation tells one coherent story: prebiotic fiber (chicory FOS + inulin) as the functional hero, stevia as the sugar-system differentiator, rice and pea protein as the plant-protein substrate, and regenerative cacao, oats, and acerola as the sourcing and micronutrient layer. Chicory root FOS and inulin are commodity-accessible fibers, which means the fiber dose is replicable — but the dose magnitude (11 g) in a snack-bar format, combined with the stevia sweetener system, is an uncommon combination in this format at this price point [MEDIUM — Amazon review signal and category intelligence].

WHICH MEANS — The ingredient architecture is coherent but not IP-protected — any formulator can source chicory FOS, inulin, pea protein, and stevia; the defensibility is not the ingredients individually but the system: the specific dose, the stevia sweetener choice, and the regenerative sourcing infrastructure built around the cacao and oats. The moat, per Rule 34, is the supply system and traceability — not the ingredients themselves. Stevia and pea protein are the two most common U.S. consumer rejection triggers in this segment and must clear sensory validation before the formulation is locked.

WHAT THIS COVERS

- ✓ Single-story formulation: fiber hero + stevia sweetener system + regenerative sourcing — no competing functional stories diluting the proposition

PROVE THIS NEXT

- Validate stevia aftertaste and pea protein texture acceptance through Track I observed repeated use with U.S. consumers before formula lock

WHAT IT DOES NOT YET

- Acerola is underused in the claim architecture — its vitamin C and antioxidant contribution is not surfaced in the current positioning

WATCH-OUTS

- ▲ Stevia aftertaste and pea protein grittiness are category-documented rejection triggers — U.S. sensory validation is a pre-launch gate, not a post-launch learning
- ▲ Inulin at 11 g per bar is a potential GI tolerance threshold for some consumers — the bar's hero benefit can invert into its primary complaint if dose tolerance is not confirmed

DO THIS NEXT

Hold the current ingredient architecture but prioritize U.S. sensory validation specifically on stevia aftertaste and pea protein texture before locking the formula — these two inputs are the formulation's highest rejection risk, not the fiber system.

09 D-06 · Competitive Positioning

15% of the overall score

THE FINDING

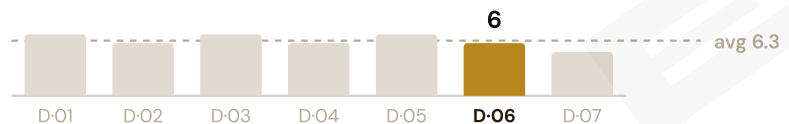
No scaled brand in the indexed dataset leads with fiber-first + no-sugar-alcohol as primary positioning — but this must be verified with live Amazon and natural retail data before claiming the lane.

6
out of 10
WATCH

Confidence **MEDIUM**Evidence **B**

WHY THIS SCORE The competitive position is directionally open based on indexed data; it must be confirmed with live shelf mapping before messaging or investment is committed to this lane.

Against the other dimensions
scored out of 10



THE ANALYSIS

The natural snack bar category is anchored by RXBAR (ingredient transparency, CrossFit community, mass distribution), Kind (visible whole-food ingredients, broad retail), and Perfect Bar (whole-food refrigerated protein bar, strong repeat at 63%). None of these brands lead with fiber-first + no-sugar-alcohol positioning as their primary claim — RXBAR leads with ingredient simplicity and protein, Kind leads with nuts and lower sugar, Perfect Bar leads with whole-food refrigerated protein. No direct equivalent to TERRA VIDA's specific claim intersection was identified in the currently indexed Gravity dataset; live competitive verification and Amazon shelf mapping remain necessary.

WHICH MEANS — The indexed landscape suggests the fiber-first, no-sugar-alcohol bar position is not yet occupied by a scaled brand — which is the opportunity — but the absence of a named competitor in the dataset does not confirm the whitespace is clear; new entrants in this exact formulation territory may exist at lower velocity or under-indexed brand names. The regenerative sourcing layer is a secondary differentiator that strengthens buyer conviction after the primary functional claim lands, consistent with the pattern established by SIMPLi (Chipotle-backed regenerative sourcing) and True Grace (regenerative supplements). Direct competitor mapping — including Amazon rank, velocity data, and SKU-level positioning — is part of the Reviewed Brief where live market research is applied.

WHAT THIS COVERS

- ✓ Fiber-first, no-sugar-alcohol bar with regenerative sourcing — a claim intersection not held by any scaled indexed brand

WHAT IT DOES NOT YET

- No community anchor identified for U.S. launch — RXBAR had CrossFit, Chomps had Whole30; TERRA VIDA needs an equivalent tribe

PROVE THIS NEXT

- Conduct live Amazon and Thrive Market shelf mapping to confirm no direct fiber-first, no-sugar-alcohol bar brand is already scaling in this lane

WATCH-OUTS

- ▲ A mid-tier or DTC-native fiber bar brand may already occupy this exact position at lower visibility — live shelf mapping is required before claiming the lane
- ▲ RXBAR and Kind have established 'clean ingredient' trust that adjacent-positions them as indirect barriers to trial — TERRA VIDA needs a sharper reason to switch

DO THIS NEXT

Own 'fiber-first, no sugar alcohols' as the primary competitive lane and position regenerative sourcing as the trust multiplier that makes the brand harder to commoditize — do not lead with regenerative in the U.S. until the functional claim is established.

10 D-07 · Business-Model Risk

20% of the overall score

THE FINDING

At \$4.49 SRP, every \$0.10 of additional landed COGS from freight and duty shifts gross margin by approximately 5–6 percentage points — COGS confirmation is the single most important economic act before U.S. launch.

5
out of 10

WATCH

Confidence **LOW**

Evidence **C**

THE ANALYSIS

DTC waterfall at \$4.49 SRP: (1) Retail shelf price / DTC list price: \$4.49 **provided**. (2) No retailer margin in DTC direct — brand captures full list price minus platform and fulfillment. (3) DTC platform/fulfillment deduction: approximately 15–20% [SYSTEM INFERENCE — directional e-commerce benchmark range]. (4) No distributor layer in DTC direct. (5) Brand net revenue (DTC): approximately \$3.59–\$3.82 **inferred**. (6) COGS: \$1.19 ex-factory [FOUNDER INPUT, unverified] — landed U.S. COGS inclusive of freight and duty is unknown and materially higher; directional estimate \$1.55–\$1.90 **inferred** depending on origin freight, duty rate, and domestic handling. (7) Gross margin (DTC, on brand net revenue): at \$1.55 COGS, approximately 59–57%; at \$1.90 COGS, approximately 50–46% — the difference between the Strong band (above 52%) and the Watch band (38–52%) per the threshold table. Natural retail waterfall at \$4.49 SRP: (1) \$4.49 SRP. (2) Retailer margin: 35–45% [SYSTEM INFERENCE — natural channel]. (3) Wholesale to distributor: approximately \$2.47–\$2.92 **inferred**. (4) Distributor margin: 22–28% [SYSTEM INFERENCE — UNFI/KeHE range]. (5) Brand net revenue (natural retail): approximately \$1.78–\$2.22 **inferred**. (6) COGS: \$1.55–\$1.90 landed **inferred**. (7) Gross margin (natural retail): at \$1.78 net revenue and \$1.55 COGS: approximately 13% — Risk band; at \$2.22 net revenue and \$1.55 COGS: approximately 30% — Watch band — per the threshold table. Natural retail at \$4.49 SRP is structurally marginal to negative until landed COGS is confirmed and ideally compressed. All figures are directional benchmarks — not verified BOM or confirmed co-packer economics.

WHICH MEANS — The model is most clearly viable at DTC when landed U.S. COGS holds below approximately \$1.70 per bar — above that threshold, gross margin falls into the Watch band and contribution margin is at risk given CAC for an unknown U.S. brand. Natural retail at \$4.49 SRP is not viable without either a significantly lower COGS (sub \$1.40 landed) or a higher SRP (\$5.49+), which must be tested against consumer price acceptance before commitment. The kill condition is landed COGS exceeding \$1.90/bar — at that point, neither DTC nor natural retail generates a viable gross margin, and the business model requires either repricing or reformulation to survive.

WHAT THIS COVERS

- ✓ 9-bar DTC multipack creates a per-unit shipping economics advantage versus single-bar fulfillment

PROVE THIS NEXT

- Confirm full landed U.S. COGS at realistic launch volumes before any inventory, DTC platform, or packaging investment

WHAT IT DOES NOT YET

- No subscription pricing or reorder mechanic described — DTC repeat purchase model is undefined, which is a contribution margin vulnerability given category CAC levels

WATCH-OUTS

- ▲ Landed U.S. COGS (freight + duty + handling) is unconfirmed — a modest freight cost overrun pushes DTC gross margin into the Watch band and makes the model structurally fragile
- ▲ Natural retail at \$4.49 SRP produces a gross margin in the Risk band at current COGS estimates — this channel should not receive capital before DTC unit economics are proven

DO THIS NEXT

Obtain a full landed-COGS quote (ex-factory + freight + duty + domestic handling) at several volume bands before any inventory purchase — if landed COGS exceeds \$1.70/bar, evaluate a \$4.99 SRP test before committing to the \$4.49 price point. Illustrative category scenario — not brand-specific figures.

11 Execution Risk Drivers

72% execution risk

These risks are read off the dimensions scored in this brief — principally D-05 Ingredient Logic, D-06 Competitive Positioning and D-07 Business-Model Risk. 5 were identified; the band below shows how they are weighted.



R-01

Unlocked Formula / Unconfirmed U.S. Landed COGS

CRITICAL

FAILURE PATTERN Premature capital commitment before unit economics are confirmed

The ex-factory COGS of \$1.19 is the starting point, not the U.S. number — freight, duty, and any domestic handling add materially to that figure. A landed COGS above the maxAllowableCOGS for DTC (approximately \$1.70, per the D-07 waterfall) pushes gross margin below the Strong band, and the brand has no U.S. sales data to prove it can recoup CAC before that margin erodes. If inventory is purchased before the landed figure is confirmed, the founder has committed capital to a business model that may not be viable at \$4.49 SRP.

Mitigation

Obtain full landed COGS quote inclusive of U.S. freight, import duty, and any domestic co-packing or repacking — before any inventory purchase, artwork approval, or DTC platform setup.

R-02

Inulin GI Tolerance at Full Dose

CRITICAL

FAILURE PATTERN Over-promising / Under-delivering — category-validated complaint recreated in a new SKU

The category consumer intelligence specifically flags inulin-heavy formulas as a recurring source of gas, bloating, and GI discomfort complaints — the very failure mode TERRA VIDA is positioned to solve relative to sugar-alcohol bars. An 11 g fiber dose from chicory FOS and inulin in a single bar is aggressive; if U.S. consumers experience the same GI issues, the brand's primary positioning advantage inverts into its biggest liability at the moment of first use.

Mitigation

Validate GI tolerance at the full 11 g dose through Track I observed repeated use before any DTC launch, and prepare a dose guidance message for pack ('Best enjoyed as your between-meals snack') to set consumption-occasion framing.

12 Execution Risk Drivers

continued

R-03 Stevia and Pea Protein Aftertaste Rejection

HIGH

FAILURE PATTERN Sensory failure undermining claim credibility — consumer rejects product before the benefit registers

Stevia aftertaste and pea protein grittiness are the two most frequently cited rejection triggers in this consumer segment; if either is present at detectable levels in the U.S. formulation, repeat purchase will not clear the 22% Watch band minimum per the threshold table, and the claim architecture — however accurate — becomes irrelevant because the product does not get a second chance.

Mitigation

Include aftertaste and texture assessment as explicit signal-capture variables in Track I seeding, and treat any systematic negative signal on either dimension as a reformulation gate before DTC inventory commitment.

R-04 Regenerative Claims Without Documentation

HIGH

FAILURE PATTERN Greenwashing exposure — sourcing story ahead of sourcing proof

No certifications are held and no documentation is confirmed in the intake. If a retail buyer, journalist, or FTC-adjacent complaint surfaces before the traceability infrastructure is documented, the regenerative positioning creates reputational and retailer diligence risk that is disproportionate to where the brand is in its U.S. launch sequence.

Mitigation

Limit regenerative language to 'grown on named partner farms committed to regenerative practices' and suppress certification-implied language until at minimum supplier documentation and third-party audit are in hand.

13 Execution Risk Drivers

continued

R-05

Premium Price Elasticity at DTC Without U.S. Social Proof

MEDIUM

FAILURE PATTERN High CAC / Low conversion — brand unknown in market, no review corpus, no community

At \$4.49 per bar or approximately \$40.41 for a 9-bar box, TERRA VIDA is entering a DTC market with no U.S. review corpus, no U.S. community, and no brand recognition — all of which inflate CAC and compress the contribution margin window. Without earned social proof, DTC conversion rates in the snack bar category are insufficient to clear the contribution margin Strong band (above 28% per the threshold table) within a recoverable payback window.

Mitigation

Prioritize Track I seeding to nutrition-literate communities (dietitians, gut-health content creators, label-reader communities) to build a U.S. review and UGC corpus before paid DTC acquisition spend begins.

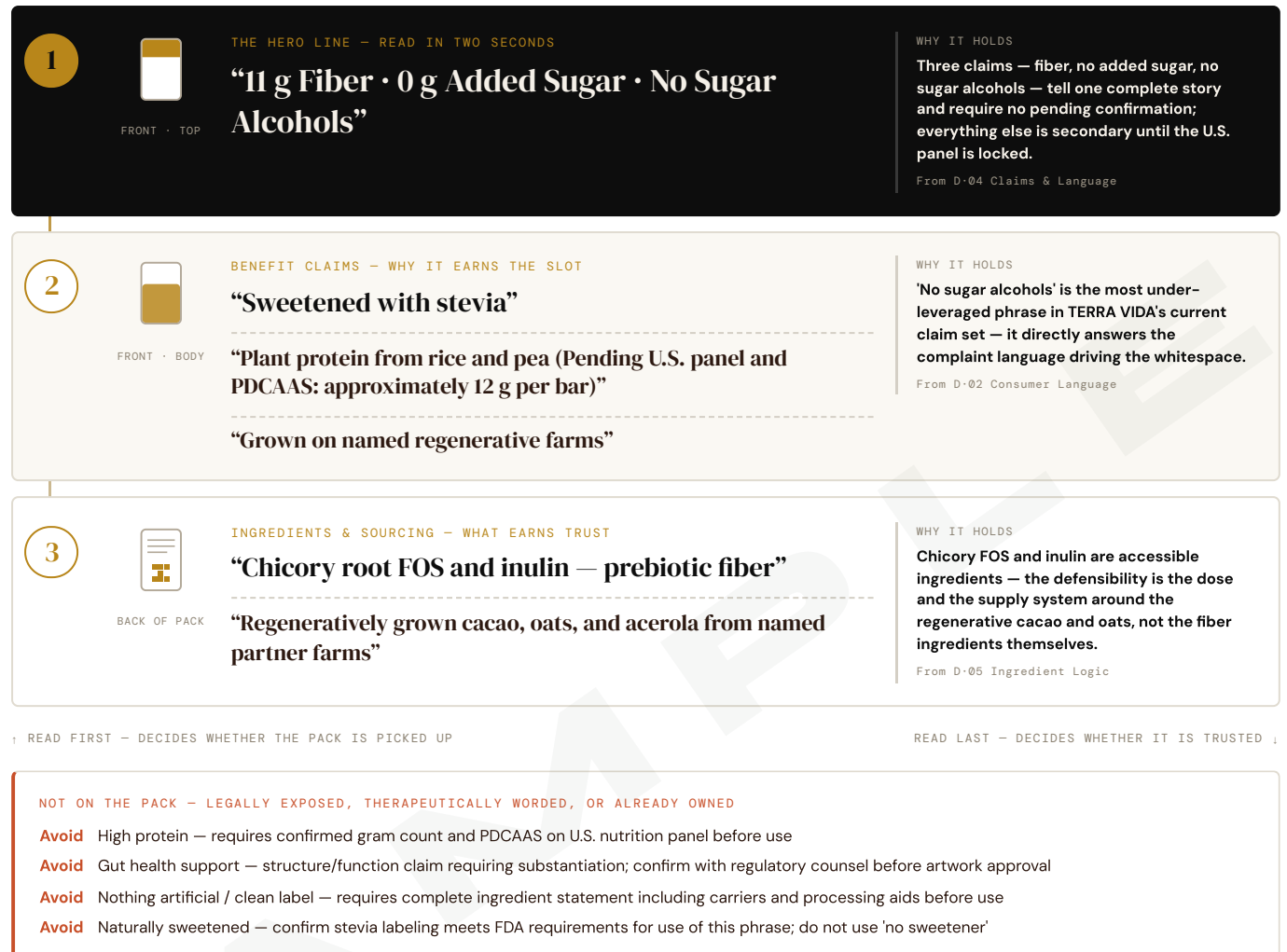
How to lower risk

Execution risk decreases materially when: (1) landed U.S. COGS is confirmed and the D-07 waterfall places gross margin in the Strong band at \$4.49 SRP; (2) Track I seeding produces no systematic GI tolerance or aftertaste complaints across repeated use; (3) regenerative sourcing documentation is in hand and supports a traceable-origin claim; (4) the U.S. nutrition panel and PDCAAS are confirmed, enabling the protein claim to be stated precisely on pack.

14 Claim Hierarchy

What the pack says first, second and last

Lead with the line a shopper reads in two seconds; everything beneath it exists to support that line, not to compete with it.



UPSTREAM ADVANTAGE CHECK What is real, claimable and not yet defensible

THE STORY Named partner farms supply regeneratively grown cacao, oats, and acerola — three ingredients central to the bar’s formulation and brand story.	DOCUMENTED Not documented in the intake — supplier agreements, traceability records, and farm-level certifications are referenced but not confirmed.	CLAIMABLE TODAY On-pack today without certification: ‘Cacao, oats, and acerola grown on named partner farms committed to regenerative practices’ — no certification-implied language until documentation is confirmed.
COMMERCIALY USEFUL The sourcing story strengthens premium price justification at \$4.49 SRP and builds retention among label readers who extend trust to brands with traceable origin claims.	BUYER-RELEVANT Natural retail buyers at Whole Foods and Sprouts actively weigh supplier transparency and regenerative sourcing commitments in range review decisions — documented sourcing is a buyer-diligence asset.	NOT YET DEFENSIBLE Any claim implying certification (‘regeneratively certified,’ ‘ROC-certified’) or third-party verification is not defensible without documentation; close the gap with supplier agreements and a third-party audit before expanding regenerative language on U.S. packaging.

A starting position for your regulatory review and first consumer test, not approved front-of-pack artwork. Every line above still needs confirming against the final formula and label.

15 D-08 · Recommended Next Move

Directional · not weighted

THE CALL

Every subsequent decision — price, channel, claim, launch timing — depends on one number not yet known: landed U.S. COGS. Get it in 30 days.

Confidence **MEDIUM**Evidence **B**

THE MOVE

Obtain a full landed U.S. COGS quote (ex-factory + freight + duty + domestic handling) at realistic launch volumes within the next 30 days — this single number determines whether the \$4.49 price point is viable and sequences every subsequent decision.

Without the landed COGS, every other decision — price point, channel, claim investment, seeding budget — is being made on a number that does not reflect U.S. commercial reality. Confirming it now costs nothing irreversible and prevents the most common early-stage capital error in cross-border CPG launches.

THE PROOF PATH Next moves on the Market Signal Flywheel

BEFORE TRACK I Locked U.S. formula with confirmed nutrition panel, traceable sample lots with allergen labeling, and a landed COGS figure that places DTC gross margin in the Watch band or above per the threshold table.

I Discover

GENERATE QUALIFIED DISCOVERY

Seed cleared Dark Cacao bars to U.S. label-reading snackers and gut-health-oriented dietitians through the Product Seeding Program and two community tastings in natural/wellness contexts.

II Prove

CONVERT DISCOVERY INTO PROOF & INSIGHTS

Log repeated use, aftertaste acceptance, digestive tolerance, and between-meals occasion fit via the Market Intelligence Engine; bank UGC and early reviews through the Verified Reviews Program.

III Repeat

DEPLOY PROOF TO DRIVE REPEAT

Deploy earned reviews and UGC on DTC product pages and post-purchase email flows; measure first paid reorder rate as the primary conversion signal.

DEPLOY PROOF WHEN → Most seeded users continue use unprompted across multiple days with no recurring aftertaste or GI tolerance complaint.

EXPAND WHEN → Paid repeat purchase rate and DTC contribution margin reach the Strong band per the threshold table.

AVOID

Purchasing U.S. inventory before landed COGS is confirmed · Finalizing U.S. pack artwork before nutrition panel and PDCAAS are locked · Committing to natural retail before DTC unit economics and repeat purchase are validated

16 D-08 · Recommended Next Move

continued

WHY THIS IS THE MOVE

The commodity accessibility of the fiber ingredients (established in D-05) means the brand's only durable differentiation is the dose-plus-stevia-system-plus-regenerative-sourcing combination — but the regenerative sourcing claim (D-04) cannot be made credibly without documentation, and the protein claim (D-04) cannot be made at all until the U.S. nutrition panel and PDCAAS are confirmed; together, these two unresolved items strip the claim architecture to three front-of-pack facts, which are strong but not fully tested with U.S. consumers. That three-fact claim architecture must survive at a \$4.49 DTC price point where the gross margin (D-07) is within \$0.20/bar of falling into the Watch band — making the landed COGS confirmation not just an operations task but the primary financial gate for whether the business model is viable at the stated price.

WHICH MEANS — The single interaction driving this verdict is the connection between unconfirmed U.S. landed COGS and the claim architecture that justifies the \$4.49 price point — if COGS runs high and the claims are still pending, the brand has neither the margin nor the differentiation proof to sustain DTC economics. Both conditions must clear before any capital commitment, and neither requires halting discovery, supplier conversations, or formula exploration — only irreversible commitments (inventory, artwork, DTC platform buildout) should wait.

PROVE THIS NEXT

- U.S. landed COGS confirmation and sensory validation (stevia, pea protein, inulin tolerance) — both must clear before DTC inventory commitment

WATCH-OUTS

- ▲ Purchasing inventory before landed COGS is confirmed is the single highest-probability path to a capital loss event
- ▲ Launching DTC without U.S. consumer sensory validation of stevia aftertaste and inulin tolerance risks a first-review corpus that permanently impairs the brand's U.S. position

IMMEDIATE ACTIONS

- Commission landed-COGS quote from U.S. freight forwarder and customs broker at two volume scenarios — this is the economic gate for every downstream decision.
- Engage qualified U.S. regulatory counsel to review the proposed U.S. claim set (fiber, protein, regenerative sourcing, stevia sweetener system) against the final formulation before artwork approval.
- Identify two to three U.S. nutrition-literate communities (registered dietitian networks, gut-health content creator pools, label-reader forums) where Track I product seeding can be structured for observed repeated use.

MEASURED AGAINST One threshold table for this brief · Natural Snacks

MEASURE	RISK	WATCH	STRONG
Gross margin Brand net revenue minus COGS, as a share of brand net revenue · 45% floor · Aterra operating benchmark (Richardson framework)	<38%	38–52%	>52%
Contribution margin Gross profit after fulfilment, platform fees and acquisition cost · 22% floor · Aterra operating benchmark (Richardson framework)	<12%	12–28%	>28%
Repeat purchase Share of first-time buyers who make a second paid purchase	<22%	22–38%	>38%

Aterra calibrated PMF bands — Natural Snacks · every margin and repeat gate in this brief refers to this table

17 Inputs & Inferences

Provenance record

These inputs remained unclear after confirmation and were inferred. Where flagged, the recommendation changes if the inference is wrong.

Complete U.S. ingredient statement

Formulation analysis is based on hero ingredients only (chicory FOS, inulin, rice protein, pea protein, regenerative cacao, oats, acerola, stevia). Actual ingredient count, seasoning inputs, carriers, binders, and processing aids are unknown.

Intake states 'U.S. formula not yet locked' and lists only key ingredients, not a complete declaration.

LOW

▶ CHANGES THE VERDICT

Landed U.S. COGS

Ex-factory COGS of approximately \$1.19/bar is the working benchmark, but U.S. freight, import duty, and domestic co-packing or repacking costs have not been applied. Actual landed U.S. COGS is materially higher and unknown.

Intake explicitly labels the \$1.19 figure as 'unverified' and 'ex-factory before U.S. freight and duty.'

LOW

▶ CHANGES THE VERDICT

PDCAAS and protein claim status

The ~12 g plant protein figure is directional; the U.S. nutrition panel and PDCAAS score are pending, meaning no protein quality claim can be made on U.S. packaging until confirmed.

Intake states 'U.S. nutrition panel and PDCAAS pending.'

LOW

▶ CHANGES THE VERDICT

Inulin tolerance at 11 g dose

11 g total dietary fiber from chicory FOS and inulin in a single 60 g bar is the stated dose. Consumer GI tolerance for this dose — particularly among U.S. consumers unfamiliar with the product — has not been validated. Inulin is a known fermentable fiber with documented GI sensitivity at moderate doses.

Category consumer intelligence explicitly flags 'gas, bloating, and stomach discomfort from erythritol and inulin-heavy formulas' as a recurring complaint.

MEDIUM

▶ CHANGES THE VERDICT

18 Inputs & Inferences

continued

Fiber source sourcing
story documentation

Named partner farms for cacao, oats, and acerola are described in the intake but no documentation (traceability records, certifications, supplier agreements) is confirmed. Regenerative claims are treated as aspirational until documentation is confirmed.

Intake states 'regeneratively grown' and 'named partner farms' but no certifications are held.

MEDIUM

CHANGES THE VERDICT

Lead flavor
recommendation

Dark Cacao is recommended as the U.S. lead flavor based on the regeneratively grown cacao sourcing story, category precedent for chocolate-first bar launches, and premium price point credibility — not on U.S. consumer sensory testing, which has not occurred.

Intake lists two flavors (Dark Cacao, Wild Berry); no U.S. flavor testing data provided.

MEDIUM

19 Brands Referenced

Every brand named in this brief, and why

These are the brands the analysis above compares this concept against — as direct competitors, format analogs, or positioning references. No claim is made about any of them beyond the role noted here.

BRAND	WHY IT APPEARS IN THIS BRIEF
RXBAR	Category benchmark for ingredient-transparency-led snack bars and community-first GTM; referenced in D-06 competitive positioning and competitive battlefield context.
Kind	Category benchmark for whole-food visible-ingredient bars at mass and natural retail scale; referenced in D-06 for claims and buyer pitch narrative.
Perfect Bar	Category benchmark for high repeat-rate whole-food protein bars; referenced in D-06 and D-03 for repeat purchase mechanics and format positioning.
Siete Family Foods	Category benchmark for community-first, values-led BFY brand scaling from natural to mass retail; referenced in D-01 whitespace and D-06 competitive landscape.
Chomps	Category benchmark for Amazon-first certification-led distribution strategy and community-anchored repeat purchase; referenced in D-06 and competitive battlefield.
Biena Snacks	Category-adjacent benchmark for plant-based fiber-and-protein snack at national retail scale; referenced in D-06 for retail credibility path.
SIMPLi	Regenerative sourcing benchmark backed by Chipotle's Cultivate Next fund; referenced in D-06 and regenerativeAngle for supply-chain transparency strategy.
Patagonia Provisions	Regenerative sourcing and ROC framework benchmark; referenced in regenerativeAngle for farm-to-table transparency and sustainability-as-retention positioning.
Wilde Chips	Category benchmark for novel-protein snack facing category education challenge at retail; referenced in D-06 for lessons on retailer and consumer education requirements.

20 Source & Confidentiality

BUILT ON 20,000+ CLASSIFIED SIGNALS · BRAND PROFILES · CONSUMER RESEARCH · MARKET DATA · LIVE SIGNALS · ATERRA INTELLIGENCE OS. Scores reflect pattern recognition across indexed signals, not individual data point verification.

ILLUSTRATIVE SAMPLE

TERRA VIDA is a fictional brand. Its products, sourcing, formulation, prices and costs are illustrative and do not describe any real company. Competitor names and Amazon market data come from public sources as of October 2026; brand names are trademarks of their owners and no affiliation or endorsement is implied. This is a real Gravity Scan output, run on a fictional concept.

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