



IntelliCucina LLC
Innovating Plant-Based Futures

PLANTVERSE Judgement Criteria

PRODUCT QUALITY AND INNOVATION

- ✓ **Taste & Texture:** How well does the product replicate or innovate beyond traditional options?
- ✓ **Ingredients:** Are the ingredients clean, natural, and minimally processed?
- ✓ **Nutrition:** Does it provide meaningful nutritional value (protein, fiber, vitamins, etc.)?
- ✓ **Functionality:** Does it meet consumer expectations for its intended use (cooking performance, versatility, shelf life)?

Lifetime Work
40 E. Montgomery Ave
Ardmore, PA 19003
M: 267-250-0823
www.myplantverse.com



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BRAND DIFFERENTIATION

- ✓ **Unique Value Proposition:** What makes the product stand out in a crowded market?
- ✓ **Authenticity:** Is the brand story and mission credible and compelling?
- ✓ **Cultural Relevance:** Does it cater to diverse consumer preferences, diets, and cultural tastes?

SUSTAINABILITY

- ✓ **Environmental Impact:** Does the product contribute to reduced carbon footprint, water usage, or deforestation compared to alternatives?
- ✓ **Packaging:** Is the packaging sustainable (recyclable, biodegradable, or reduced material)?

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MARKET POTENTIAL

- ✓ **Demand Fit:** Does the product align with current consumer trends (e.g., health, convenience, indulgence)?
- ✓ **Price Point:** Is it accessible and competitive for its target demographic?
- ✓ **Scalability:** Does the product have a clear path for wider market penetration and distribution?

ETHICAL PRACTICES

- ✓ **Transparency:** Are sourcing and manufacturing processes clearly communicated?
- ✓ **Social Responsibility:** Does the company contribute positively to communities or adhere to ethical labor practices?

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