

Target Audience: U.S. Military members who fall short on their PT test.

Product: Personalized Nutrition

Concept: Customer goes to the website and takes a 5-question quiz to create a customized protein blend for them based on height, weight, goals, etc.



You failed your PT test. What are you going to do about it?

Halfway through the 2-mile run, your legs are on FIRE, screaming for mercy.

Or maybe you WEEZE for air while suffocating when your legs feel fine.

Your sides start to cramp, regretting the last bite of Oreo you munched on last night.

Under gruesome torture, you can't help but think it's unfair to be demoted just because you failed a 2-mile run.

Even worse, getting kicked out of the military... FOREVER.

These dark, damaging thoughts cloud your mind, feeling like you're a disgrace to yourself, your family, your friends, and especially your country.

Just as you clench your teeth to finally reach that 2-mile mark to barely pass the PT test, the worst happens...

You stop running. Everyone who passes the test looks at you with eyes of judgment.

Soon enough, as your commander reprimands you, you can't help but wonder:

"How did I fail?"

"Why today out of all the other days?"

"Is this the end of my career?"

Hold those thoughts and calm down! It's not the end of the world, nor will it ever be.

Here's the secret that NOBODY talks about:

Everyone knows protein is good for recovery and muscle growth, but what about stamina?

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Look, many protein powders out there can help build any type of muscle.

But what if you could create the protein that targets your tiredness and makes you blind to fatigue with an EASY 5-question quiz?

The protein blend explicitly tailored for you will help reduce the huff, puff, and muscle soreness as you rival David Goggins.

Don't let one setback define you. Instead, let's turn your PT failure into a stepping-stone and take a new approach.

You could try and figure it out on your own and fail again, or you could [click here](#) to ace your next test and show your commander a legendary comeback!