

***These are just some stock questions, but feel free to answer any questions that are relevant, and add any you think are fitting!***

**What were you up to prior to starting X?**

**Where did the inspiration for the brand come from?**

**Who in the industry do you turn to for inspiration? Any other brands in the industry that you admire?**

**What have been the challenges of navigating the CPG industry?**

**What impact has the current economy had on the brand?**

**What were some of the highs/lows from 2023?**

**As a founder, what do you do to take care of your health - both physical and mental?**

**What advice do you have for early-stage entrepreneurs?**

**What foods do you always have in your cupboards/fridge?**

**What are some other brands you think are killing it? Anything from social media to community to growth.**

**What trends do you think are here to stay?**

**What are your goals for 2024?**

***\*Please provide any images/headshots to use***