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*