

CASE STUDY

The Better Meat Co.

Architecting a Commercial Argument to Win
the Global Meat Industry

How Presentation Studio Engineered a High-Stakes Sales Narrative to Secure Formative Partnerships with Global Meat Giants

Client Profile

The Better Meat Co. is a pioneering food technology company focused on creating sustainable protein solutions to augment the \$1T global meat industry. Positioned at the intersection of biotechnology and consumer demand for sustainability, the company needed to prove that its innovations were more than science - they were a commercially viable path to reshaping the global food supply chain.



The Challenge

Breaking into one of the world's most entrenched industries required more than innovation; it required persuasion at the highest levels. The Better Meat Co. needed to:

- Translate its complex science into a commercial argument investors and executives could act on.
- Align sustainability with profitability, demonstrating both impact and return.
- Secure formative partnerships with global meat giants at a critical growth stage.

jil presentation studio

Without a persuasive, precision-engineered sales deck, the company risked being dismissed as another start-up with ideas but no credible commercial path forward.

Our Solution

Presentation Studio applied its Strategy Before Style methodology to transform complexity into clarity and clarity into outcomes:

- **Rapid Diagnostic:** We dissected the company's market research, scientific data, and early traction to identify the most compelling commercial levers.
- **Narrative Spine:** We architected a new storyline built on three pillars - undeniable market demand, scalable technology, and partnership value.
- **Precision Engineering:** The narrative was then translated into a high-stakes sales deck that made profitability, scalability, and strategic advantage instantly clear to executives.
- **Executive Readiness:** Working alongside leadership, we refined the flow and delivery, ensuring the pitch could withstand boardroom-level scrutiny and drive immediate engagement.

Outcome

Result at a glance: The sales narrative we engineered became the central asset in securing joint development agreements and landmark partnerships with some of the largest players in the meat industry, including Hormel Foods, Maple Leaf Foods, and Perdue Farms. The powerful market validation established through these formative partnerships was an instrumental proof point in The Better Meat Co.'s subsequent and successful \$31 million Series A funding round - a monumental achievement in a challenging investment climate.

The engagement resulted in a powerful, long-term partnership, best summarized by the client himself:



Presentation Studio didn't just make our science look presentable - they helped us build a commercial story that could win in the toughest rooms. The deck gave us the clarity and confidence to secure formative partnerships with global industry leaders. It was not design; it was strategy.

Paul Shapiro
CEO, The Better Meat Co.

Services Rendered

- Strategic Narrative Architecture
- High-Stakes Sales Presentation Engineering
- Complex Data Visualization