



## THE BARCODE PODCAST

### Episode 000: Welcome to The Barcode Podcast!

Welcome to the introductory episode of The Barcode Podcast. I'm your host, Ben Ponder.

Here at Barcode, our mission is to equip emerging consumer brands. We're here to give our listeners a series of unfair advantages in the marketplace by providing you with an unparalleled depth of resources. I love the hunger and the scrappiness of a first-time founder, but there's no denying that a successful and seasoned entrepreneur has a bunch of advantages over a novice. When we started Barcode, the thought experiment was this: what if you could marry that first-time founder's hustle with the seasoned founder's savviness? What if we could minimize "rookie mistakes" and accelerate less-experienced founders' learning curves? What if we came alongside early-stage and growth-stage consumer brands, and we put our arms around those founders and said, "You see that pothole over there? EVERYBODY else drives straight into that pothole the first lap around the track. But not you! because we're going to show you the path around it."

For almost four years, we hosted monthly startup workshops in Austin that allowed us to build a tight-knit community of consumer packaged goods entrepreneurs. At those in-person events, we always tried to provide our community with best-in-class insights, access, and guidance. But from the start, we'd always aspired to give more founders this information than could attend a once-a-month event.

With this podcast, we're doing just that - taking our paradigm-shifting educational programming and sense of community to the podcast airwaves. Now, you don't have to be in one particular city on one particular night to get the critical information you need to help grow your business and brand.

What can you expect from The Barcode Podcast? Well, to start with, we'll be inviting you to revisit some of those early Barcode monthly meetings. We've got some great content from the people behind some of the coolest CPG brands around, and you'll be able to hear from them on topics like product-market fit, when and why to get media attention for your startup, how to find and work with co-packers, how to scale your business, and how to get funding from the right investors. In future episodes, we'll also be inviting some of those experts in-studio for

candid conversations with me - all centered around the knowledge and information you need to grow your CPG business.

Avoid the routine mistakes most first-time founders make and learn to run a startup with excellence. The Barcode Podcast is here to guide you. Be sure to subscribe so you'll know right away when we launch new episodes, and please tell your friends and colleagues about us. We'll see you back here soon for episode #1.

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