



EVERYDAY HERO

The group or individual to be inspired to do things differently

People who enjoy eating meat but worry about the environmental impact of their lifestyles (or businesses).

They enjoy eating meat not just because they like the taste of it; but because weekend barbecues, midnight fast-food runs and hot dogs at the baseball, are special moments.



ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Animal agriculture occupies nearly half of the world's land, is responsible for 15% of global greenhouse gas emissions and consumes 25% of the world's freshwater.

This disastrously resource-intensive and inefficient system is being increasingly recognised as a huge problem by the public.



CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

'To save meat. And Earth.'

'Eat meat. Save Earth.'

'Eat a burger. Save the world.'

'Grill burgers. Not the planet.'



BETTER WORLD

The positive change to the hero and the difference the hero has made

Enjoying meat without the guilt (and with greater sales, traffic and revenue for businesses).

Showing others that you care about your impact.

Ending the prehistoric and destructive technology of animal agriculture – playing your part in saving the planet.



CROSSING THE THRESHOLD

The first step and point of no return

Find, buy, cook, sell.



ALLIES AND GIFTS

The people and help that is needed for change to happen

Reviews and WOM from customers and the media.

Burger King serve the burger in all 7,200 stores. 9,000 grocery stores across the U.S., including Walmart Supercenter, Neighborhood Market, Kroger, Albertsons, Fred Meyer, Gelson's, Publix, Safeway, Trader Joes, Vons, and Wegmans stock Impossible Foods.

Celebrity investors including Jay-Z, Katy Perry and Serena Williams. .



MENTORS AND GIFTS

Giver of wisdom and support

We discovered what makes meat taste like meat – an iron-containing molecule called heme. Then we figured out how to make meat from plants – plant-based heme via fermentation.

Patrick O. Brown, CEO & Founder, was professor of biochemistry at Stanford University.

1. All the flavour, aroma, and beefiness of meat from cows.
2. Now available in more than 8,000 restaurants and 5,000 grocery stores. Anything you make with ground meat, you can make with Impossible Burger – we have recipes and food industry resources.
3. 96% less land, 87% less water and 89% fewer greenhouse gas emissions and it can increase revenue and drive traffic for restaurants.



COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Using animals to make meat is a prehistoric and destructive technology.



THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Does it taste good?
2. Where can I get it?/How do I cook it?
3. Why is it better?