

## Dr Greenfingers

### The Opportunity

To create a mainstream natural healthcare offering for children which delivers effective natural treatment plus emotional engagement for mum's and their kids.

### The Process

?What If! Ventures initially identified the opportunity. The team then went through an extensive research and development project focussing on the complete development of a medically licensed natural healthcare business.

In detail the process covered:

- base consumer research and development of a unique consumer proposition
- identification of potential business partners
- development of Joint Venture agreement with chosen partner
- recruitment of experienced leader and development of launch business plan
- fund raising and launch of business

### The Solution

- Dr Greenfingers is a joint venture between ?What If! Ventures and Weleda – Europe's leading provider of natural and athroposophic medicines
- Dr Greenfingers is a character-led brand delivering high quality completely naturally based products, of proven efficacy and absolute purity
- The brand focuses on the whole healing process creating a unique emotional connection between mother and child - bringing emotion and empathy to a scientific market
- The broad product range and character-based approach deliver high impact marketing and cross category marketing efficiencies
- For supermarkets, health food stores and pharmacies the range provides a one-stop solution for children's natural remedies targeted at high spending mums

### The Results

- Launched in July 2005 the goal was to secure strong distribution in independent pharmacies and one major multiple partner; in this case Waitrose. This has now been achieved
- For 2006 the goal is to drive distribution across the other major supermarket and pharmacy chains and launch new products
- The business is run by Jacquie Irvine, ex-P&G European Marketing Director for Haircare

"Utilising the creative resources of ?WhatIf! and the product expertise of Weleda have enabled Dr. Greenfingers to bring innovative ideas and new products to the children's healthcare market in a short space of time. Key has been to act as a "challenger" brand and push the boundaries to break into new territory."

Jacquie Irvine, Managing Director, Dr. Greenfingers Ltd.

"Dr Greenfingers represents a unique and powerful consumer proposition matched with a practical approach to launching a business through partnership. Weleda and ?What If! have created a powerful combination of resources, launching a high impact new business quickly and at low cost."

Dave Allen, Founding Partner and Ventures Leader ?What If!



