



# GPA 5-YEAR PLAN

May 2023

## VISION

The primary global voice of prebiotics in human, companion animal, infant nutrition, medical and functional foods, beverages and supplements, and topical applications.

## MISSION

Increase public awareness about the production, quality and science of prebiotic products, expand manufacturer understanding of the solid science supporting both well-known and newfound benefits, and create needed transparency about product quality.

## VALUES

Integrity  
Quality  
Transparency  
Collaboration  
Trust  
Education

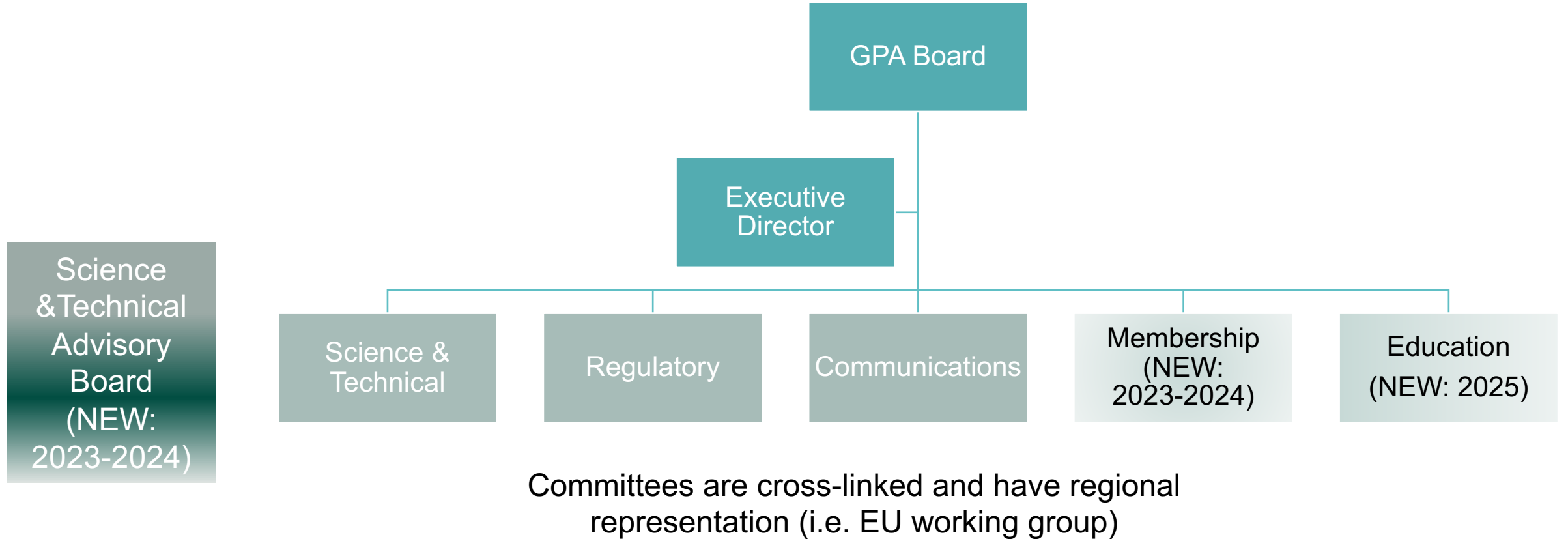


## SCOPE & VOICE

- Globally recognized: voice in all continents and main geographies
- Community:
  - Social (Linkedin followers largest of the 'biotic associations)
  - Email list triple in size from today (~3,000 now)
  - Significant regular media coverage and speaking engagements
  - Inroads and traction (relationships, media etc) in all product and category areas



# ORGANIZATIONAL STRUCTURE






# REVENUE – 5 YEAR GOALS

- Membership dues ~\$900,000
- Annual review of dues/fee structure
- Other revenue:
  - Reports - \$50,000 (market sizing, tech guides, etc.)
  - Events/Publication - \$100,000 net



# RESOURCING – 5 YEAR GOALS

- FT Member services/sales (1<sup>st</sup> priority) manage membership pipeline (generation, follow-up), assist current members, further develop membership value proposition
  - FT Communications/education (and/or agency?): Dedicated full-time resource to lead all GPA internal and external communication and support the Communications Committee chair
  - FT Sci-tech/reg lead: Dedicated full-time resource to lead GPA science & technical efforts and support the Science/Technical and Regulatory committees and chairs
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# MEMBERSHIP 5-YEAR GOALS

## CORPORATE

- 135 with diverse geographic and scope
  - Growth in Asia (~10-12)
  - Expansion in the EU
  - Representation in LATAM and South America (at least 4-5 members)
  - 20 brands, including EU, Asia and SA (currently 2)
  - 15 platform type companies (currently 4)
  - +4-5 Board members

## PROFESSIONAL

- Recommendation: discontinue this class of membership and moving to advisory board and "Friends & Allies of GPA"





# COMMITTEE – 5 YEAR GOALS

## SCIENCE & TECHNICAL

- Actively maintained and accessible research library and other resources on state of the science
- Definitive/recognized resource for all things concerning prebiotics including synbiotics, types, dosage (ranges), combinations etc.
- Update prebiotic definition and build support for prebiotic activity/effect
- Publish 2-3 peer-reviewed papers tied to prebiotic benefit areas and track citations of all papers
- Active prebiotic verified program with policing
  - 75% of ingredient supplier members participating
  - Clear understanding of what does and does not qualify
- External technical (scientific) advisory board globally of HCPs, academics and other experts
  - Representative, multi-disciplinary
  - Regular meeting of this group – annual at minimum, publication
  - Team presenting at least quarterly in some fashion
- Technical relationships:
  - Formal relationships with 12 institutions (academic/microbiome centers)
  - Develop relationships w scientific bodies to advance the category (ISAPP, ILSI, APC, etc)
- Connect with probiotic person with some experience with pre to bridge

## REGULATORY

- GPA has ongoing regulatory dialogue by itself and through IADSA, measurable, tracked progress, leading to favorable change in global regulatory environment
- New and expanded relationships with regulatory bodies globally
  - Already exploring with Health Canada, TGA
  - Look at one per region - FSSAI, Brazil, Japan)
- Make all important regulatory information accessible:
  - Tracking system monitoring all regulatory developments
  - Updated map, process to support
  - Standards of evidence clearly understood and communicated
- Government affairs – likely outside of scope. We can leverage local, regional groups and member connections





# COMMITTEE – 5 YEAR GOALS

## COMMUNICATIONS

- Serve as the media resource hub for prebiotics and synbiotics
- Strong content generation program that produces 4+ pieces per month tied to GPA benefits and category education
- Influencer network formed and engaged
- Global Prebiotics Week celebrated globally by 70%+ of industry
- Support all technical and regulatory initiatives including Prebiotic verified (pushed by Nutrasource, endorsed by GPA)

## MEMBERSHIP

- Chair, active pipeline, process
- Member engagement and retention (ROI) strategy and benchmarking
- Build out member value proposition

## EDUCATION

- Regular general courses and webinars (GPA's curriculum)
- CE type program for HCPs, academics, and industry
- Produce prebiotic conference
- Prebiotic verified component

	2023	2024	2025	2026	2027
Membership					135 Members
Revenue			\$50k Report Revenue	\$100k Event Revenue	\$900k Dues
Events/ Engagement					
RESOURCING	Member Services	Comms Support	Sci/Tech Support		



# QUESTIONS?

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