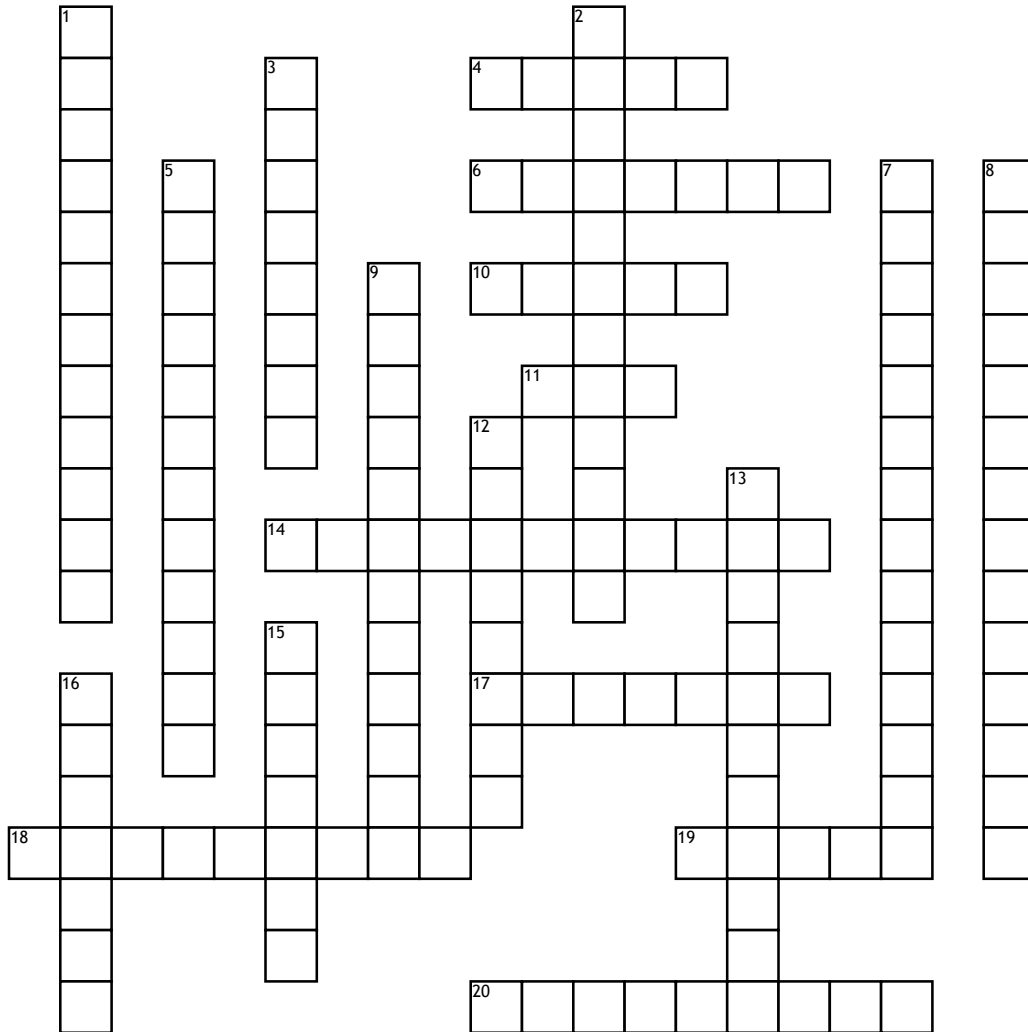


Sprig Crossword Puzzle



Across

4. Name of Interviewee
 6. What happened to Sprig?
 10. Company Name
 11. Company Platform
 14. Partner w/ other restaurant
 17. Target food category of Sprig
 18. Target _____
 19. Healthy, pre-cooked _____

20. Recommended business decision

Down

1. Something Sprig can work on
 2. Segmentation Category
 3. Promises fast _____
 5. Location of Company
 7. 2nd Segmentation Category

8. Problem/Needed Improvement

9. One step of target marketing
 12. Last name of one of the founders
 13. Used to create the meals
 15. Features _____ meals
 16. Type of food sourcing

Word Bank

App	Segmentation	Demographics	Springer	Delivery
Presentation	Expansion	Organic	Sprig	Steve
Healthy	Contracting	Infrastructure	Gourmet	San Francisco
Meals	Closure	Psychographics	Ingredients	Marketing