



APRIL 20, 2021



“Avoiding Rabbit Holes! Growing Software from MVP to Clients”



PULKIT K. AGRAWAL

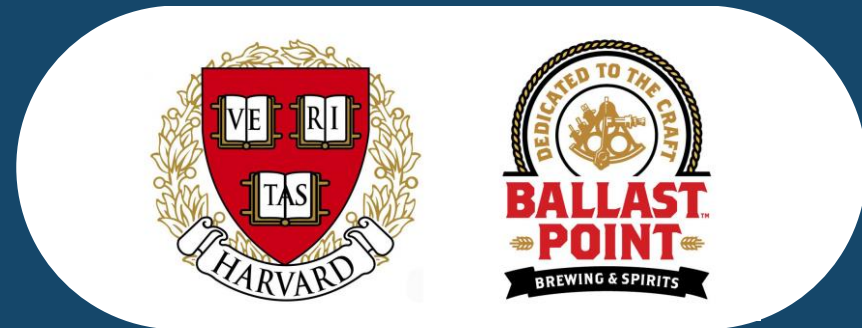
THE 5TH INGREDIENT | FOUNDER & CEO

INTRODUCTION



PULKIT K. AGRAWAL

FOUNDER & CEO | pka@the5thingredient.com



OUTLINE

WHY ARE YOU HERE?

CASE STUDY: THE 5TH INGREDIENT – “LAUNCH, AND THEN EVOLVE”

HOW DO YOU EVOLVE YOUR PRODUCT?

HOW DO YOU EVOLVE YOUR BUSINESS?

KEY TAKEAWAY – SO WHAT?

OUTLINE

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WHO'S IN THE AUDIENCE?

HAVE AN IDEA!

MINIMUM
VIABLE
PRODUCT

GROWTH AND
TRACTION

WHAT PROBLEMS ARE YOU EXPERIENCING?

HAVE AN IDEA!

MINIMUM
VIABLE PRODUCT

GROWTH AND
TRACTION

TOO MUCH TO BUILD AND
NOT ENOUGH TIME

“PERFECTION DILEMMA”

TOO MUCH FEEDBACK

BUILDING THE ‘RIGHT’
PRODUCT

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CASE STUDY SUBJECT:

THE  TH INGREDIENT[®]

BEER30

WHAT IS BEER30?

PROPRIETARY SOFTWARE-AS-A-SERVICE
FOR DATA MANAGEMENT

ORGANIZE ALL ASPECTS OF BREWERY
PRODUCTION FROM GRAIN-TO-GLASS

MODULAR + TIER PRICING

160+ CURRENT BREWERY CLIENTS,
ACROSS 10 COUNTRIES

“THE LEAN STARTUP” IN ACTION

BEER30: v8.x (APRIL 20, 2021)

BEER30
by The 5th Ingredient

DASHBOARD PKA

TASKS 42 **NOTIFICATIONS** 0

BREWERY METRICS
JAN 01, 2020 @ 00:00 ↔ APR 20, 2021 @ 23:59

Category	Volume
Brew	2732.02 BBLs
Filter	2654.53 BBLs
Pack	2291.83 BBLs

FERMENTATION
FV-074 - Indian Brown Sugar Ale (35.00) -

Grav, pH, Temp Actual, Yeast Viability, IS VDK Present vs FermentDayNumber

UNI TANKS

UNI-FV075	UNI-FV213
85.93 BBLs Aussie IPA #20-AUS-IPA-01 ->UNI-FV075	0 BBLs Aussie IPA #20-AUS-IPA-02 Brew

FV TANKS

UNI-01	UNI-02	UNI-03	UNI-04
20 BBLs MorCoconut	78.84 BBLs CaVenomIPA	39.86 BBLs SAfricaAle	20 BBLs SwissChoco

UNI TANKS

UNI-FV075	UNI-FV213
85.93 BBLs Aussie IPA #20-AUS-IPA-01 ->UNI-FV075	0 BBLs Aussie IPA #20-AUS-IPA-02 Brew

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THE 5TH INGREDIENT
BEER30

CRAFT BREWERY
DATA MANAGEMENT SOFTWARE | V 8.x

- \$0 in Onboarding Fees
- 24/7 Customer Support
- 60-min Startup Session
- Unlimited Users

GRAIN TO GLASS
DATA TRACKING MADE SIMPLE!

www.the5thingredient.com

BEER30: v1.0 (JANUARY 15, 2018)

T5I: BEER30 DASHBOARD BREW FERMENT FILTER BBT PACKAGE INVENTORY REPORTS PROFILE EXIT

Beer30 Dashboard: Pulkit Agrawal

Email Address: pka@the5thingredient.com

"CREATE": New Tasks

"VIEW": Daily Tasks

Note: Only tasks created by manager will be visible.

June 2018

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Schedule for: Jun-06-2018

Nothing currently planned! Contact Manager.

BUT HOW DID WE GET TO V8.X?

MENTALITY OF
“LAUNCH, AND THEN EVOLVE”

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WHAT'S A RABBIT HOLE?

TRYING TO DIVE INTO EVERY DETAIL OF A PRODUCT WHERE YOU LOSE SIGHT OF THE BIG PICTURE AND WHAT IS NECESSARY FOR THE CLIENT

WHAT DOES THE CUSTOMER WANT?

VISIT POTENTIAL CUSTOMERS AND ASK THEM.

GET A CONSENSUS

WHAT'S THE MINIMUM FUNCTIONALITY TO PROVE MARKET FIT?

THE “PERFECTION DILEMMA”

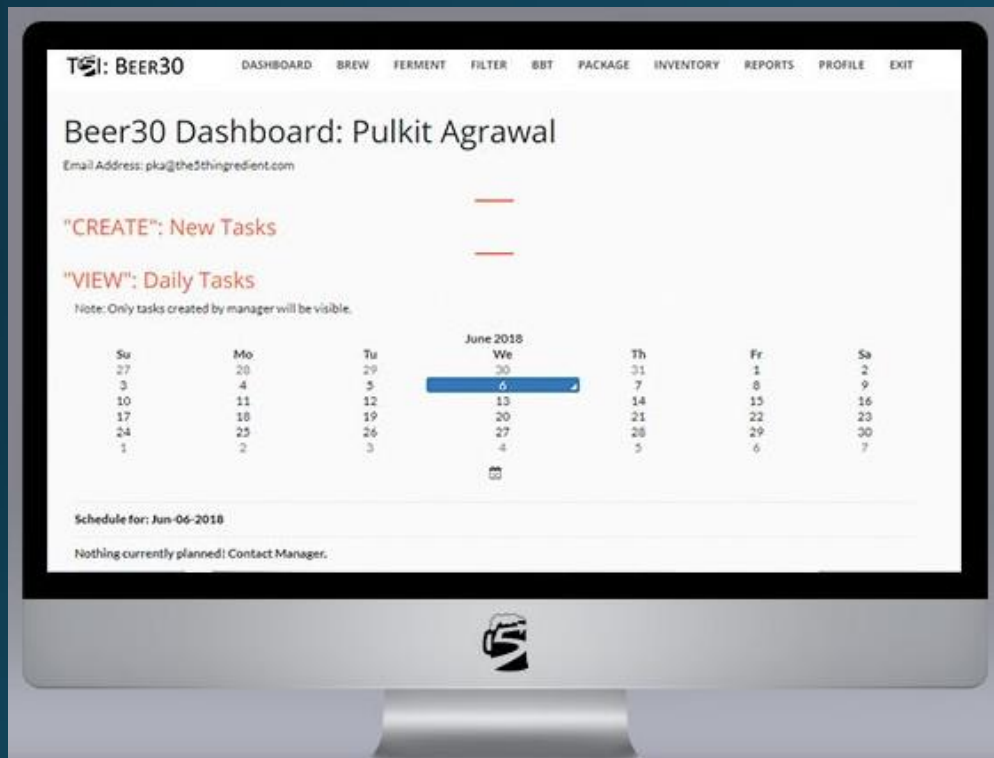
WHAT IS “GOOD ENOUGH”?

DOES THE USER EXPERIENCE MATTER?

RABBIT HOLES: TRYING TO BUILD ALL FEATURES BEFORE LAUNCH

FAILURE TO LAUNCH!

ALPHA + v1.0



JANUARY 15, 2018

WHAT DO BREWERS THINK?

AM I ON THE RIGHT PATH?

WHAT DOES THIS TELL ME ABOUT THE MARKET?

CRAFT BREWERS CONFERENCE – MAY 2018

110 BREWERY EMPLOYEES → 70 BREWERIES

WHAT IS THE CRITERIA FOR AN UPDATE?

(1) SIZE OF THE CLIENT

(2) QUANTIFYING HOW MANY CLIENTS HAVE TOLD YOU THIS

(3) CLIENT SPECIFIC VS. GENERIC SOLUTION

(4) IS THE CLIENT WILLING TO PAY?

(5) IS THE LACK OF THIS FEATURE A SHOWSTOPPER FOR CLIENT?

WHO IS THE INPUT COMING FROM? FILTERS!

“EXECUTIVE”

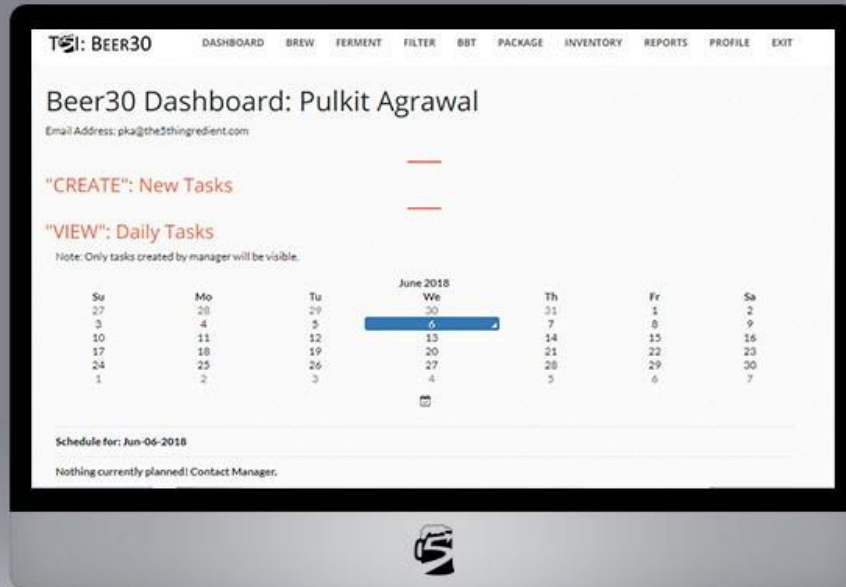
“PROCRASTINATOR”

“FRIEND”

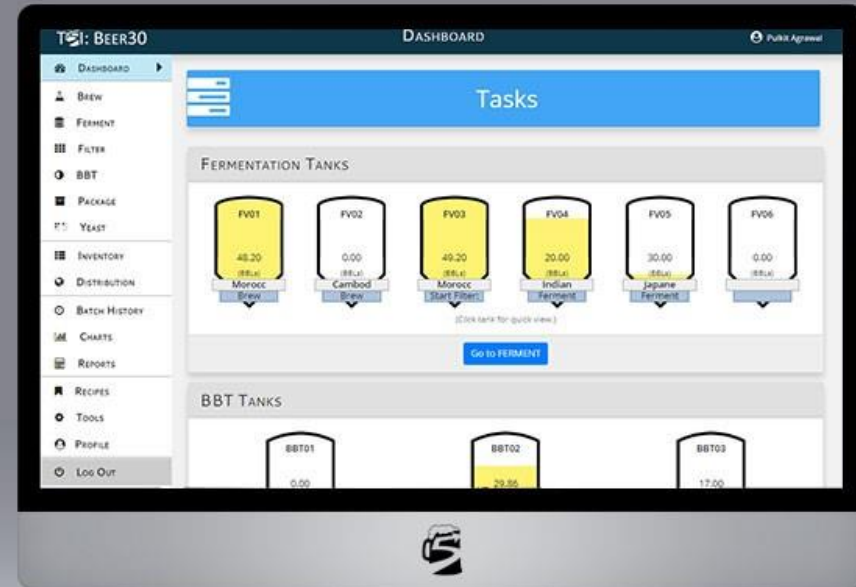
“FLAKER”

v1.0 TO v2.0

BEFORE



AFTER



Brewery Management Evolved

THE 5TH INGREDIENT

www.thethingredient.com

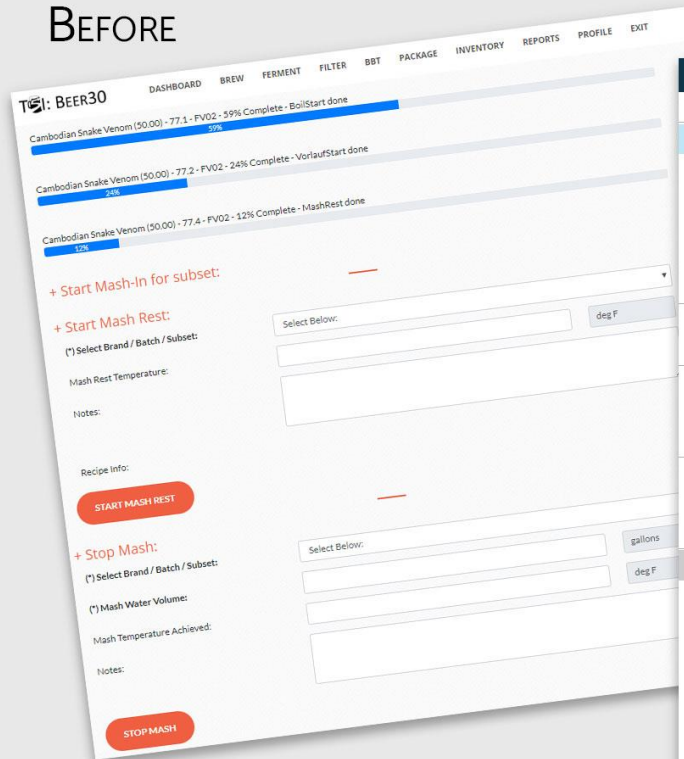
THE 5TH INGREDIENT®

STARTUP BOOST | APRIL 20, 2021

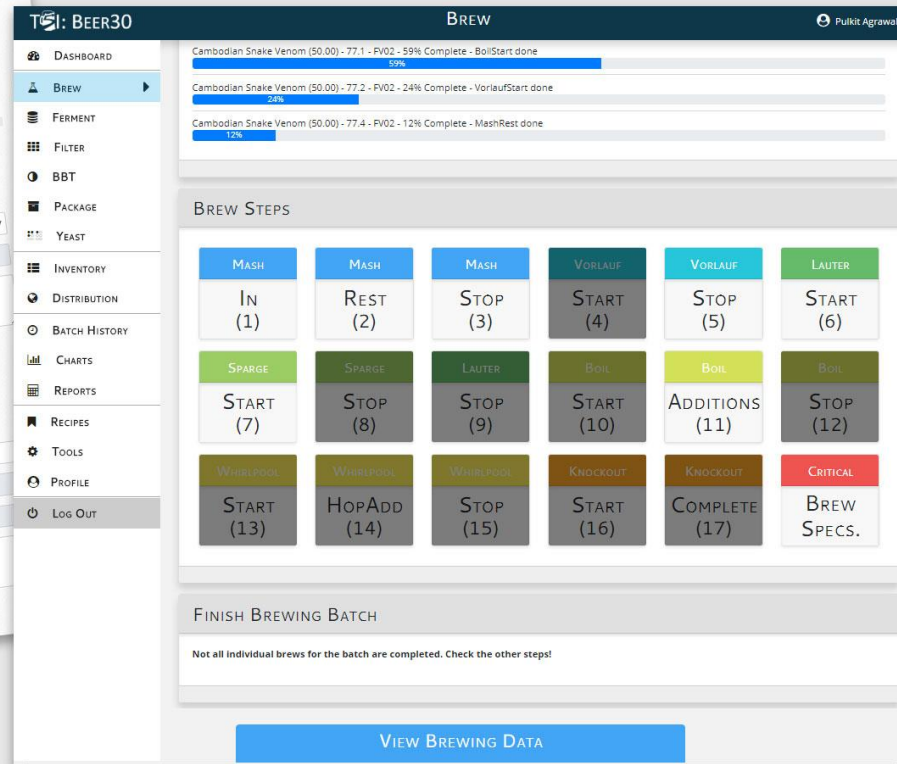
v1.0 TO v2.0

THE 5TH INGREDIENT

BEFORE



NOW IN v2.0



www.the5thingredient.com

v5.0

TSI: BEER30
BREW 01 0h
Pulkit K. Agrawal

MASH IN
BREW LOG
BREW ADDITIONS
KNOCK OUT

(*) Select Brand / Batch / Subset

EXPAND ALL
COLLAPSE ALL

Malaysian IPA (25.00)-1.1-FV04

SAVE BREW LOG

MASH REST May 13, 2019 @ 07:17 PM

Recipe: 25 min Actual: 1 min

Mash Rest Temp 165 deg F +5

Recipe: 160 deg F

Notes

[+] Mash Rest: Pulkit K. Agrawal

Add Note

MASH STOP May 13, 2019 @ 07:50 PM

Recipe: 30 min Actual: 34 min

Mash Water Volume gal

Recipe: 1500 gal

Mash Temp Achieved deg F

Recipe: 150 deg F

Notes

Add Note

VORLAUF START May 21, 2019 @ 09:41 AM

Recipe Vorlauf Time: 20 min

Notes

[+] Vorlauf Start: Pulkit K. Agrawal

Add Note

VORLAUF STOP 05/26/2019

Recipe Vorlauf Stop: 20 min

Notes

[+] Vorlauf Stop: Pulkit K. Agrawal

Add Note

LAUTER START 05/26/2019

Recipe Lauter Time: 50 min

Notes

[+] Lauter Start: Pulkit K. Agrawal

Add Note

SPARGE START 05/26/2019

Recipe Sparge Temp: 165.0 deg F

Recipe Sparge Time: 10 min

Notes

[+] Sparge Start: Pulkit K. Agrawal

Add Note

SPARGE STOP 05/26/2019

Recipe Sparge Stop: 10 min

Sparge Temp Achieved deg F

Recipe: 165 deg F

Sparge Water Qty gal

Recipe: 200 gal

Notes

Add Note

LAUTER STOP 05/26/2019

Recipe Lauter Stop: 50 min

Notes

[+] Lauter Stop: Pulkit K. Agrawal

Add Note

BOIL START 05/26/2019

Recipe Boil Time: 100 min

Pre Boil Volume BBL

Recipe: 45.6 BBL

Notes

[+] Boil Start: Pulkit K. Agrawal

Add Note

BOIL STOP 05/26/2019

Recipe Boil Stop: 100 min

Notes

[+] Boil Stop: Pulkit K. Agrawal

Add Note

WHIRLPOOL START 05/26/2019

Recipe Whirlpool Time: 20 min

Post Boil Volume BBL

Recipe: 44.2 BBL

Water Down Dilution BBL

Recipe: 0.2 BBL

Notes

[+] Whirlpool Start: Pulkit K. Agrawal

Add Note

WHIRLPOOL STOP 05/26/2019

Recipe Whirlpool Stop: 20 min

Recipe Whirlpool Rest: 15 min

Notes

[+] Whirlpool Stop: Pulkit K. Agrawal

Add Note

SAVE BREW LOG

VIEW BREWING DATA

CRITICAL BREWING SPECS 05/26/2019

Strike Water pH	5.50	pH
Mash pH	2.80	pH
First Runnings pH	3.20	pH
First Runnings Gravity	5,500	Spec
Sparge Start pH		pH
Final Runnings pH		pH
Final Runnings Gravity		Spec
Pre-Boil Gravity		Plat
Boil pH		pH
Post-Boil Gravity		Plat
Knock-Out pH		pH
Knock-Out Gravity		Plat

Notes

Add Note

CUSTOM DATA FIELDS 05/26/2019

Motor during Mash-In		Hz
Temperature during Step Mash 1		deg F
Vorlauf Start Temp		deg

OPPORTUNITY COST ANALYSIS

HOW LONG WILL IT TAKE TO BUILD THIS FEATURE?

WHAT ARE THE ALTERNATIVES?

LOW HANGING FRUIT WITH HIGH IMPACT?

HOW TO GET FEEDBACK FROM CLIENTS AND DEMOS?

BUILD A WORKSHEET!

ALWAYS START WITH
AN "AGENDA" AND
LEAVE WITH A
"GAME PLAN"

THE 5TH INGREDIENT[®]
Brewery Name: (City / State)
Beer30 Demo - DATE

Names::

<u>Notes</u>
- Annual BBL Output: - Packaging Format: - Self-Distribution / Distributors: - Keg Tracking Module: - Barrel Aging Module:
- What is your current data tracking process? - What other softwares have you looked into? - What are your biggest software needs?
- What are your overall thoughts from the Beer30 demo? - What would it take to get you signed up with Beer30?

Pricing Quoted:

-

Next Steps:

-

Contact Information:

- Pulkit K. Agrawal (Founder & CEO, The 5th Ingredient):: +1-786-351-4342
- Ryan Allis (Co-Founder & COO, The 5th Ingredient):: +1-858-405-1955

TECH DEBT

TECH DEBT, WHEN YOU START, IS FINE!

FOCUS ON FUNCTION FIRST, AND THEN ON FORM

AS YOU GROW, MORE MONEY TO ADDRESS LEGACY CODE!

DON'T TRY AND CHASE THE RABBIT... WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30: PROCESS / QUALITY

BEER30
by The 5th Ingredient
BREW 6T 0N
PKA

MASH IN
BREW LOG
BREW ADDITIONS
KNOCK OUT

(* Select Brand / Batch / Subset)

Australian Hazy IPA (40.00)-20-AUS-IPA-02.1-UNI-FV213
▼

EXPAND ALL
COLLAPSE ALL
SAVE BREW LOG

MASH REST	MASH STOP	VORLAUF START	VORLAUF STOP	CRITICAL BREWING SPECS
<div style="border: 1px solid #ccc; padding: 5px;"> <p>Jan 13, 2021 @ 02:25 PM</p> <p>Recipe: 20 min Actual: 407066 min</p> <p>Mash Rest Temp 165 deg F +5</p> <p>Recipe: 160 deg F</p> <p>Notes</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>Recipe Mash Total: 0 min</p> <p>Mash Water Volume 965 gal 0</p> <p>Recipe: 965 gal</p> <p>Mash Out Temp 168 deg F -2</p> <p>Recipe: 170 deg F</p> <p>Notes</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Sep 16, 2020 @ 05:00 PM</p> <p>Recipe Vorlauf Time: 30 min</p> <p>Notes</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Sep 16, 2020 @ 06:51 PM</p> <p>Recipe: 30 min Actual: 111 min</p> <p>Notes</p> <p>[-] Vorlauf Stop: PKA</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>Mash In Temp 145 deg F 200.00 deg F</p> <p>Strike Water Temp 145 deg F 200.00 deg F</p> <p>Strike Water pH 4.5 pH 5.00 pH</p> <p>Mash pH 5.35 pH 5.90 pH</p> <p>First Runnings pH 5.6 pH 5.80 pH</p> <p>First Runnings Gravity 18.0000 Plat 14.0000 Plat</p> <p>Sparge Start pH 5.4 pH 4.50 pH</p> <p>Final Runnings pH 5.2 pH</p> <p>Final Runnings Gravity 14.0000 Plat 11.0000 Plat</p> <p>Pre-Boil Gravity 14.0000 Plat 14.0000 Plat</p> <p>Boil pH 6.5 pH</p> <p>Post-Boil Gravity 1.350.0000 Plat</p> <p>Knock-Out pH 4.8 pH</p> <p>Knock-Out Gravity 14.8000 Plat</p> <p>Notes</p> <p>Add Note</p> </div>
<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>Recipe Lauter Time: 20 min</p> <p>Notes</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>Recipe Sparge Temp: 175.0 deg F</p> <p>Recipe Sparge Time: 30 min</p> <p>Notes</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>Recipe Sparge Stop: 30 min</p> <p>Sparge Temp Achieved 180 deg F +5</p> <p>Recipe: 175 deg F</p> <p>Sparge Water Qty gal</p> <p>Recipe: 220 gal</p> <p>Notes</p> <p>[-] Sparge Stop: PKA</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>Recipe Lauter Stop: 20 min</p> <p>Notes</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>1 - Temp K1 deg F</p> <p>2 - Temp K2 deg C</p> <p>Notes</p> <p>Add Note</p> </div>
<div style="border: 1px solid #ccc; padding: 5px;"> <p>Jan 14, 2021 @ 10:26 AM</p> <p>Recipe Boil Time: 90 min</p> <p>Pre Boil Volume 1580 gal +130</p> <p>Recipe: 1450 gal</p> <p>Notes</p> <p>[-] Boil Start: PKA</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>09/16/2020</p> <p>Recipe Boil Stop: 90 min</p> <p>Notes</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Sep 16, 2020 @ 08:20 AM</p> <p>Recipe Whirlpool Time: 0 min</p> <p>Post Boil Volume gal</p> <p>Recipe: 35 gal</p> <p>Water Down Dilution 12 gal +2</p> <p>Recipe: 10 gal</p> <p>Notes</p> <p>[-] Whirlpool Start: PKA</p> <p>Add Note</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Sep 16, 2020 @ 08:20 AM</p> <p>Recipe Whirlpool Stop: 0 min</p> <p>Recipe Whirlpool Rest: 20 min</p> <p>Notes</p> <p>[-] Whirlpool Stop: PKA</p> <p>Add Note</p> </div>	

VIEW BREWING DATA

DON'T TRY AND CHASE THE RABBIT... WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30 + INVENTORY / DISTRIBUTION

BEER30: DISTRIBUTION

BEER30 by The 5th Ingredient

DISTRIBUTION

PKA

DASHBOARD
PLANNER
BREW
FERMENT
FILTER
BBT
PACKAGE
YEAST
SENSORY
QUALITY
CIP
INVENTORY
DISTRIBUTION
KEG TRACKING
CONTACT MANAGER
BARREL AGING
RECIPES
BATCH HISTORY
CHARTS
REPORTS
COSTS
XERO 20

DISTRIBUTION HUB

MOVE ITEMS

ORDER MANAGEMENT

DELIVER & RECOVER

Toggle Locations

ALL LOCATIONS COLDBOX WHOLESALE LIQUEX COLDBOX RETAIL COLDBOX SHOPIFY

THE 5TH INGREDIENT ... VB WA WAREHOUSE

CLEAR FILTERS

DOWNLOAD

Brand	Kegs					Cans	Bottles
	1 BBL	15.5 gal	30L	20L	5.16 gal	12oz 6 x 4	12oz 6 x 4
Indian Brown Sugar Ale		12				65	
Japanese IPA		55			10		
Malaysian IPA		72				213	
Moroccan Coconut Stout		35	1	2	20		938
NZ Kiwi Shandy		174			66		
South African Lion Ale	0.75	26.45			15		

MONTHS-END REPORT

ACCOUNT DELIVERIES

RE-PACKAGE

ADD ITEMS

DISTRO MAP

DON'T TRY AND CHASE THE RABBIT... WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30 + INVENTORY / DISTRIBUTION

BEER30 + ACCOUNTING SOLUTIONS

BEER30: ACCOUNTING



DON'T TRY AND CHASE THE RABBIT... WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30 + INVENTORY / DISTRIBUTION

BEER30 + ACCOUNTING SOLUTIONS

BEER30: NEW
CLIENT ONBOARDING
IN 24-HOURS

PRICING

START WITH FREE TRIALS
FOR CUSTOMER
FEEDBACK!

UPDATE PRICING AS YOU
BUILD MORE MODULES!

WHAT ARE CUSTOMERS
WILLING TO PAY?

COMPETITOR'S PRICE?

PRODUCT DIFFERENTIATION?

OUTLINE

WHY ARE YOU HERE?

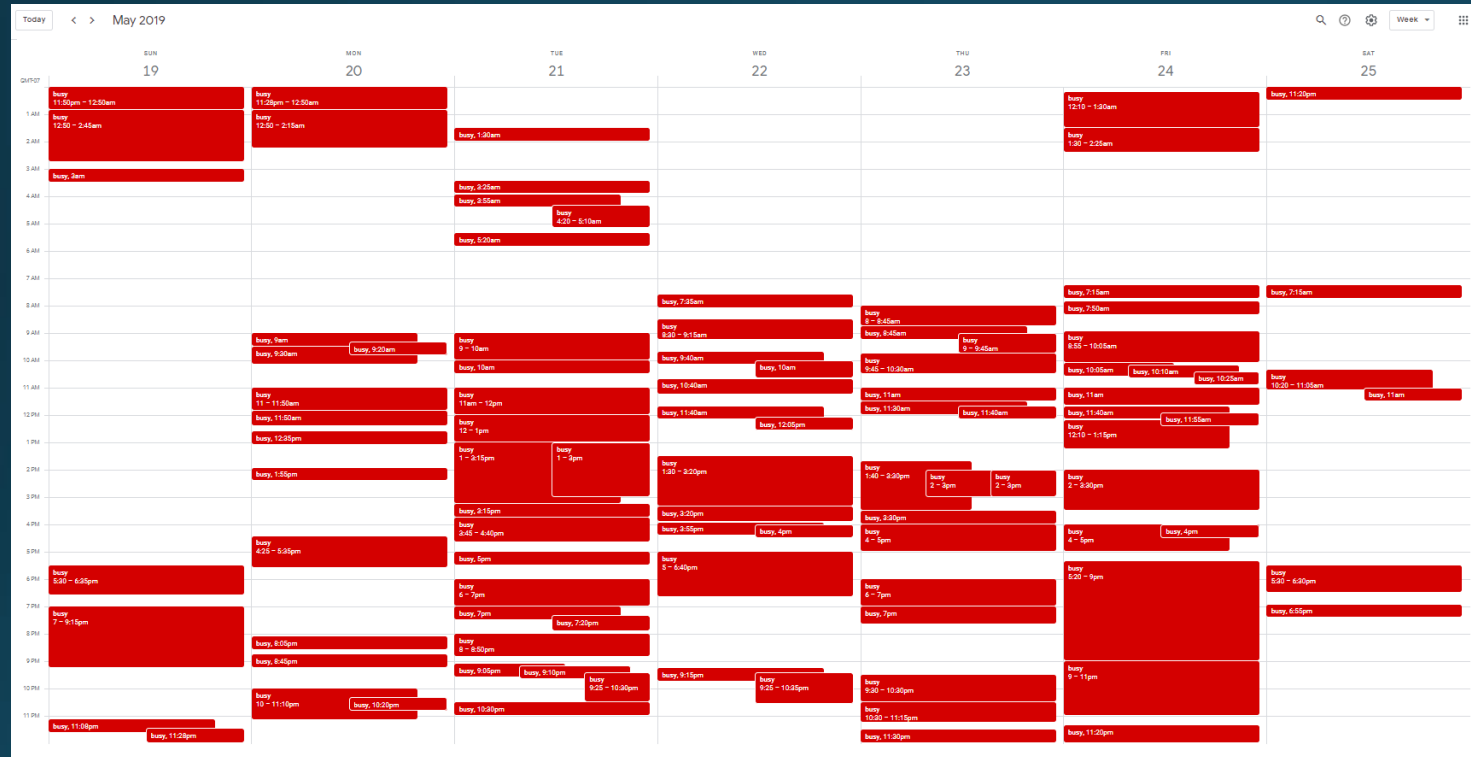
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HOW DO YOU EVOLVE YOUR PRODUCT?

HOW DO YOU EVOLVE YOUR BUSINESS?

KEY TAKEAWAY – SO WHAT?

KEEP TRACK OF TIME AND COMMITMENTS



164 HOURS IN A WEEK: YOU REALLY DON'T GET YOUR OWN SCHEDULE...

ESTABLISH AND EVOLVE A WORKFLOW



HUBSPOT:
LEADS AND
DEMOS



DRIVE:
CLIENT
WORKSHEETS



MONDAY.COM:
PRIORITY LIST
AND BACKLOG



CALENDAR:
TIME
ALLOCATION



WHATSAPP:
TEAM
COORDINATION

HIRING FULL TIME DEVELOPERS

CONTRACTORS

INTERNS

LEARN
academy

DETERMINE STYLE
GUIDELINES FOR CODE

DOCUMENT AND COMMENT
EVERYTHING!

WHAT IS YOUR COMPANY CULTURE?

BUILDING A TEAM

- FINDING CO-FOUNDERS / C-SUITE VISIONARY IS LIKE DATING AND MARRIAGE!
- WORK WITH PEOPLE WHO YOU ENJOY WORKING WITH – YOU HAVE A CHOICE!

FULL TRANSPARENCY

- CEO / CTO / COO – TRUST YOUR PARTNERS!
- TEAM SPECIFIC LINGO – “ANT” – ASKING, NOT TELLING.

OUTLINE

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KEY TAKEAWAY – SO WHAT?

KEY TAKEAWAY – SO WHAT?

HAVE AN IDEA!

MINIMUM
VIABLE PRODUCT

GROWTH AND
TRACTION

ALL STAGES – IDEA, MVP, OR GROWTH...
AVOID RABBIT HOLES BY FOCUSING ON
“LAUNCH, AND THEN EVOLVE.”

QUESTIONS?



- SEND ME AN EMAIL: PKA@THE5THINGREDIENT.COM
- VISIT: THE5THINGREDIENT.COM
- LINKEDIN: [HTTPS://WWW.LINKEDIN.COM/IN/PULKITKAGRAWAL/](https://www.linkedin.com/in/pulkitkagrawal/)
- SOCIAL MEDIA: @THE5THINGREDIENT