CASE STUDY | Building the Path to a $1 Billion Valuation

SITUATION

Suja Life, A PE-backed healthy beverage company, set an ambitious goal: achieve a $1 billion valuation within 3 years.

Leadership needed an evidence-based view of whether the ambition was attainable and which commercial levers could close the gap.

APPROACH

Identify where growth came from and what it would take to reach $1 billion.

- **Explain past growth:** Analyze historical performance to test leadership's hypotheses and identify what was driving sales.
- **Assess opportunity sizes:** Estimate the headroom of different drivers to prioritize the biggest opportunities.
- **Build the roadmap:** Model how those opportunities could contribute to future sales and valuation, then sequence the actions needed to pursue the $1 billion target.

RESULTS

A feasible path to a $1 billion valuation.

- **The biggest opportunity:** Identified increasing cold-pressed juice sales per store offered the greatest growth potential, particularly in grocery and Whole Foods.
- **Strong category momentum:** Found that maintaining share in the fast-growing cold-pressed shots segment would contribute significantly to future growth.
- **Clear direction for leadership:** Established how these growth priorities would support the valuation target.





