Executive Summary

Vygorade is a sports and energy drink for students and young professionals that will give them the quick replenishment they need in order to improve their activity during and after workouts or while they’re in the office. This product is different than anything out on the market currently as it combines the best elements from both sports and energy drinks. This product will not be difficult to manufacture as it employs the same elements of plastic bottled drinks that are already out there. A thermoforming machine will give us the bottles and a label printer will give us the label with the logo, flavors, and ingredients. Our bottles reflect Vygorade’s vision and will be our way of giving back to the environment by only using recycled materials, so we can help cure the world’s growing trash problem.