

BUILDING
THE
WORLD'S
FIRST
GLOBAL
RTD
BUBBLE



THIS
QUEUE
STARTED
EVERYTHI
NG.

*convenience starts with a real consumer
frustration.



ONE LINKEDIN MESSAGE.
ONE PROBLEM.

*a convenience idea is only strong when
commercial demand and technical execution
meet.

MY BIGGEST ADVANTAGE?
I'D ALREADY FAILED.

*being first sometimes means making
the expensive mistakes before everyone
else.

NOT EVERYTHING
BELONGS IN ONE
BOTTLE.

*convenience should remove friction, not
experience.

CREATED DURING NAP
TIME.

*start small but solve something real.

JONAS
WANTED
TO
PROTECT
THE IDEA
BY
STAYING

I WANTED TO
PROTECT IT BY
BECOMING
VISIBLE.

*in convenience retail, speed to
recognition matters.

ONE EXTRA PALLET CHANGED OUR FUTURE.

*this was our cheapest global marketing campaign — and it happened by mistake.

DEMAND IS NOT
SCALE YET.

*innovation must be scalable
to become retail-ready.

RETAIL DOES NOT BELIEVE
POWERPOINT.
RETAIL BELIEVES SELL-
THROUGH.

*listing is not success. Sell-through is success.

WE HAD TO BECOME
ENGINEERS.

*a new product format often needs a
new operating system.

1,000,0

00



400,00

0



40,00

0

*a big purchase order can be
more dangerous than no
purchase order.

SOMETIMES GROWING
MEANS STOPPING.
PROTECT THE
CONSUMER FIRST.

*sometimes the bravest growth decision is to stop
selling.

EVERY SUCCESS HAS A
HIDDEN COST.

*a scalable company needs operational
resilience and human resilience.

BEING
FIRST
BUYS
YOU
TIME.

*normal is boring also means that once the market copies the normal version, we have to create the next one.

INNOVATION
KEEPS
YOU FIRST.

NORMA L IS BORING

- *solved. scaled. reinvented.

LET'S TALK!



CO-FOUNDER OF OMG
WORLD
Ieva Jurviciene

 ieva-omgworld

 ieva@omgbubbletea.com

