



FOOD INNOVATION CENTER
COLORADO STATE UNIVERSITY

CSU Spur Food Innovation Center
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PRODUCT DEVELOPMENT CLIENT INTAKE FORM

This form gives our team the information we need to prepare a thorough, accurate proposal and to make the most of your project kickoff call. Please fill out this form in full so we may accurately assess your request.

There is no charge to submit this form. After we review it, we will send you a proposal. **You will not be invoiced until you accept the proposal and sign a project agreement.** Our accounts manager will then send an invoice to the email you provided. Payment may be made through the ["Pay My Invoice"](#) portal on the FIC website. The payment link is also provided within your invoice.

Section 1: Company & Contact Information

Company Name	
Client Contact Name	
Contact Email	
Contact Phone	
Invoicing Contact <i>email</i>	
How did you hear about us?	

Would you like an NDA in place? ☐ Yes ☐ No

Note: We do not require an NDA, but if you would prefer one, you may download the template from our website (the Non-Disclosure Agreement on our Request Services & Document Submission page, agsci.colostate.edu/spur/food-innovation-center/services-documents/). NDAs take a minimum of 2 weeks to process, but we can work concurrently on your product while this is in process.

Section 2: Product Overview

What is your product? <i>e.g., granola bar, salad dressing</i>	
How many SKUs are you developing?	
List SKU names / flavors	
Product format <i>e.g., beverage, gummy, gel, bar, sauce</i>	
Which agency/department regulates your product?	

Do you have an existing production formula? ☐ Yes ☐ No

If yes, please submit the formula or attach it as a separate document with this form.

Section 3: Ingredients & Formulation

Nutritional goals

specific targets, e.g., minimum 10g protein/serving, maximum 5g sugar/serving; include a value or range if you have one

Your answer

Nutritional claims

claims that affect how we formulate, e.g., high protein, low fat, less than 200mg sodium

Your answer

Essential ingredients *must be included*

Forbidden ingredients *must be excluded*

Allergens to avoid

Desired appearance

Product & packaging claims

claims that appear on packaging, e.g., gluten-free, Non-GMO, Organic. FIC does not pursue certifications on your behalf, but this helps guide ingredient sourcing.

Your answer

Section 4: Packaging

What packaging format do you have in mind?

e.g., for a beverage: skinny vs. regular can, 8 oz vs. 12 oz; for a condiment: glass vs. plastic. Tell us as much as you know.

Your answer

Unit net weight

Section 5: Business & Market Context

Where do you plan to sell this product? (check all that apply)

- ☐ Farmers markets
- ☐ Direct-to-consumer / online
- ☐ Regional grocery or co-op
- ☐ National grocery (e.g., Safeway, Target, Kroger)
- ☐ Foodservice / restaurants
- ☐ Other (describe below)

If targeting specific retailer(s), list them here

e.g., Whole Foods, Natural Grocers

Your answer

Important: Many retailers (e.g., Whole Foods) maintain their own ingredient exclusion and quality standards that affect formulation. Please review your target retailer's standards before this project begins. FIC's baseline scope does not include retailer-specific compliance research. Meeting a retailer's ingredient standards does not guarantee product placement.

Have you reviewed your target retailer's ingredient/quality standards? ☐ Yes ☐ No

Who are your strongest competitors, and what do you like or dislike about their products? How will your product be different?

Your answer

What is your target start date for your project?

Please note: your actual project start date is dependent upon the onboarding process. Standard product development projects have a 6 to 8 month duration.

Co-Manufacturing

We ask this only to understand where you are in the process, not to steer you toward a particular co-manufacturer.

Are you currently working with a co-manufacturer? ☐ Yes ☐ No

Do you have a co-manufacturer in mind for future production? ☐ Yes ☐ No

Co-manufacturer name / contact *if applicable*

Important: This project delivers a minimally viable product, approximately 85% of the way to retail-ready. Additional testing or development work outside this scope (including pilot-scale testing) may be needed to reach commercial-manufacturing readiness.

Section 6: Testing & Additional Information

Anything else that would help us support your project?

Your answer

Note: Please submit any additional documentation that would help us support your project (existing formulas, nutrition targets, competitor products, inspiration images, etc.) along with this form.

If you have specific testing outside of a product development project you would like completed, please complete an additional service request form on our [Request Services & Document Submission page](#)

Helpful Resources

Before your project begins, these resources may help you think through ingredient standards and business planning:

- [Whole Foods Market Food Ingredient Quality Standards](#) Review this if you're considering Whole Foods or other natural-channel retailers.
- [CSU Spur Food Innovation Center website](#) Visit our website to [review our New Business Guide](#) and other resources.

We may contact you with follow-up questions depending on the information provided here.

We look forward to working with you.

Thank you,

FIC Team

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