

Project brief

	CLIENT COMMENTS
WHO	
Company Name	
Main contact person	
Phone number	
Email	
WHAT	
What do you want to do?	Short description of your request, issue, question, problem. Purpose of trial work? E.g. Recipe development? Samples for testing? Shelf life determination?
Sale and/or export of samples	Are you intending to sell any of the samples prepared by FoodPilot in the NZ market? Will any samples be sent overseas, and if so, will it be for testing (what sort) or commercial sale?
Product Description	As much detail as you can please.

<ul style="list-style-type: none"> Ingredients 	<p>In detail if known. Or rough ideas/ plans if you have them.</p>
<ul style="list-style-type: none"> Packaging 	<p>Type, size, closure e.g. .Bottles? Jars? Pouches? As much detail as possible please.</p>
<ul style="list-style-type: none"> process 	<p>Do you have any particular requirements? e.g. pasteurisation, long shelf life, carbonation, drying etc. As much detail as you can please.</p> <p>Approximate volumes or amounts of product / samples?</p>
<p>Shelf life and storage</p>	<p>Will your product be stored and distributed at ambient, chilled or frozen? Any special requirements?</p>

WHY	
What is unique about your product or the way you sell it?	Have you identified a gap in the market? Do you have a new idea/product which does not currently exist?
Who is your Target Market?	
How are you reaching them?	Supermarket? Farmers market? Export?
Are you looking to export this product?	If yes – which countries are you targeting? This helps us understand shelf life requirements.
Who is your competition?	
Do you have networks or partners in the food industry working with you in this development?	Are you working with a food technologist? Or with other Food Innovation Network partners such as the FoodBowl, FoodWaikato, FoodSouth or one of the business development managers?

WHEN	
When would you like to start this work?	Do you have any date or plans that this project would ideally fit in with? Seasonality of supply of ingredients?
When would you like to finish?	Do you have a launch date or target in mind?
PROJECT FUNDING	
Have you applied or are intending to apply for co-funding for this project?	If yes, please specify the funding agency and grant scheme. E.g. R&D Grant through Callaghan Innovation, Bioresource Processing Alliance (BPA), etc.
OTHER INFORMATION	
Is there anything else that it might be useful for us to know?	