

**IFTSA & Mars Wrigley Product Development Competition –
Preliminary Proposal Template**

Note – this document is just a suggestion for how to structure your proposal. By no means do you have to follow this template. We encourage you to be creative and structure your proposal however makes sense for your product.

Title Page

Includes the title/ product name, date, and product photograph here. This is the first impression a judge will have, so wow them! Do **NOT** include University affiliation or student names.

Product Description (20 points)

Describe your product here. Remember, you are trying to sell it, so be creative, but professional at the same time. Imagine you are telling a story where you highlight *what*, *why*, and *how* the product was developed. Consider highlighting the following information: product description, claims (nutritional, sustainability, etc.), what makes this product unique compared to what is currently on the market, how your product will turn a profit, and/ or market research. To highlight how great your product is, you may want to consider putting sensory data here to show how much consumers already love your product (sensory not required for proposal).

Do not forget to cite all claims or research you use.

Marketing (5 points)

Depending on the product, you may want to include an analysis of competitor products and where your product falls within the market. This is the time to show the judges that the product can be sold to your target market. Do not be afraid to highlight marketing strategies, how you will reach your target market, where the product will be sold, etc.

Economic Feasibility (10 points)

Show how feasible the product will be from cost of ingredients, ingredient sourcing, facility operations and manufacturing, to retail pricing.

Process Description (20 points)

Include a flow diagram of your process (figure goes in appendix) with critical control points. Additionally, include what equipment you would use to manufacture on a large scale.

Overcoming Challenges/ Technical Problem Solving (20 points)

What technical challenges did you have to overcome? Demonstrate to the judges that you know food science! Do not be afraid of being too technical. The judges are all food scientists, so

they will get it. State what the challenge was, what you did about it, the “science” that drove your resolution, and the outcome.

Safety/ Shelf-life (15 points)

Demonstrate to the judges that your product will be safe. Consider highlighting critical control points, how the packaging design will protect the food product, how the product will be sold (frozen, room temperature, etc.), how preparation (if applicable) will impact food safety, etc.

Originality (10 points)

The originality of the product will be scored on how well you are able to distinguish you have created a novel concept through an analysis of the market, processing, and/or other relevant sections.

References

Put in complete references for your product. Use the Journal of Food Science format. (not included in the 8-page limit).

Appendix

Process flow diagram. (included in 8-page limit)

Other things to remember:

- Do not exceed 8 pages
- Use 12-point Times New Roman font
- Use 1” margins
- The only photograph you must provide is your product photo, but others are allowed throughout the preliminary proposal
- Do not include anything that would reveal your identity, location, or sponsors