

# What the MSU Product Center Can Do for Your Clients

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# Overview

- History of the Product Center
- Services we provide
- Funding/Fees

# History of the Product Center

- Created in 2003
- Base funding provided by Extension and MSU AgBioResearch (Experiment Station)
- Since 2004 Product Center clients have created 995 jobs and retained an additional 465.
- They have also invested \$316.7 million in the state.

# Venture Development

- Innovation Counselors – Located throughout the state, primarily local extension personnel.
- Work individually with entrepreneurs, generally small firms.

# HI-VAT

- High Impact Venture Action Team
- Works with established firms on larger projects
- Generally work is carried out by campus staff

# Cooperatives

- We are also a cooperative development center and work with a wide range of coops.

# Partners

- The Product Center is a portal to services at MSU
  - Ag and Biosystems Engineering
  - Packaging
  - Food Science
  - Other Departments

# Services Offered

- Product Development – standardized at a commercial level
- Business Planning – We do not write business plans but we work with our clients
- Process Authority – To meet FDA requirements
- Feasibility Studies
- Market Research
- Product Testing/Packaging – Including consumer panels
- Regulation – Product labels



# Fees

- Initial consultation is free
- Generally speaking the fee is \$118 per hour for specialized services geared to specific clients or projects.

# How to Contact Us

- Email us at [product@msu.edu](mailto:product@msu.edu)
- Call Venture Development at (517) 432-8750 or Fax (517)432-8756
- Write or visit Venture Development at:
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