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
• Call Venture Development at (517) 432-8750 or Fax (517)432-8756
• Write or visit Venture Development at:
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