

FUNCTIONAL FOODS FORMULATION (90-120 DAYS)

Where Ideas Become Scalable Products

Stage	Description	Duration	Key Activities	Deliverables
1. Research	Market & product feasibility	10 Days	Consumer gap mapping, competitor study, RM sourcing, costing benchmark	Research Summary
2. Concept Finalization	Product positioning	5 Days	Target price, nutrition direction, processing feasibility	Concept Note
3. Development & Trials	Recipe optimization	90 Days	Lab trials, texture study, ingredient adjustment, sensory iteration	Prototype Samples
4. Sensory Evaluation	Panel testing	7–10 Days	Internal & client sensory validation	Sensory Report
5. Stability & Shelf-Life	Storage testing	10–30 Days	Moisture, texture, oxidation, packaging check	Preliminary Shelf Data
6. Regulatory Check	FSSAI compliance	Parallel	Label compliance, additive check	Compliance Note
7. Costing & COGS	Commercial validation	5 Days	Final BOM, vendor mapping	Final Cost Sheet
8. Pilot Run	Production validation	10 Days	50–500 kg pilot batch	Pilot Report

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01 **750+**
New Products

02 **Over 250**
Functional Projects

03 **Over 05**
Patent File