

Checklist for Developing a New NYSID Product

1. Research the market for demand.

- If you have NYSID customers, cultivate relationships with them so you can find out what they need.
- Browse Image Silo for products that are in high demand. Also, use Image Silo to research specs on a product idea. (If you have not registered for Image Silo, contact Brian Bateman: bbateman@nysid.org.)
- Subscribe to internet-based bid sites like *BidNet* and *Contract Reporter*.

2. Consider how you could add value to a product.

- Look for a product that you could actually assemble, or at least finish. Shrink-wrapping completed products in random quantities does not add value.
- Consider the capabilities of your consumers. Try to find products that would help them develop useful skills.
- Ask yourself, “Why would a customer switch to my product? What unique value could I add to it?”
- If possible, try to develop a consumable product that customers will continually buy.
- Look for customizable solutions.

3. Discuss your idea with your NYSID account rep.

- Your account rep may know a pragmatic or a legal reason we could not sell that particular product. Make sure you talk to your account rep before putting a lot of effort into a product.

4. Start looking for suppliers.

- Look for a NYS-based supplier. If you choose one out of state, be ready to defend your decision to Empire State Development.
- Look for an MWBE-owned business: <http://www.nylovesmwbe.ny.gov/>
- Try to find a supplier who will allow your agency to work on the product, as opposed to simple packaging.
- Look for a manufacturer, rather than a distributor.

5. Fill out a Priority Request

- You can find the form at www.nysid.org, in the Members section, or in your Member Manual.
- Include as much information as you can about the product, the market and the value-added labor.
- Have your account rep sign off on the application.
- Send it to Colleen Lane; e-mail: clane@nysid.org; fax: 518-455-0315.
- See page 3-2 of the Member Manual for more information about Priorities.

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6. Upon approval of your Priority, develop a market plan.

- The following forms are in the Member Manual, as well as in the Members section of nysid.org. Fill them out with the help of your account representative. See page 3-4 of the Member Manual for more information.
 - NYSID Commodity Application and Revision Form
 - Commodity Cost Analysis
 - Customer Price Concurrence Letter (for single-user products)
- Develop a market survey

7. Submit your commodity paperwork to Rob Nadal.

- Send in the above paperwork, along with Proof of Liability insurance, to Rob.
E-mail: madal@nysid.org; fax: 518-455-0328.

8. Proactively sell your product to state & local government agencies!

- If your products are delivered from the NYSID warehouse, you will get a monthly report on who bought your products. If you need contact information, ask Vince Fiori.
Phone: 518-463-9706 ext. 295; e-mail: vfiori@nysid.org.