

## GRA Allied Partner New Idea/Opportunity Form

Name of Organization and Contact Information	Initial GRA Point of Contact	Submitted to	Date of submission	Tracking Number (Internal)
Organization:				
Address:				
Contact:				
Phone:                      Email:				

Please provide a brief organizational profile of your organization and the GRA.	
Describe the new product, service, or program.	
Who would use this product, service, or program?	
Is this a new market space for the GRA?	
Is there possible application across customer channels? (i.e. quick-service, fine dining, contract feeders, regional accounts, independents)	
Why would people buy this product, service, or program?	

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<p>What is the potential size of this market?</p>	
<p>How will this product, service, or program be marketed, sold, and serviced? (i.e. technically and customer support)</p>	
<p>Is this idea or opportunity and its availability time sensitive? What is the time frame?</p>	
<p>Are there any regulatory implications in taking this product, service, or program to market?</p>	
<p>What are the associated risks with taking this product, service, or program to market?</p>	
<p>Who are the competitors in this market space for this product, service, or program?</p>	
<p>Is there a similar product available in the market?</p>	
<p>Why would this product be different?</p>	

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<p>What do you offer that your competitors cannot?</p>	
<p>What additional value do you bring to the marketplace that your competitors do not?</p>	
<p>Why should the GRA go with you instead of the competition?</p>	
<p>Please provide a brief summary of how you see your organization working with the GRA.</p>	
<p>Why would we as an organization want to partner and promote this product, service, or program to our members?</p>	
<p>What is the life cycle of this product, service, or program?</p>	
<p>As a result of this partnership, are there any other alliances that must be made or 3<sup>rd</sup> parties that must be involved in order for this product, service, or program to become a reality?</p>	

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<b>Objectives</b>	
<p>Please provide us with a description of the GRA objectives and key initiatives that your organization can help the GRA attain.</p>	
<b>Partnership Goals and Objectives</b>	
<p>Please provide us with a list of measurable goals and objectives that the partnership can provide to meet the above Objectives.</p>	
<b>Strategies</b>	
<p>Please provide us with the strategy that your organization and the GRA should employ to meet each of the Partnership Goals and Objectives.</p>	
<p>Please provide us with a high-level plan for communicating the partnership and a plan for marketing the end product/program/service that results from the partnership. If you have examples of previous marketing pieces that you have used successfully, please include one sample for review.</p>	