



BLUE OCEAN LAUNCH LAB PROGRAM

# From Concept to Shelf, Guided Every Step.

A guided path for founders and brand teams developing functional and wellness products.

## 6 Steps

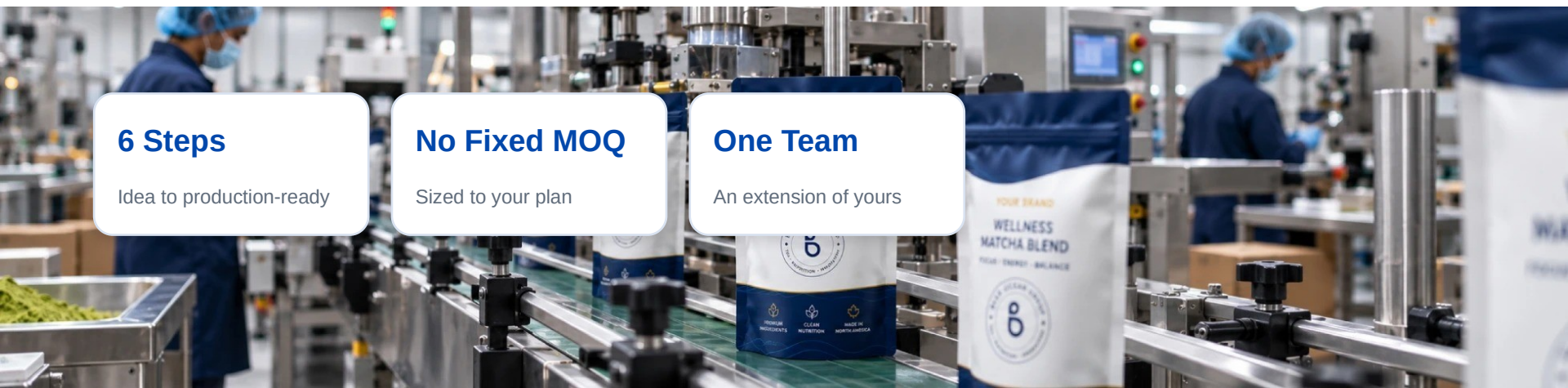
Idea to production-ready

## No Fixed MOQ

Sized to your plan

## One Team

An extension of yours



# From idea to market success.

The Launch Lab is Blue Ocean Group's product development and commercialization program. We turn concepts into production-ready products: formulated, sourced and packaged.



## Discovery first

It starts with a conversation about your vision



## End to end

Formulation, sourcing, packaging and manufacturing readiness



## One extended team

We work as an extension of yours throughout



*Whether you have a fully developed concept or the beginning of an idea, we meet you where you are.*

# Six capabilities under one roof.



## Custom Formulation

Signature blends from an R&D team with 50+ years of combined experience.



## Product Development & Research

Strategic and technical guidance from concept through production.



## Ingredient Sourcing & Importing

Traceable teas, botanicals and functional ingredients from global regions.



## Contract Manufacturing

SQF-certified production in Surrey, B.C. and Blaine, WA.



## Co-Packing & Private Label

Your brand, packed at scale in the format your channel needs.



## Sports Nutrition & Wellness

Protein, hydration and functional wellness formulations.

# A step-by-step workflow, start to finish.



## Discovery & Concept Alignment

We learn your goals, audience and positioning. These insights guide every decision on ingredients, formulation, packaging, pricing and manufacturing.



## Formulation Strategy & Feasibility

We check ingredient availability at your volumes, cost and performance together, so the product is cost-effective, sourceable and scalable from day one.



## Prototype Development

A prototype that reflects your vision, produced before production, so you can refine the formula with confidence.

# Refined, scaled and supported after launch.



## Optimization & Validation

Tasting and adjustment rounds until the formula performs consistently, batch after batch. Only stable, repeatable formulas move forward.



## Scale-Up & Readiness

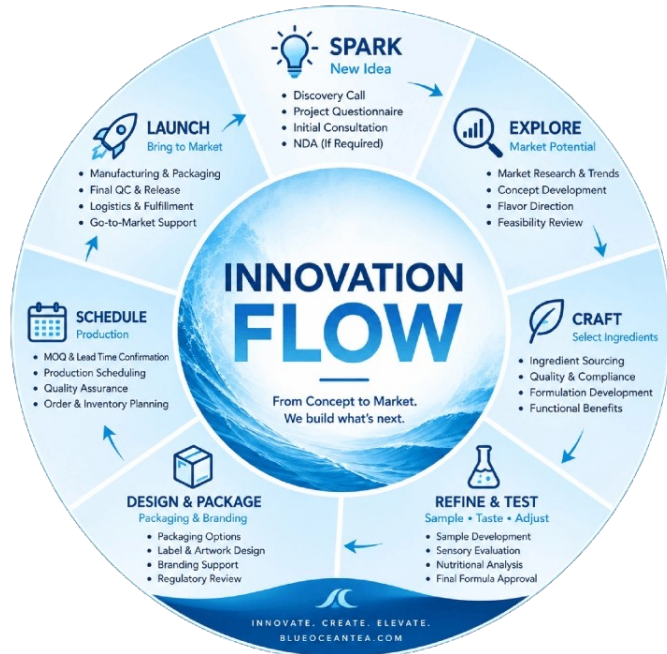
With the formula locked, we coordinate equipment, timelines and quality checks so volume output matches your approved batch.



## Continuous Improvement

Launch isn't the finish line. We monitor performance and collaborate on adjustments, line extensions and reformulations as you grow.

# From concept to market. We build what's next.



1

**Spark**

Discovery call, project questionnaire, initial consultation, NDA if required

2

**Explore**

Market research and trends, concept development, flavor direction, feasibility

3

**Craft**

Ingredient sourcing, quality and compliance, formulation, functional benefits

4

**Refine & Test**

Samples, sensory evaluation, nutritional analysis, final formula approval

5

**Design & Package**

Packaging options, label and artwork, branding support, regulatory review

6

**Schedule**

MOQ and lead time, production scheduling, QA, order and inventory planning

7

**Launch**

Manufacturing and packaging, final QC, logistics and fulfillment, go-to-market

# Minimum order quantities built around you.

Every brand grows differently, so production volumes are designed to match your pace, whether you're starting out or scaling up. There's no universal MOQ.

## Your MOQ depends on

Format

Formulation complexity

Ingredients

Packaging

We review your goals, budget and growth plans to set the right volume, whether it's your first product or your fifth.



# Build. Launch. Scale.

Choose the level of support that fits your product, from a first strategy session to full commercialization. Every program is priced to your project scope, confirmed after discovery.

|                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>START HERE</b><br><br><b>Discovery &amp; Strategy Session</b><br><br><b>60 minutes</b><br><br>Meet our Founder(s) and senior leadership to assess feasibility, strategy and fit. |  <b>LAUNCH</b><br><br><b>Brand Launch Accelerator</b><br><br><b>Custom quote</b><br><br>For start-ups and early-stage brands launching their first product. |  <b>DEVELOP</b><br><br><b>Advanced Development Program</b><br><br><b>Custom quote</b><br><br>For brands needing advanced formulation, optimization and full commercialization support. |  <b>GROW</b><br><br><b>Strategic Advisory Partnership</b><br><br><b>Custom quote</b><br><br>Ongoing strategic guidance for growing brands. |  <b>SCALE</b><br><br><b>Enterprise Innovation Solutions</b><br><br><b>Custom quote</b><br><br>For established brands, retailers and large-scale partnerships. |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



**Development Credit:** a portion of your development investment is credited toward your first production order.

# Take your first product from concept to launch.

## Custom quote

Designed for start-ups and early-stage brands developing and launching their first product.



### Product Development

- Up to 3–4 formulation revisions
- Prototype development support
- Ingredient sourcing support
- Functional ingredient recommendations
- Supplier identification and sourcing assistance



### Packaging & Manufacturing

- Packaging recommendations and format guidance
- MOQ planning and production roadmap
- Manufacturing feasibility review
- Co-manufacturing recommendations
- Packaging vendor recommendations



### Commercialization Support

- Basic compliance and labelling guidance
- Preliminary costing and pricing estimates
- Sample coordination and testing process
- 3 strategic product development sessions
- Launch planning assistance
- Product positioning recommendations
- Initial go-to-market strategy discussion

## Deliverables

Product development  
roadmap

Ingredient sourcing  
plan

Manufacturing plan

Estimated costing  
structure

Launch strategy  
recommendations

# From advanced R&D to commercial launch.

## Custom quote

Designed for brands requiring advanced formulation, optimization and full commercialization support.



### Advanced Development

- Custom formulation development
- Advanced R&D and product optimization
- Multiple formulation revisions and testing cycles
- Functional ingredient strategy
- Shelf-life and stability planning
- Flavour optimization and sensory refinement



### Manufacturing & Packaging

- Packaging development support
- Packaging material recommendations
- Production scale-up planning
- Manufacturing process optimization
- Supplier and vendor coordination
- Pilot production planning



### Commercialization & Growth

- Brand positioning strategy
- Retail launch planning
- Amazon/FBA launch support
- Margin and profitability analysis
- Cost optimization recommendations
- Distribution strategy consultation
- Scaling roadmap development



### Project Management

- Weekly strategy and development meetings
- Dedicated project management support
- Progress milestone reporting

## Deliverables

Commercial-ready  
formulation

Manufacturing-ready  
specifications

Packaging strategy

Production roadmap

Commercial launch  
plan

# Support that grows with your brand.

## Strategic Advisory Partnership

### Custom quote · monthly engagement

Ongoing advisory support for growing brands.

- Monthly consulting and advisory sessions
- Ongoing formulation support
- Ingredient sourcing assistance
- Product innovation support
- Manufacturing consulting
- Supply chain advisory
- Operational consulting and troubleshooting
- Growth and scale-up strategy
- Retail and distribution guidance
- Amazon and e-commerce growth advisory
- Investor and pitch deck feedback
- Margin and cost optimization reviews
- Quarterly business strategy sessions



## Enterprise Innovation Solutions

### Custom quote

For established brands, retailers and large-scale partnerships.

- Private label innovation partnerships
- Multi-SKU product development
- Large-scale commercialization
- Retail-exclusive innovation programs
- Dedicated project management team
- Advanced formulation and R&D
- Custom sourcing and procurement
- Large volume ingredient contracting
- International sourcing strategy
- Manufacturing optimization
- Supply chain integration support
- Dedicated account management
- Innovation pipeline development

# Built for long-term manufacturing partnerships.



## Development Credit Program

- A portion of your development investment is credited toward your first production order once manufacturing begins.
- Credit amount varies with project scope and production commitment.
- Designed to reduce upfront development costs for growing brands.

*From concept to commercialization, we become an extension of your team.*

## Program policies

-  Revisions beyond the project scope may incur additional fees.
-  Expedited timelines may be subject to rush fees.
-  Sourcing intelligence, supplier relationships, formulas and manufacturing strategies remain Blue Ocean Group intellectual property.
-  Signed agreements are required before project initiation.
-  Pricing and payment schedules are tailored to each project's scope and complexity.
-  Timelines vary by product category and ingredient availability.

# Certified for your confidence.



**SQF**

GFSI-recognized



**Organic**

USDA · COF · CCOF



**Kosher**

Certified



**Non-GMO**

Project Verified



**Health Canada**

NHP Site Licence



**Rainforest  
Alliance**

Sustainability



- ✓ SQF certified with an exceptionally high audit score
- ✓ Supplier approval via TraceGains
- ✓ HACCP programs and allergen-free facility
- ✓ Traceability from ingredient to finished pack

READY TO START?

# Let's launch your product.

Complete our short questionnaire and our team will come back with the best development plan for your product.

[Start Your Project →](#)

[Contact Commercial Team](#)

## Sid Gandhi

Country Head – United States | Senior Director, Global Growth



[360.821.7222](tel:360.821.7222)



[sid@blueoceantea.com](mailto:sid@blueoceantea.com)

Surrey, B.C. · Blaine, WA · [blueoceantea.com](https://blueoceantea.com)

