

CULIUS

CULINARY INTELLECTUAL PROPERTY

Tell us about yourself and your food.
Everything starts here.

CLIENT INTAKE FORM

Confidential — Culus Engagement — 2026

CULIUS CLIENT INTAKE

Client Intake Form

Welcome to Culus. This form is sent to every new client before the first session. It gives us the information we need to prepare properly — so that when we sit down together, we can spend our time discovering what you own rather than covering the basics. Please complete every section as fully as you can. There are no wrong answers.

Everything in this form is strictly confidential and covered by your Culus NDA. It will only be used to prepare for your engagement and will never be shared with third parties.

SECTION 1 — ABOUT YOU

FULL NAME**BUSINESS OR TRADING NAME****EMAIL ADDRESS****PHONE NUMBER****LOCATION**

City and country where you primarily operate

WEBSITE**PRIMARY SOCIAL MEDIA HANDLE**

SECTION 2 — YOUR FOOD BUSINESS

WHAT BEST DESCRIBES YOUR BUSINESS?

<input type="checkbox"/> Independent chef	<input type="checkbox"/> Restaurant / café	<input type="checkbox"/> Food brand / CPG	<input type="checkbox"/> Catering / events	<input type="checkbox"/> Hospitality group	<input type="checkbox"/> Other
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IF OTHER, PLEASE DESCRIBE

Tell us in your own words what kind of food business you run

YEARS IN BUSINESS**NUMBER OF LOCATIONS OR PRODUCTION SITES****WHAT DOES YOUR BUSINESS DO?**

Describe your concept, product, or service in two or three sentences

HOW WOULD YOU DESCRIBE WHAT MAKES YOUR FOOD BUSINESS DIFFERENT?

This is the most important question in this section. Take your time.

SECTION 3 — YOUR RECIPES

We are not asking for the recipes themselves here. We are asking you to tell us about them — what they are, where they came from, and what makes them yours.

HOW MANY CORE RECIPES OR FORMULAS DOES YOUR BUSINESS HAVE?

An approximate number is fine

WHICH RECIPE OR DISH ARE YOU MOST PROUD OF — AND WHY?

Not the most popular. The one that means the most to you.

WHICH RECIPE WOULD BE HARDEST FOR SOMEONE ELSE TO REPLICATE WITHOUT YOU?

Think about why. What makes it difficult to copy?

HAVE ANY OF YOUR RECIPES BEEN COPIED, ADAPTED, OR USED WITHOUT YOUR PERMISSION?

Tell us what happened.

DO ANY OF YOUR RECIPES HAVE A SIGNIFICANT ORIGIN STORY OR PROVENANCE?

Generational, cultural, geographical, or personal

SECTION 4 — YOUR TECHNIQUES

Techniques are often the most valuable and least documented IP in any food business. Think about the things you do in the kitchen that others find hard to replicate.

DO YOU USE ANY PREPARATION OR COOKING METHODS THAT YOU HAVE DEVELOPED OR REFINED YOURSELF?

Describe them briefly here. We will go much deeper in the sessions.

IS THERE A TECHNIQUE YOU USE THAT YOU HAVE NEVER SEEN DONE THE SAME WAY ELSEWHERE?

If yes, describe it briefly

HOW LONG DID IT TAKE TO DEVELOP YOUR MOST DISTINCTIVE TECHNIQUE?

Approximate years or months

COULD SOMEONE REPLICATE YOUR FOOD TO THE SAME STANDARD WITHOUT YOU BEING PRESENT?

Be honest. This tells us a great deal about your IP landscape.

SECTION 5 — YOUR BRAND & IDENTITY

YOUR BRAND OR BUSINESS NAME

IS THIS NAME TRADEMARKED? (YES / NO / UNSURE)

HOW WOULD YOU DESCRIBE YOUR BRAND IN THREE WORDS?

Not your food. Your brand. The feeling people associate with you.

DO YOU HAVE BRAND GUIDELINES, VISUAL IDENTITY, OR A STYLE GUIDE?

Yes / No / In progress

WHAT DOES YOUR BRAND STAND FOR?

Your values, your philosophy, the reason you do what you do.

ARE THERE ANY EXISTING LICENSING OR PARTNERSHIP ARRANGEMENTS WE SHOULD KNOW ABOUT?

With retailers, operators, hotels, or other brands

SECTION 6 — YOUR DIGITAL ASSETS

Digital assets are an increasingly important IP category. We want to understand what you have built online before we begin.

PRIMARY SOCIAL MEDIA PLATFORM

APPROXIMATE FOLLOWER COUNT

DO YOU HAVE A CONTENT LIBRARY?

DO YOU HAVE AN EMAIL LIST?

HAVE YOU CREATED ANY ONLINE CONTENT WITH COMMERCIAL VALUE?

Courses, videos, recipe content, photography libraries, podcasts

DO YOU HAVE A YOUTUBE OR VIDEO PRESENCE?

APPROXIMATE TOTAL VIEWS OR SUBSCRIBERS

SECTION 7 — YOUR COMMERCIAL GOALS

This is the section that shapes everything. Tell us what you want to do with your IP — even if you are not sure yet.

WHAT ARE YOU HOPING TO ACHIEVE THROUGH WORKING WITH CULIUS?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understand what I own	Protect my IP	License my concept	Find a retail partner	Attract investment	Sell my business

IN YOUR OWN WORDS, WHAT DO YOU WANT CULIUS TO HELP YOU DO?

Be as specific or as open as you like. There is no wrong answer here.

IS THERE A SPECIFIC DEAL, PARTNERSHIP, OR OUTCOME YOU HAVE IN MIND?

Tell us what you are imagining, even if it feels ambitious

WHAT IS YOUR TIMELINE?

WHAT WOULD MAKE THIS ENGAGEMENT A SUCCESS FOR YOU?

SECTION 8 — YOUR OPERATION & TEAM

Understanding your operation helps us identify the IP that lives in your systems and your people — not just in your recipes.

HOW IS YOUR KITCHEN OR PRODUCTION OPERATION STRUCTURED?

Describe briefly how things get made and who does what

HOW MANY PEOPLE WORK IN YOUR KITCHEN OR PRODUCTION OPERATION?

Full time, part time, or both

IS THERE ANYONE IN YOUR TEAM WHOSE DEPARTURE WOULD SIGNIFICANTLY AFFECT YOUR OUTPUT QUALITY?

This is one of the most important questions we ask. Be honest.

DO YOU HAVE DOCUMENTED RECIPES, PRODUCTION GUIDES, OR OPERATIONAL MANUALS?

Yes / No / Partial — and what format are they in?

HOW ARE NEW STAFF CURRENTLY TRAINED?

Observation, written guides, on the job, or a combination

SECTION 9 — YOUR IP HISTORY**HAVE YOU EVER LICENSED ANY OF YOUR IP, RECIPES, OR CONCEPTS TO ANOTHER PARTY?**

If yes, describe briefly

HAVE YOU EVER HAD A DEAL FALL THROUGH BECAUSE YOUR IP WAS NOT DOCUMENTED?

If yes, what happened?

DO YOU HAVE ANY EXISTING IP AGREEMENTS, TRADEMARKS, OR REGISTRATIONS?

List them here or describe what you have

IS THERE ANYTHING ABOUT YOUR IP SITUATION THAT YOU ARE CONCERNED OR UNCERTAIN ABOUT?

This is a safe space. Tell us what is on your mind.

SECTION 10 — FINAL QUESTIONS**HOW DID YOU HEAR ABOUT CULIUS?**

A referral, social media, an article, a direct approach — tell us the story

IS THERE ANYTHING ELSE YOU WOULD LIKE US TO KNOW BEFORE WE BEGIN?

Anything at all. We read every word of this form.

WHAT IS THE BEST WAY TO REACH YOU TO CONFIRM SESSION DETAILS?

Email, phone, WhatsApp, or another channel

Declaration

By completing and returning this form, I confirm that the information provided is accurate to the best of my knowledge and that I understand it will be treated as confidential by Culus in accordance with the signed NDA.

SIGNATURE

DATE

Thank you for taking the time to complete this form.

Every answer you have given helps us prepare for the most productive first session possible. We will review your responses before we meet and arrive ready to go deep from the first question. If anything in this form has raised a thought or a question you would like to discuss before the session, you are welcome to reach out at any time.

culius.com

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