

Your Full Onboarding Journey

From signing the NDA to going live on Normalize — here's everything to expect along the way, start to finish.

Before You Start: What to Gather

You don't need everything perfect on day one — but having these ready ahead of time makes onboarding noticeably faster, with far fewer back-and-forth requests along the way. Here's the complete picture of what you'll eventually need.

LEGAL & COMPLIANCE

☐ Business entity verification (LLC/corporation doc or EIN confirmation)

☐ Business insurance certificate *(if applicable)*

☐ Certificate of Analysis (COA) per product

☐ Full lab report per product

☐ Product spec sheet

☐ Ingredient disclosure / label copy

☐ Safety & compliance statement

PRODUCT CATALOG

☐ Your strongest 3–8 products to launch with

☐ Product names & descriptions

☐ Pricing per product

☐ SKU / variant details (sizes, strengths, flavors)

☐ Wellness category placement

☐ High-resolution product photos *(see specs below)*

BRAND STORY & ASSETS

☐ Brand bio / founder story

☐ Logo files *(see specs below)*

☐ Brand colors / style notes *(optional)*

☐ Social media handles

☐ Founder or team headshots *(optional)*

FINANCIAL SETUP

☐ Business bank account details

☐ W-9 (or equivalent tax form)

☐ Payment cadence confirmation

☐ Financial point of contact

OPERATIONS & FULFILLMENT

☐ Fulfillment method (self or via logistics partner)

☐ Shipping capabilities and any state restrictions

☐ Inventory update process

☐ Primary point of contact for day-to-day coordination

Asset Specs, Confirmed

Logo files — high-resolution, transparent background.

Product photos — minimum 1500px, white or lifestyle background.

- 1

Sign the Prospective Partner NDA

Everything starts here. The Prospective Partner NDA protects both sides while we discuss your products, pricing, and formulations. It signs electronically in about a minute — no account required yet.
- 2

Create Your Account

The moment your NDA is submitted, the account creation screen appears automatically. Set up your Normalize account — with Google or email — and verify it.

Create your account to continue

Your NDA has been signed. Create a Normalize Marketplace account (or sign in) to finish your onboarding application, upload documents, and access your partner portal.

Create Account or Sign In →

← Back to home

Need the full step-by-step? See the separate "Setting Up Your Account" guide — it covers this exact screen in detail.

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Complete & Submit Your Application

Once your account is verified, you'll land back on the application form. Fill in your business details, product information, and your brand's story. Submitting this creates your official brand profile and takes you straight to your onboarding Portal — no need to log in again.

Your Portal will show your next step waiting: scheduling your onboarding meeting.

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Schedule & Attend Your Onboarding Meeting

Before anything gets signed or uploaded, we meet. In about thirty minutes we'll walk through your product line, confirm category placement and pricing, talk through how fulfillment will work for you, and answer anything on the checklist above that isn't clear yet.

BOOK YOUR ONBOARDING MEETING

calendly.com/ops-normalizemarketplace/30min

Why this comes before your documents

Your Documents and Financial Setup tabs stay locked until we've met — that's by design, not an error. We'd rather answer your questions live than have you guess at a form, and this conversation confirms fit on both sides before either of us commits paperwork. Your tabs unlock as soon as our team marks the meeting complete.

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Sign & Upload Your Required Documents

Right after your onboarding meeting, your **Documents** and **Financial Setup** tabs unlock and you'll get an email letting you know. This is the heart of onboarding — your Onboarding Checklist page tracks your progress across all of it at a glance.

Brand Partner Agreement — click "Sign Electronically" in Documents. Signing this starts your onboarding clock.

ACH Authorization — click "Authorize ACH" in Financial Setup to set up payments securely.

W-9 — download the blank official template from Documents, fill it out, and upload your completed copy.

Business Entity Verification (EIN confirmation or LLC/corporation doc), Brand Logo, and Brand Bio — quick file uploads, no signature needed.

Compliance documents — COA, full lab report, spec sheet, ingredient disclosure, and safety statement for each product you're launching with.

Our team reviews each document as it comes in — you'll see status updates right on the same page.

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Connect Your Fulfillment (Duoplane)

Once your documents are underway, watch your inbox for **two separate emails** — both are needed before you can receive orders:

1. Your Duoplane welcome email

— grants you free account access only. It does not contain setup instructions.

2. A separate Normalize email

— with connection instructions specific to your platform (Shopify, BigCommerce, WooCommerce, Squarespace, or the Duoplane portal directly).

A full **Duoplane Setup Guide** is available separately with everything you need for this step, including your pre-launch checklist.

✓

Go Live

Once your Brand Partner Agreement, ACH Authorization, and W-9 are all approved, and your fulfillment is connected, your brand goes live on Normalize Marketplace.

Questions at any point? Reply to any of our emails or reach out to your Normalize contact directly — we're with you at every step.

Normalize Marketplace