Making it Real
Steps to designing a great product
WE ARE OBSESSED WITH ONE THING — CREATING GREAT PRODUCTS FOR OUR CLIENTS

OUR STUDIOS
San Jose, CA
San Francisco, CA
Santa Fe, NM
As creators for over 20 years,

we have worked with companies big and small to bring a variety of products to market. Our expertise with hands-on product development, working with entrepreneurs, and uncovering deep customer insights all inform our ability to help you take your brand to the next level. We combine deep market insight with cutting edge creativity to help our clients create brands that truly connect with their customers.

• Engineering led
• Committed to “going further” for you —
  • Partner in Design
  • Rational Approach
  • Manufacturability, practicality and functionality

OUR UNIQUE SERVICES

All things design, plus:
Branding
Packaging
Logistics
Supply chain management (SCM)
Getting you all the way to market
Product Design Process

Move from concept to manufacturing

What your goal should be:

• Move through funding process
• Conserve cash when possible
• Take a step-by-step approach

Follow logical and rational phases to get there
Emist EX-7000 TruElectrostatic™ Disinfectant Sprayer

The eMist EX7000 is the most effective and lightweight electrostatic backpack disinfectant sprayer in the world. The sprayer features a compact size, even application, increased coverage and a lower chemical and labor price tag.

Speck used a phase-based approach to developing the EX-7000 that we will walk through in today’s presentation.
Phase 1 — Discovery

Who will use your product?

What unmet needs will it address?

How is your product sufficiently different?

What is your value proposition?

Research – Bootstrap

• Friends and family

Research – Formal

• Online surveys
• Interviews
• Ethnographic observations
Phase 2 — Concept Design

Integrated team approach

- Product vision
- Brand attributes
- Target audience
- Experience principles

Collaboration

- Industrial design
- Early engineering feasibility
Phase 3 — Concept Refinement

The team has worked out many of the details

User needs primary

The product is technical viability

Ready to build a non-functional Rapid Prototype
Phase 4 — P0 & P1
Prototype Builds

First functioning prototype
Minimum Viable Product (MVP)
Prototype affirms design is ready for:
  • Product commercialization
  • Limited field testing
Product ready for pre-production stages
  • Identify manufacturing partner
  • Complete preliminary engineering package
    • CAD
    • BOM
Phase 5 — Pilot Build

Moving on to manufacturing based on:

- Work with manufacturing partner
- Design for Manufacturing (DFM) review in place
- Update engineering package based on DFM

Contract manufacturer (CM) refines assembly/production methods

Design team moves to support role
- Tooling
- FAI
- Design changes as needed
- Release documentation
Phase 6 — First Customer Ship

The product is ready to ship to the first customers!

Manufacturing is ramping-up to meet demand

The product moves into stabilization and process improvement

The job of the design team is to be on-call for any issues that arise during manufacturing that call for changes
Next Steps — Funding

Raise venture capital

- Angel investors
- Traditional VCs
- Friends and family

Do it on your own
Are You Really Ready to Do This?

What is your supply chain strategy?
What is your channel strategy?
How will you get the word out?
Do you have sufficient capital?
Some other things to Consider…

Branding
- Identity and communication
- Packaging
- Product to website
- Marketing 101

Team Composition
- Make sure you have the right people on the bus!
- Are you ready for a Board?
- Who are your Advisors

What is your exit strategy
- Run your own company
- Partner (with whom?)
- License
- Sell/Acquisition
In Conclusion

Any Questions?
Thank you