Things we can do to help you

Product Design

Product & Process Technical Assessment

Assessment of the Product for the client - The concept - How it could be made - can expensive tooling be avoided - Rough costs involved - sizing up available marketing information - feature benefits - competition - price - Distribution - possible protection - is it worth the journey ?

Intellectual Property

Send client off to Patent Attorney - Patent search want full copies of anything that looks 'close' - as useful background information can flow from this including potential distributors, potential purchasers of the Product. or a license to manufacture. Need an opinion on what appears, at this stage, - the best method of protection.

Design - Rough Prototype and concepts

This may be from cardboard, plastic, plaster or metal. It may already exist. This has great hands-on value and comes to grips with some 'real-live-world' 3D issues.

Marketing Data

Acquire marketing data - competition - selling prices - distribution cost - All leading to - approx. what have we got to make it for ? Feature benefits of competitive products. Market size ? Are the feature benefits envisaged worthwhile ? How are you going to distribute it ? Absolute detail is a waste at this stage - is it worth proceeding ?

Establish / Improve Product Feature Benefits

At this point we can usually always add some more feature benefits. What modifications are required - effect of price ? - the issue of the inventor 'climbing into the real commercial world'. Variations to design for cost/processing purposes ?

Design Issues - work through with Client

Work through with client the potential design detail and possible compromises to the satisfaction of the client. (Procurement of specific components & raw materials can sometimes be a lengthy task).

Design - Refined version

The process of drawing up product detail with several views and associated dimensions. Note :- these drawings are always in colour - highly graphic to get the message across to the clients, potential investors - or licensees !
We are in the business of selling concepts !

Prototype - Refined version

This may be made by us or by others - we are looking for refinement of the features, sizing and 3D issues - design styling - the fitting of parts, ease of, in 'the-real-live-world' - tolerances - colour - finish. The aim is to resolve as many of the issues that can't easily be resolved on paper, and get something we can demonstrate, and photograph for brochure and "preselling" purposes.

Data Sheet - draft

With the information above, photos of proto, and drawings, we will put together a data sheet. Draft specs. and other information. This can serve as a basis and can be further updated as the project proceeds. This can be used as a preselling tool.
A Product or company logo can be generated if required.

Protection - Patent Attorney - types available ?

As plans are now to go out for quotes - From this point forward, protection of the concept becomes an issues as the number of people involved increases and supervision becomes difficult. Protection should now be put in place - Patent, Registered Design or otherwise. Confidentiality agreements can also be used.

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Product Brochure

Similar to above but heavily biased to the feature benefits of the product, with max. photo and illustration content. It can be refined as the project proceeds - it is apreselling tool.A Product or company logo can be generated if required. Prototype colour brochures in small numbers can be produced for preselling without having to run off thousands at a printer.

Product design drawings for quotes - tooling etc.

To-and-fro with contractors to sort out the details and to try and get the best fit to their processing equipment, altering design where required.

Packaging design

For retail products great care and attention needs to be applied to get the best possible pack. If export is intended, space occupation is carefully considered. Cardboard / plastic or other. We set the concept and general detail and see if we can get any further refinements from packaging suppliers. Can make prototypes ready for diecutters or vacuum formers. Next stage is the pack graphics / instructions.

Costing

Quotes in for Product and Pack - estimate rest to arrive at first Product cost figure - look at varying batch size effect. Analyse results and decide what revision to components / design / supplier are required.

Refine Product and pack

Refine Product to get the best (cost & Quality) from the manufacturing Process and the Pack for best presentation, and packing density for shipping. sRefine drawings and get revised quotes.

Tooling / Manufacture

Liase with toolmakers & Process plants to achieve the best 'fit' for these processes with min. cost and quality variation. A very important step !!

Presentations for :-

Potential INVESTORS - DISTRIBUTORS
    - CUSTOMERS & LICENCEES.

A wide variety of Paper presentations are available. A3 self standing folder, B4, A4.Computer presentations - Flash, PowerPoint (with video, music options) on CD and DVD and emailable .pdf files. All the computer data is transferable to these formats to make the most from all work that has been done on the project. They are very effective, proven selling tools !

Product Manuals

Where product manuals are required for both sales and end users.

Marketing and Licensing assistance with the finished

product.
Where required we can offer help in these areas.

Business Plan

Generating a business plan which can be used to grow the company, enrole investors and reach interested investors overseas. A web version of this can be produced to allow an instant presentation to anyone in the world.
This plan will use a substantial portion of the data photos and graphics that have already been generated in the previous processes.
The difference between the plans we generate and those others produce is that they are highly graphical and designed to get the message across, which is what it really all about.

Web Site

Setting up a Web Site to reach the across the country and the world.

Export

Researching out potential candidates for distribution in other countries

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