Note that the marketing & sales activities are a continuing process throughout the majority of the project

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A: Startup phase 1: Your IDEA 2: Building the concept 3: Make a 3D model

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IDEA

Brainstorm meeting

Raw concept creation. (2D, 3D, test sample)

Technical plan of approach:
1) Is this product technically possible?
2) Can we manufacture this product?
3) Create 3D file to check design (if not already done)

Price estimation of product & manufacturing

Market research

Preliminary market research

General:
1- is this idea already in the market?
2- which variants are there to this product?
3- what is good and bad about the competing products? (Both technically and sales.)
4- which functionalities are desired by the user?
5- who's the user target group?
6- where is our target group? Where are we going to sell?
7- what's the size of the market? How many people might buy our product?
8- who's going to sell our product? Who are our vendors going to be?
9- Pricing: how much is the target group willing to pay for this product? What will be our pricing strategy?
10- which quality expectations do the end users have?
11- will they buy this product?

Ex

More thoroughly? Outsource with market researchers

Is there any market for it?

No

Yes

QFD model (optional)

Make Quality Function Deployment model
Goal: convert customer demands into technical specifications

Investors OK? (If already available)

GO proto phase?

B: Proto phase

Existing/ add-on product

Sample request and express/ mail sending

Sample check (technically)

Own product

POD Program of Demands (Incl. results QFD)
(can you already foresee quantity demands)

Development prototype

Design according to demands KEMA, Oekotex, CE etc.

Get preliminary feedback buyers and users
Will they buy this product?

Patent office
Any patents apply?

Price update?

(Optional)
FMEA report product

Update product?

Proto technically ready? Ready for fieldtest?

Proto fieldtest: Samples/ proto's testing: Market acceptance of product? Features according to spec? Other feedback?

Investors GO proto phase?

GO planning phase

C: Prepare for production

Sales plan

Estimation of sold products / buyers? What plans are there to reach more clients/ sell more products? What do we need to change in order for them to buy? (Product/ process/ guarantees etc?

Marketing plan

Advertising? Where, how, costs? Fairs/ conventions? Online and/ or conventional?

Update product?

Change design and/or prototypes to meet higher or lower quantities.

Quantity estimation

What is the total estimated production amount? Mass, big/ small series? To which extent do we need to alter production methods, standard vs custom parts and/or design specs to meet this number?

Distribution plan

Are we sending our product by mail? Where/ who's going to distribute our product? Will we use retail?

Customer care plan

Who's going to answer call/ emails. What are the prices per call? How much guarantee do we give?

Production plan

Which manufacturing processes do we chose? Which suppliers do we chose? Process FMEA

Quality Control plan

Which test equipment do we need to buy or rent outsourced in order to comply with standards? i.e. hipot, insulation resistance, PE continuity
Which percentage of products will we check for faults?

Finance report

Finance report:
Final unit price, production + tooling costs. Quality label costs i.e. KEMA/ TuV
Shipping costs, import tax, BTW/ VAT
Costs of distribution, customer care & guarantee
Costs of investments for the marketing & sales plans
Internal costs evaluation

Investors

Financial: return on investment? Risk analysis etc.

GO production phase

D: Production phase

Quality specs

Which specs does the product has to comply with in order to be ok-to-sell (Quality Control)

Start quality assessment KEMA/ TuV

Design packaging & user manual

Write customer care protocol

Finish websites/ marketing tools

Set up contracts with suppliers/ contacts

External

Lawyer check (international) contracts

Order tooling

Rent/ outsource testing equipment (if applicable)

Production packaging & user manual

Check FOT (First of Tool)

QC
Quality control during production

Update product?
Changes needed?

Product fieldtest
Final fieldtest with finished products

QC
Quality control finished products

Extern, logistics

Shipping, handling, import tax, customs, insurances

QC
Incoming inspection destination port

PRODUCT

External customer care

Feedback handling, product faults return handling

Update product?
Update products due to complaints?