

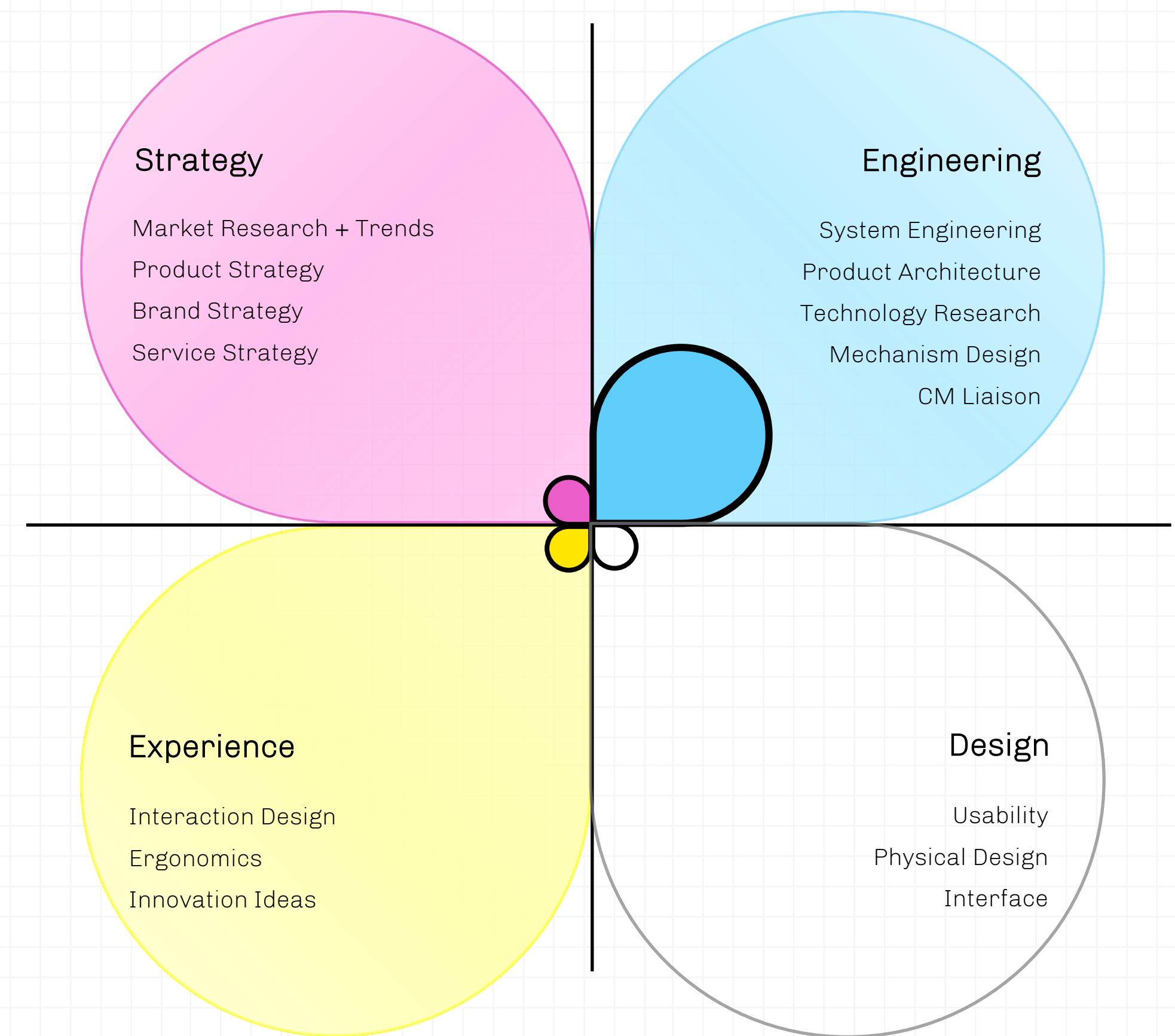
Product Build

→ An immersive workshop focused on hardware & go-to-market

Hardware is **hard**. Let's make it easier.

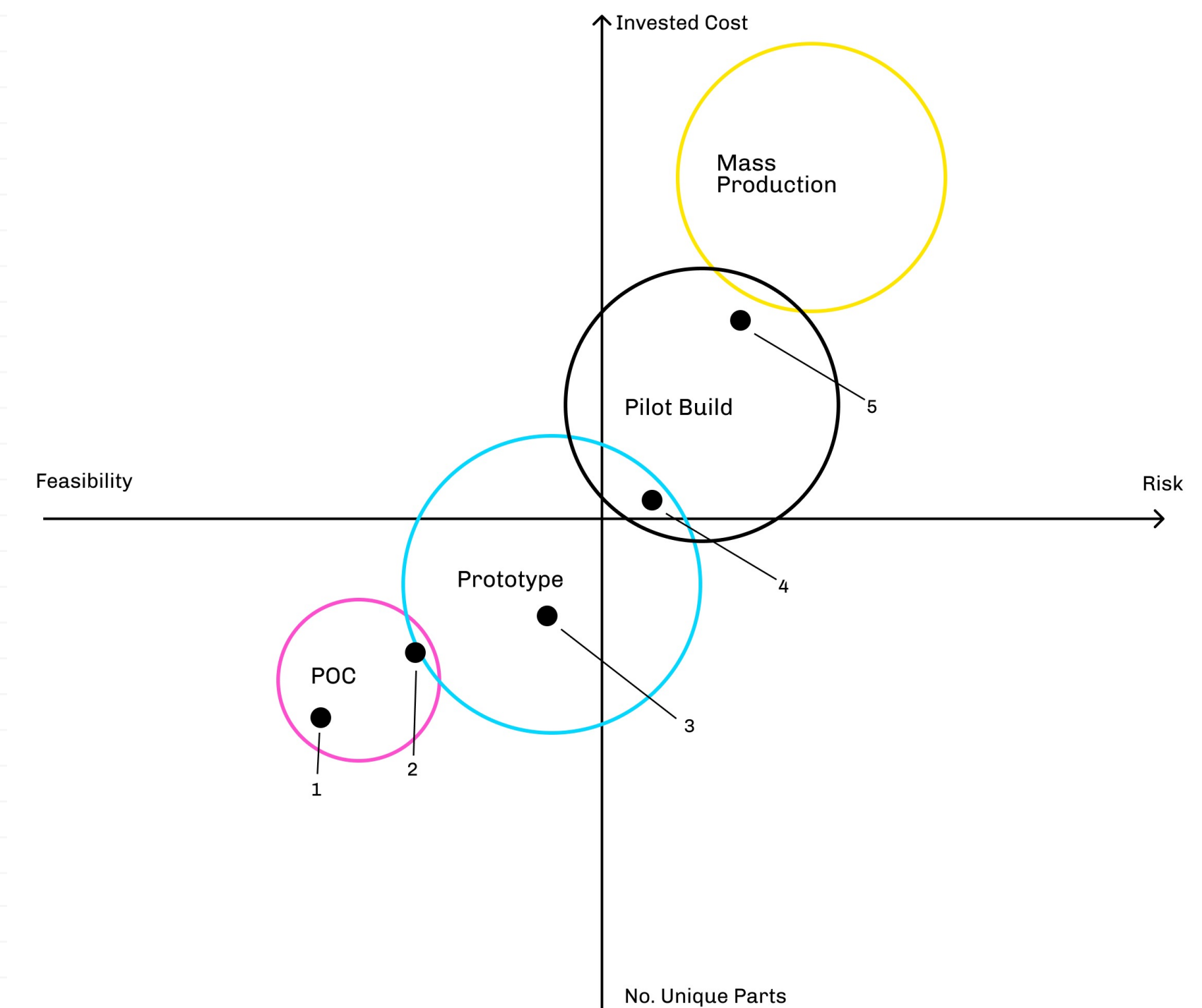
Lead by our Engineering and Design executives, this unique collaboration is a one-day workshop to address your business, go-to-market and hardware manufacturing needs, resulting in an actionable **product build strategy**.

Whether you need 1 unit for Proof-of-Concept, 10 prototypes, or 1000, even 10,000 units for Go-to-Market, we offer short- and long-term strategies with critical input on business needs, technology application, most economical manufacturing approach, and key partnerships to continue advancing you through the product development process.



A few examples of go-to-market plans:

- 1) Proof of Concept (POC), non-form factor, for demonstrating functionality, suitable for up to 3 units
- 2) POC, with form-factor, but “tethered” for conveying industrial design, technology, and functionality, suitable for up to 3 units
- 3) Prototype runs for user experience studies, suitable for up to 10 units
- 4) Short run hardware validations builds, suitable for up to 50 units
- 5) Low volume pilot runs for Go-To-Market/market feasibility studies, suitable for up to 10,000 units.
- 6) Obviously, we will be happy to address mass-production as well.



Be **bold**. Build wisely.

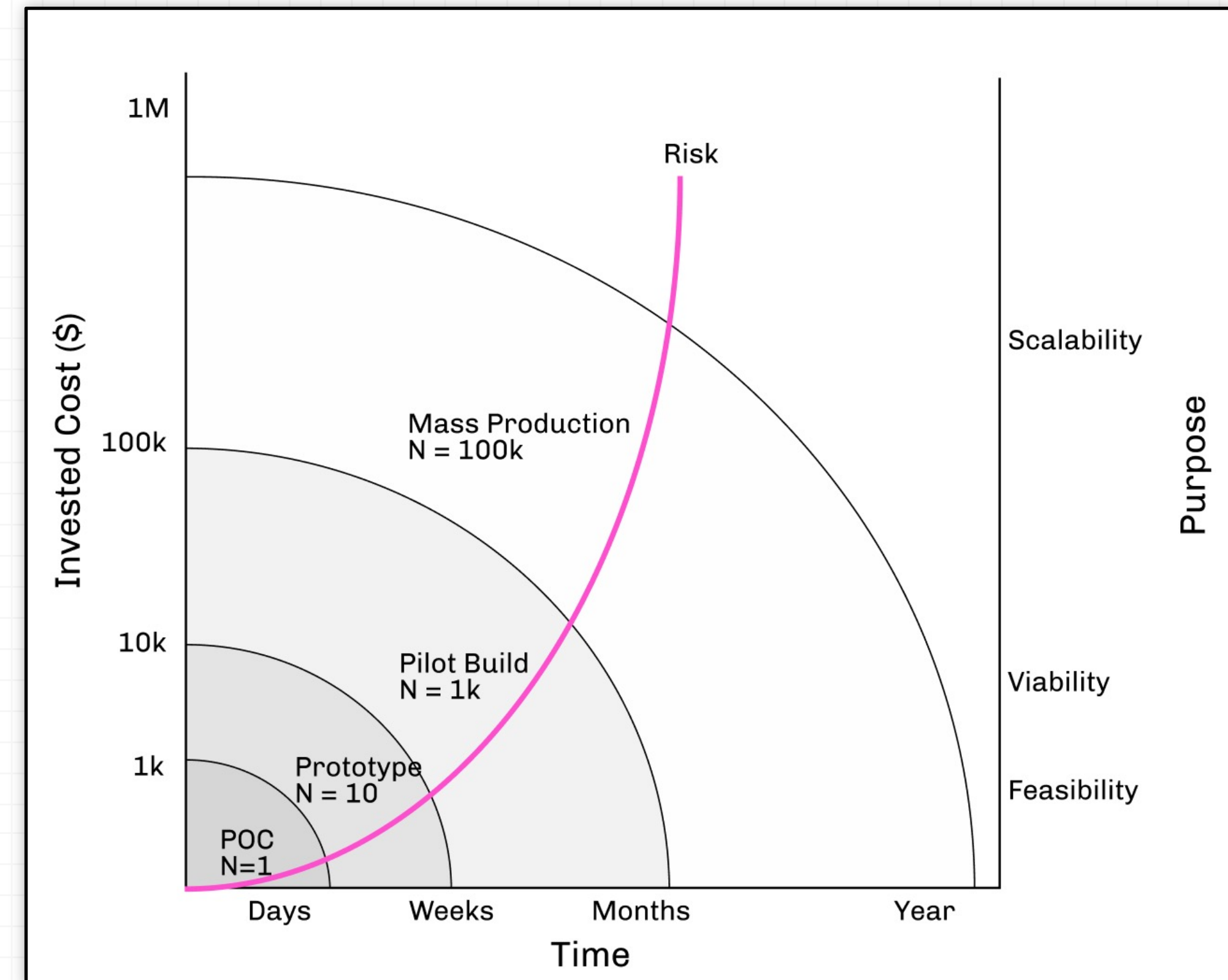
Why do it? – High Level Strategy

We will help you plan to scale in a way that minimizes investment costs, reduces financial exposure, and gets to market faster!

We will show you how to spend and **build wisely**.

We will help you build faster by creatively utilizing appropriate design and manufacturing techniques to meet your business need.

Our multi-disciplinary approach allows concurrent progress to meet your business objectives faster.



Workshop Details

Preliminary Assessment

2-3 Days Before

Cost— \$5,000

Interview (> 3 days in advance)~ 1-1.5hr —Our team will engage your team to understand state of product and business system. We will ask you to provide (if available): Technical Requirements, Marketing Requirements, Appearance Model, CMF, Design, Business Strategy related items, etc.

All-Day Workshop

Understanding the Opportunity ~ 1hr — Download from you of all relevant material, state of Project, highlight key needs for meeting **next project milestone**.

1. **Go-to-Market Understanding Session ~ 0.5hr** — We assess how the product strategy can meet the business strategy needs. We will dive deeper into the key objectives to achieve the project milestone.
2. **Technology Strategy Focus Session ~ 1.5hr** —Discussion on core technologies; a high-level look at the system architecture and key technologies to be implemented.
3. **Product Implementation Focus Session ~ 2.5hr**— Dive into the options to meet the current project's needs with a look at cost vs. time implementation comparisons. Discuss 3D printing, prototype tooling, machining vs. moldings, soft tooling, etc.
4. **Creative Dialogue Closeout ~ 1hr** — Banter with our team, as we wrap up with Gadi and summarize the deliverables. We will closeout with making a product build strategy recommendation.

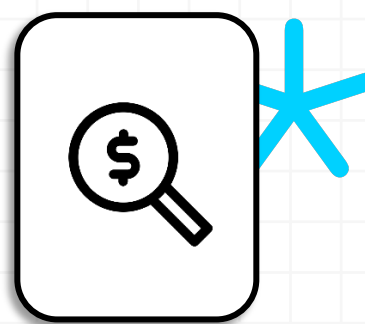
Follow-Up Call

2-3 Days After

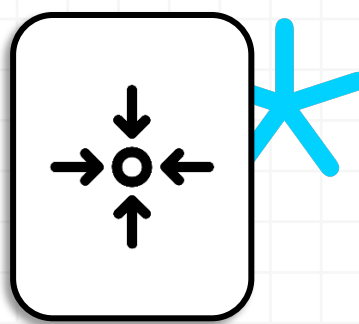
~ 1hr — NDD to review summary document with client

Deliverables

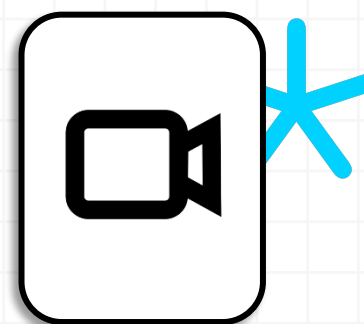
A documented Product Implementation Strategy, including:



Go-To Market
Approach
Summary



Product Build
Strategy



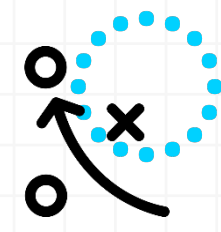
Video
Recording

Key Workshop Takeaways



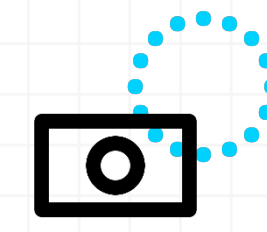
Product Critique

Using our vast experience, we offer an honest critical review of your product and business needs and recommend a refined approach to move forward by focusing on key objectives.



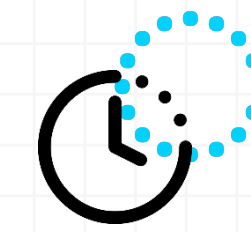
Accelerated Development Plan

Get to market faster! We will jointly envision an accelerated product development through a multi-disciplinary approach that helps to quickly shape a product.



Less Financial Exposure

Save cost on development. Optimizing features, technologies, and manufacturing know-how leads to a major reduction of costs – of the product development process, of the set-up and tools needed and ultimately, to the final product.



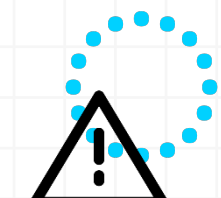
Dedicated Hours

10 hours of Engineering Leadership & 6 hours of Design Leadership addressing usability, brand and including Gadi Amit, PLUS All Deliverables mentioned previously.



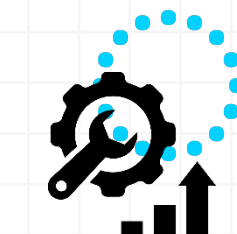
High-Level Strategy

High-level strategy from Proof of Concept (POC) to Go-to-Market Minimum Viable Product 'MVP' combined with Product Design and Development Process.



Risk Assessment

Shipping so many products and scaling many businesses brings a wealth of experience to help you avoid common mistakes and pitfalls involved in hardware design and manufacturing.



Manufacturing Expertise

Applying the right manufacturing technique at the right time can help ensure that key objectives are met.



Pitch Deck Assets

Having a plan can be invaluable during your next round of fundraising and can help excite your user base and help you secure financing.

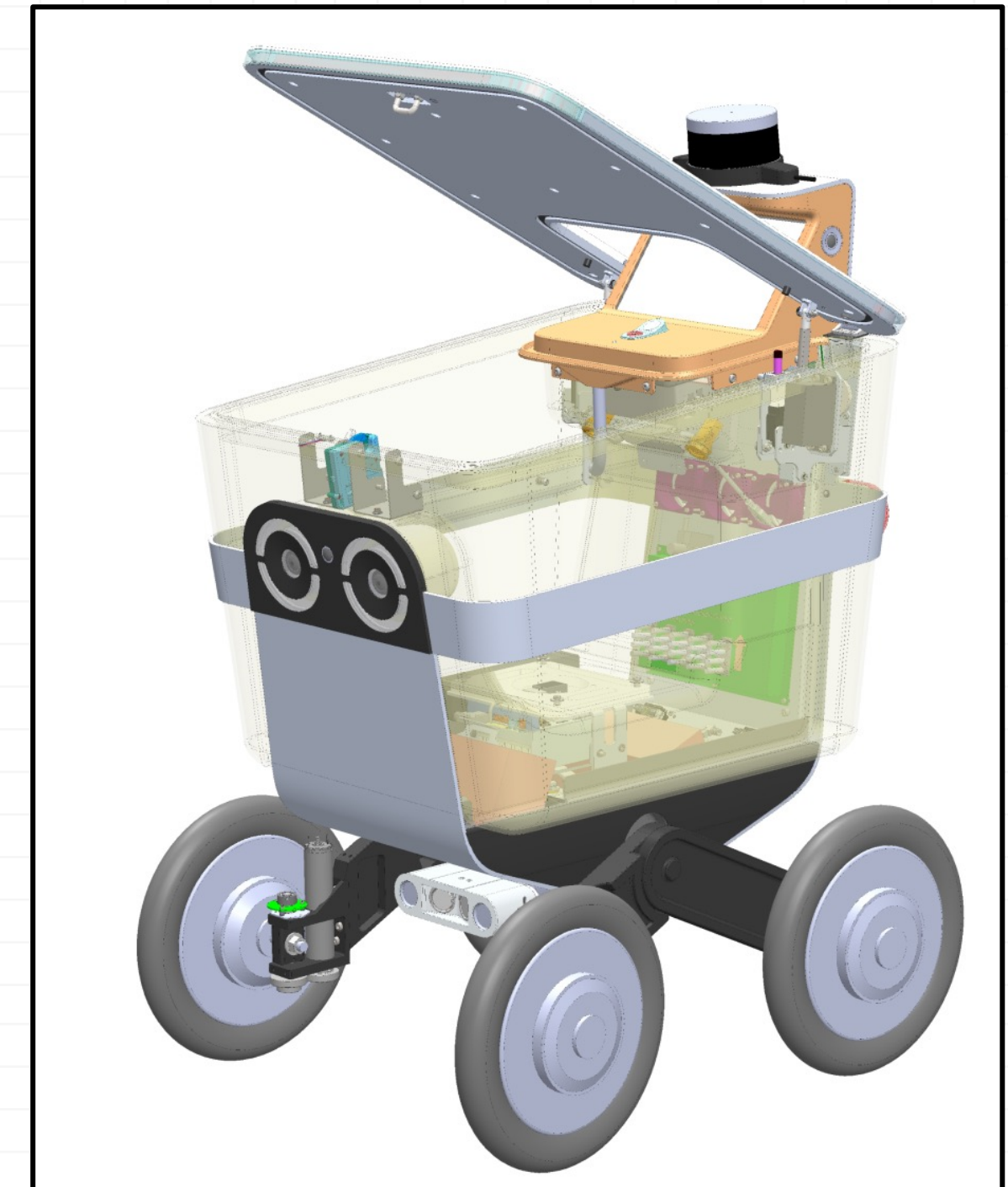
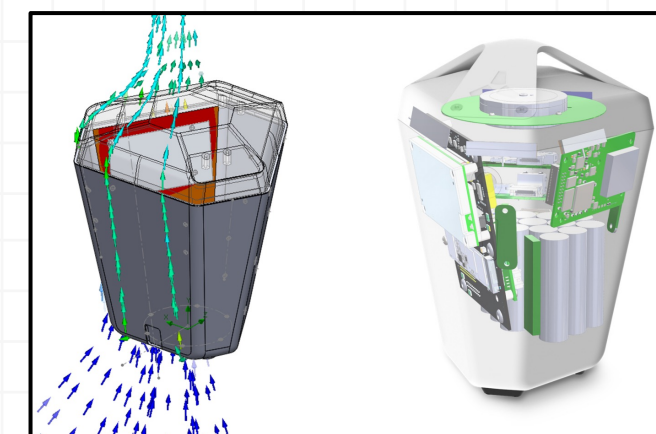
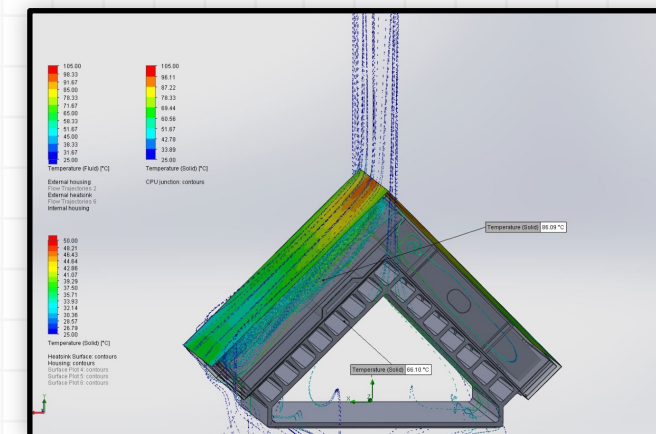
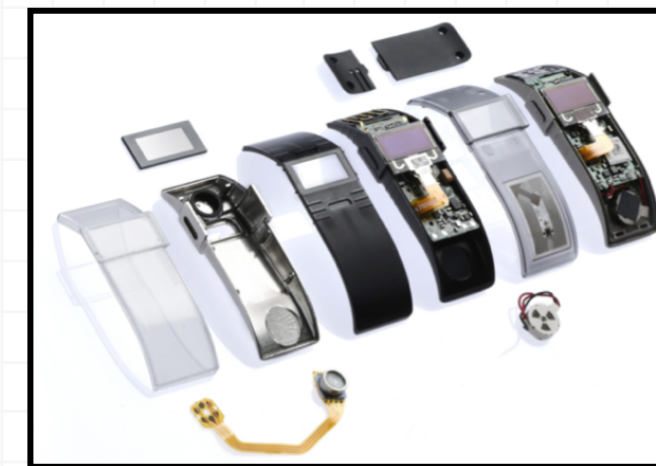
Note: Not included are design visuals, specific component or technology selection, any CAD or detailed engineering.

Our Engineering Team

Over the past 20+ years, our technical experts completed many bold and complex technology projects, from robots to wearables to medical devices. We will be excited to help you commercialize your idea.

Our deep expertise includes:

- Cross Functionally Focused System Engineering
- Architecture & Product Definition
- Mechanical Engineering
- Mechanism Design
- Technology Research and Component Selection
- Design For Manufacturing (DFM)
- Finite Element & Thermal Analysis
- Proof of Concept (POC) Prototyping
- Vendor Selection & CM Liaison
- EE & FW Engineering (External)



Our Engineering Experts



Stan

Stan Moiseyenko is the Director of Product Development at NewDealDesign. As director, Stan brings over 20 years of experience developing and supporting new consumer products for high volume manufacture. Specializing in consumer products, mobile computing, wearable & peripheral development, Stan's keen vision and out of the box thinking ensure products work better than ever imagined. When not working towards the next innovation, you can find Stan on the soccer pitch practicing his rainbow kick.



C.J.

C.J. is a leading product development engineer that has a track record of finding creative solutions to complex problems. As a Product Development Manager at NewDealDesign, he leads the team in technology implementation and building and executing product strategy. With over 11 years working for medical device start-ups, he has a broad level of mechanical and medical device engineering experience. He has been instrumental in bringing new technologies to the market, ranging from general surgery, oncology, cardiac surgery. He holds a Master's and Bachelor's of Science in Mechanical Engineer from Cal Poly San Luis Obispo and has collected a handful of patents throughout his career.

And More...



Experience Design

NDD's physical interaction experts, will envision the products flow of the user experience and will produce a high-level interaction strategy including touch-points, ergonomics, and innovation ideas.



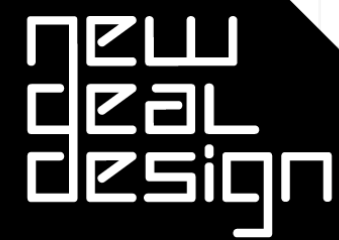
Strategy Design

NDD's high-level, system-thinkers, from defining a brand to building a project vision, we will help define the voice and vision of the system (brand+ product) experience.



Gadi Amit

Gadi Amit is NDD's lead technology evangelist and our principal Designer. He has over 20 years of bringing technology design to market; he offers his wisdom and experience to illuminate the way.



Work with us 😊

hello@newdealdesign.com

Be **bold**. Build wisely.