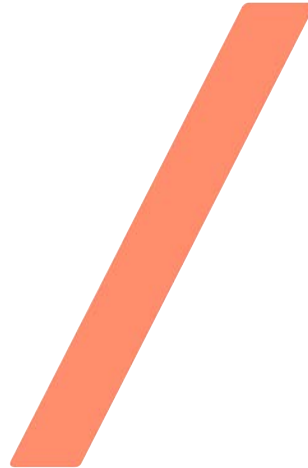




Making it Real

Steps to designing a great product



speckdesign

FROM
Speck Design
/ San Francisco, CA
/ San Jose, CA
/ Santa Fe, NM

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**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,

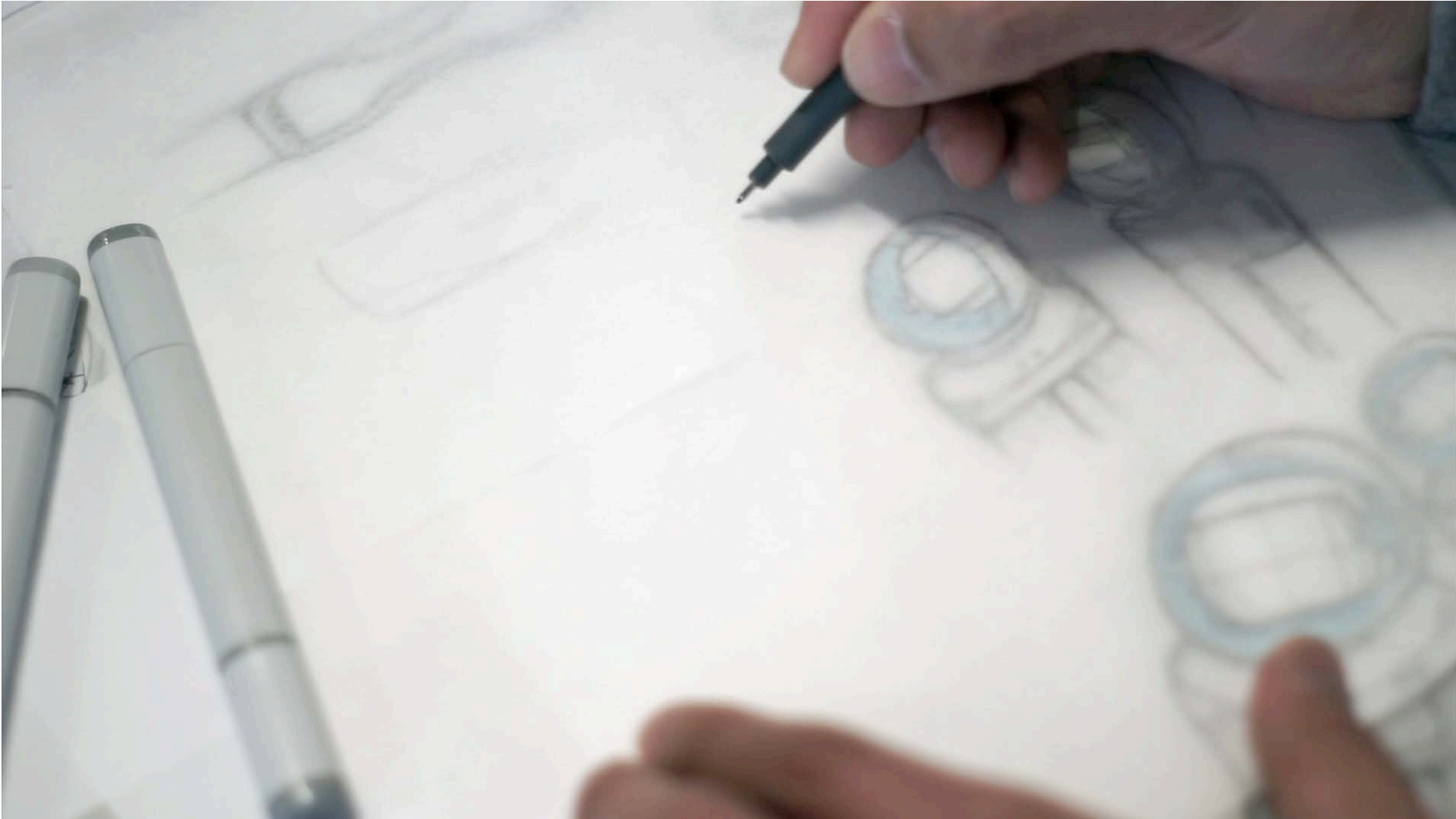
we have worked with companies big and small to bring a variety of products to market. Our expertise with hands-on product development, working with entrepreneurs, and uncovering deep customer insights all inform our ability to help you take your brand to the next level. We combine deep market insight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





Lightweight at just 14.9 pounds fully loaded, the EX-7000 is 51% lighter than other systems, and is the most compact, high-performance electrostatic backpack sprayer on the market. The EX-7000's high performance and reliability meets the rigors of today's demanding environment.

Case Study

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



A

Fully enclosed Fluid Reservoir



B

Enclosed Fluid Reservoir



B2

Concept B style with Visible Reservoir



C

Visible Reservoir with Side walls



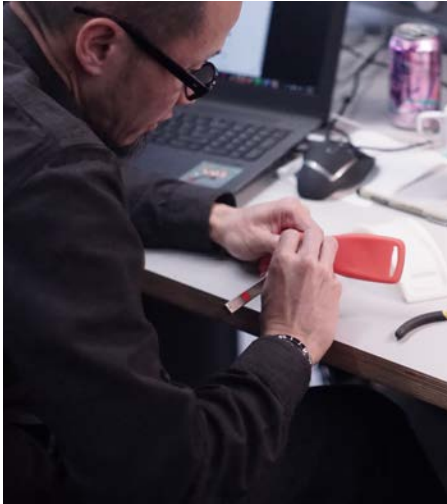
D

Visible Reservoir



E

Tall and Thin



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 DGM

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

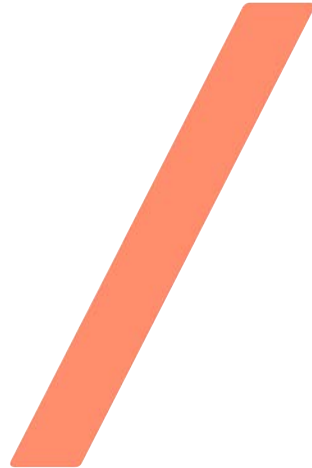
- Make sure you have the right people on the bus!
- Are you ready for a Board?
- Who are your Advisors

What is your exit strategy

- Run your own company
- Partner (with whom?)
- License
- Sell/Acquisition

Any Questions?

Thank you



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