

Manufacture Your Project (and make a living doing what you love)

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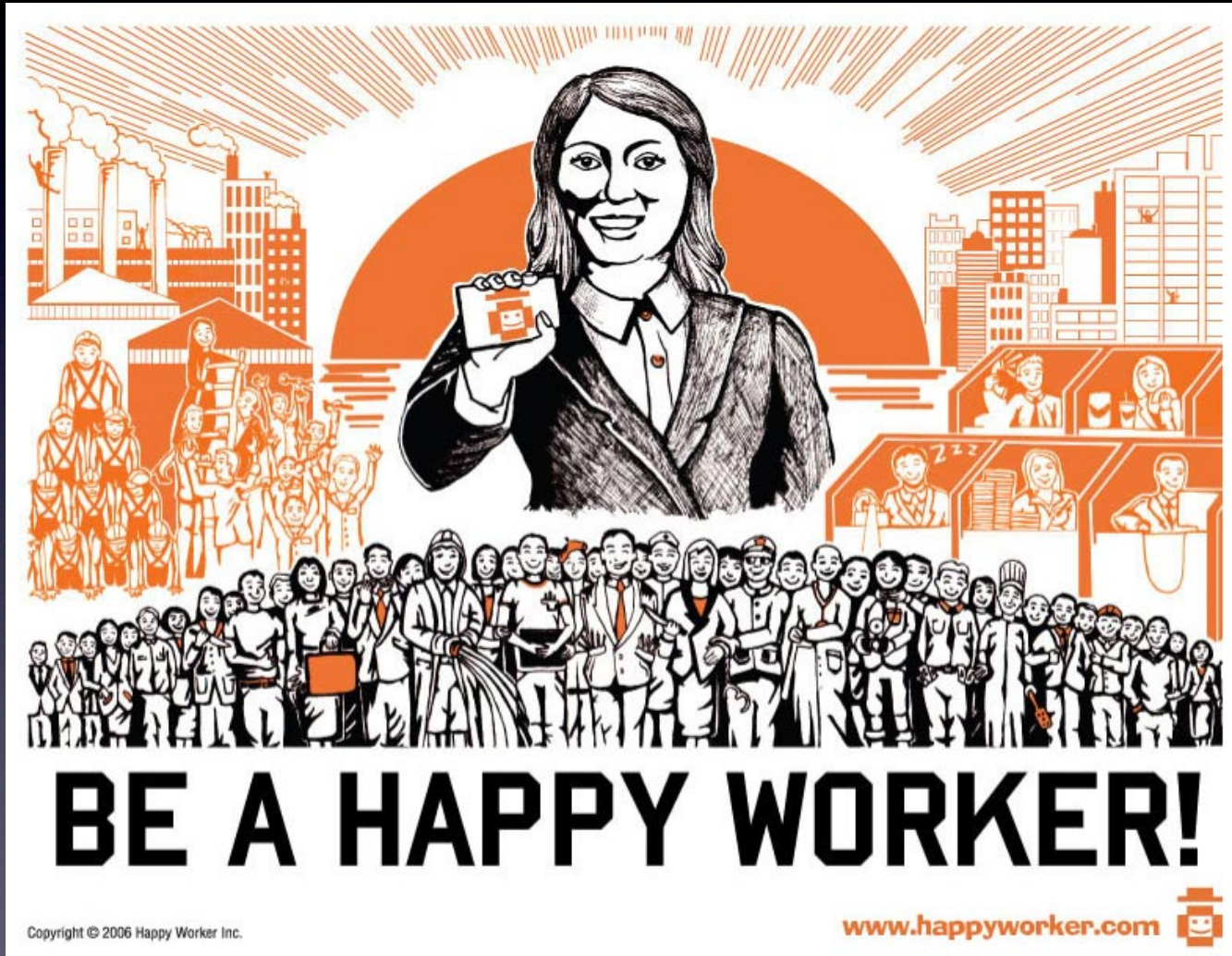
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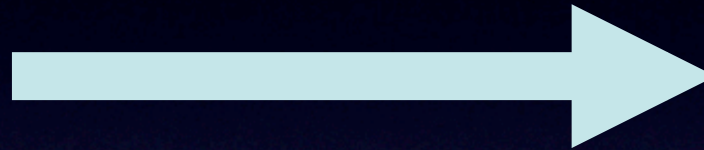
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Open Hardware Summit
13 September, 2011

I Love My Job!



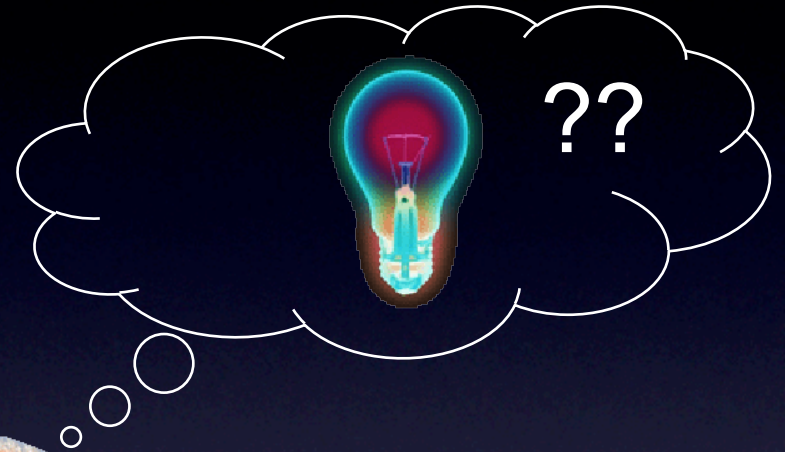
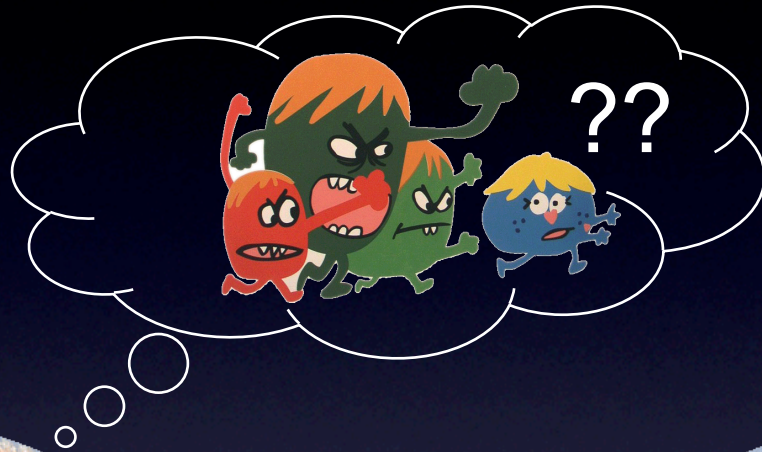
Idea to Reality



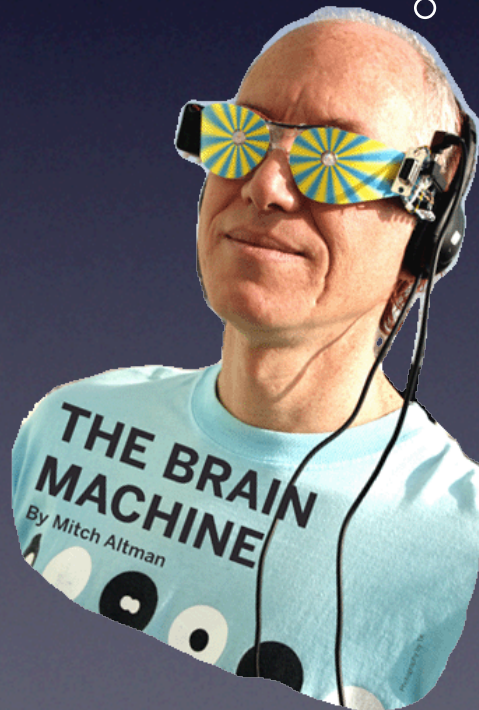
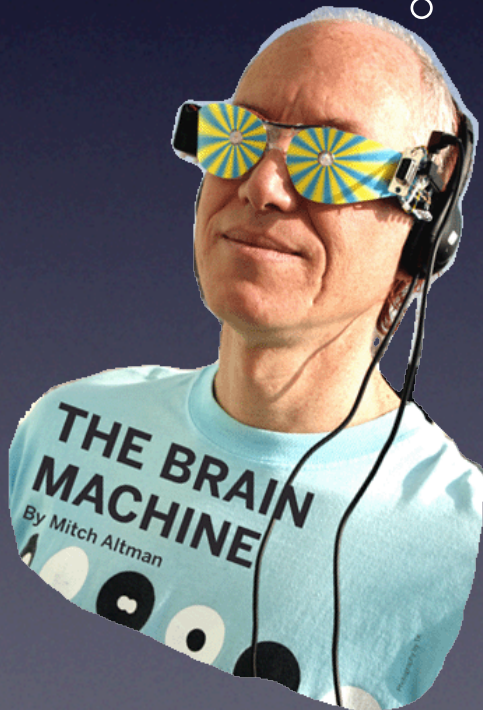
Project of Love



Ideas: What to Do?

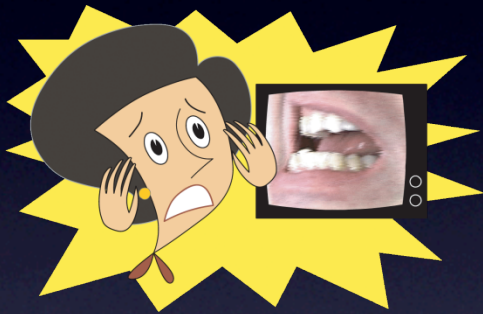


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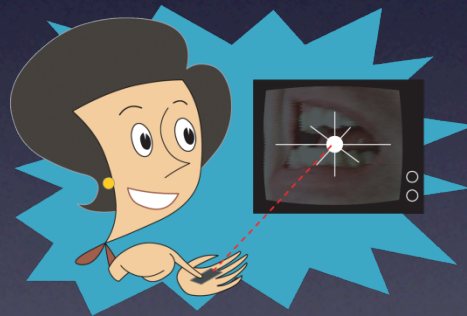


Implementatation

Takes way longer than you think!



So, make time...



Project Questions:

Making a Project Into a Product



- User Interface?
Simple!
- Physical form?
Follow function
- Color?
Implied with function
- Method for implementation?
Simple!
- Tasks for implementation?
As few as possible
- Name?
Catchy, Informative, Unique



Lots To Do!

(Things you thought of)

That's what friends are for

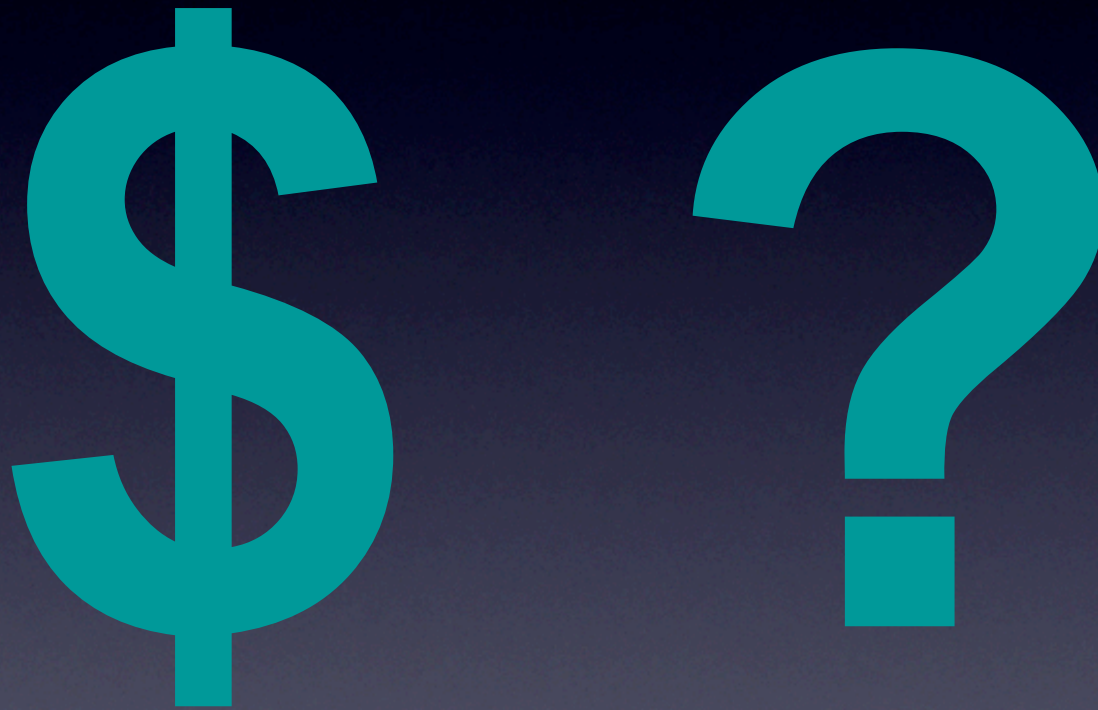
- Pete – PCB layout design
- Bob – plastic case
- John – mechanical drawing for the case
- Nina – graphics for packaging and website
- Peter – website and packaging layouts
- Chris – shopping cart for the website
- Rod – web-hosting, and other IT stuff
- Carol – incorporate my company
- Pat – accounting
- Penni – bookkeeping
- Betsy and Jean – publicity
- Alex and Jeremie – order fulfillment
- **YOU!** – **coordination unified vision**

And Things You Didn't Think Of

- Bar-code
- Package design
- Carton design
- Trademark ®
- Lots more stuff for after your product is manufactured!



Funding



- VCs suck! (Mitch's opinion)

Where To Manufacture?

Contract Manufacturer (CM):
a company you pay to manufacture your thing

My criteria for a good CM:

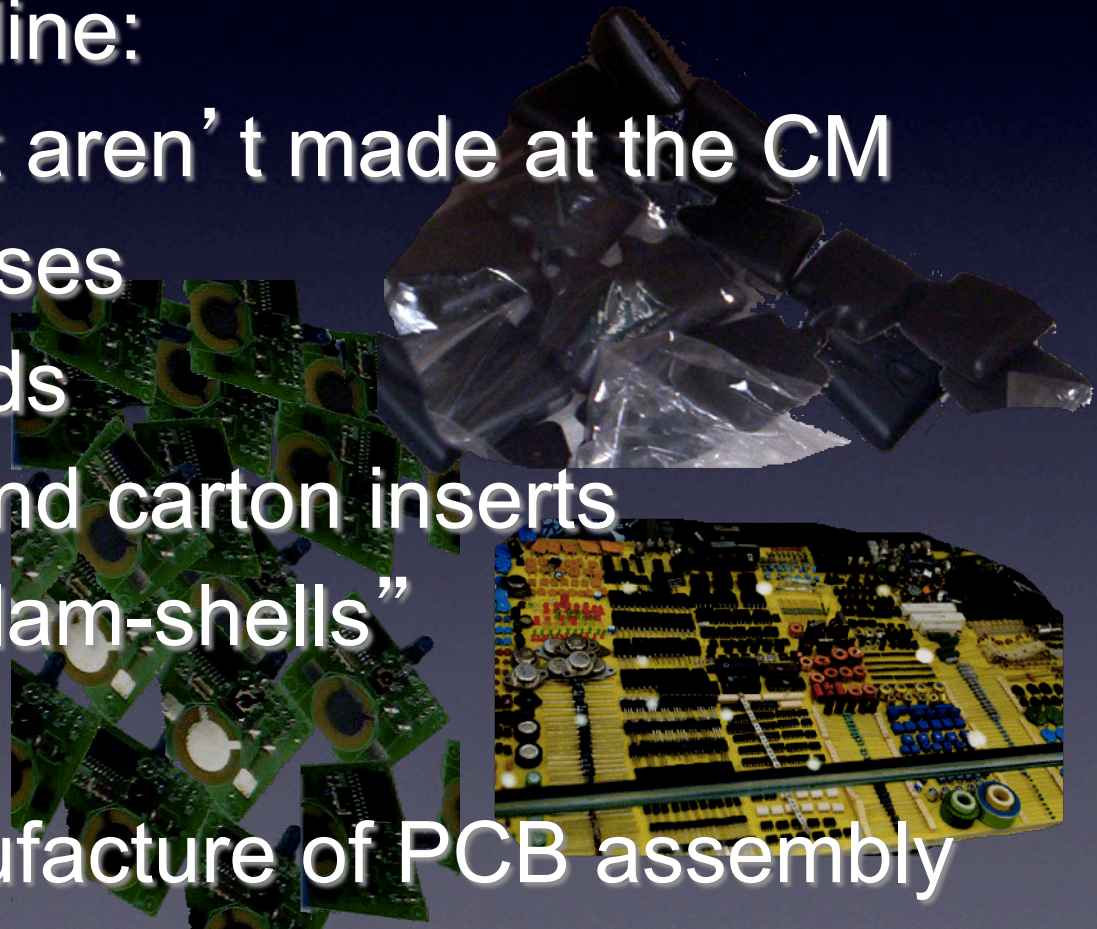
- Good quality production
- Treat their employees well
- Pay their employees well
- Have and adhere to safety standards
- Treat the environment well
- Give me a price I can afford
(including shipping price)



A Brief Look At Manufacturing Process

Before assembly line:

- Order parts that aren't made at the CM
- Make plastic cases
- Print blister-cards
- Make cartons and carton inserts
- Make plastic "clam-shells"
- Make PCBs
- Automatic manufacture of PCB assembly



A Brief Look At Manufacturing Process

Assembly line
Project Managers



Assembly line

Shipping

Freight Forwarder:

a company you pay to get your things to you

Freight Forwarder:

- can ship via air (fast, expensive)
- can ship via boat (slow, cheaper)
- can deal with customs issues
- bills you afterwards



Order Fulfillment

(not necessarily fulfilling)



Sell It!



But for how much?

- Where sell?
- Retail price?
- Wholesale price?
- Profit?

Making money is harder than it seems!

Website

You need one!



Customer Support



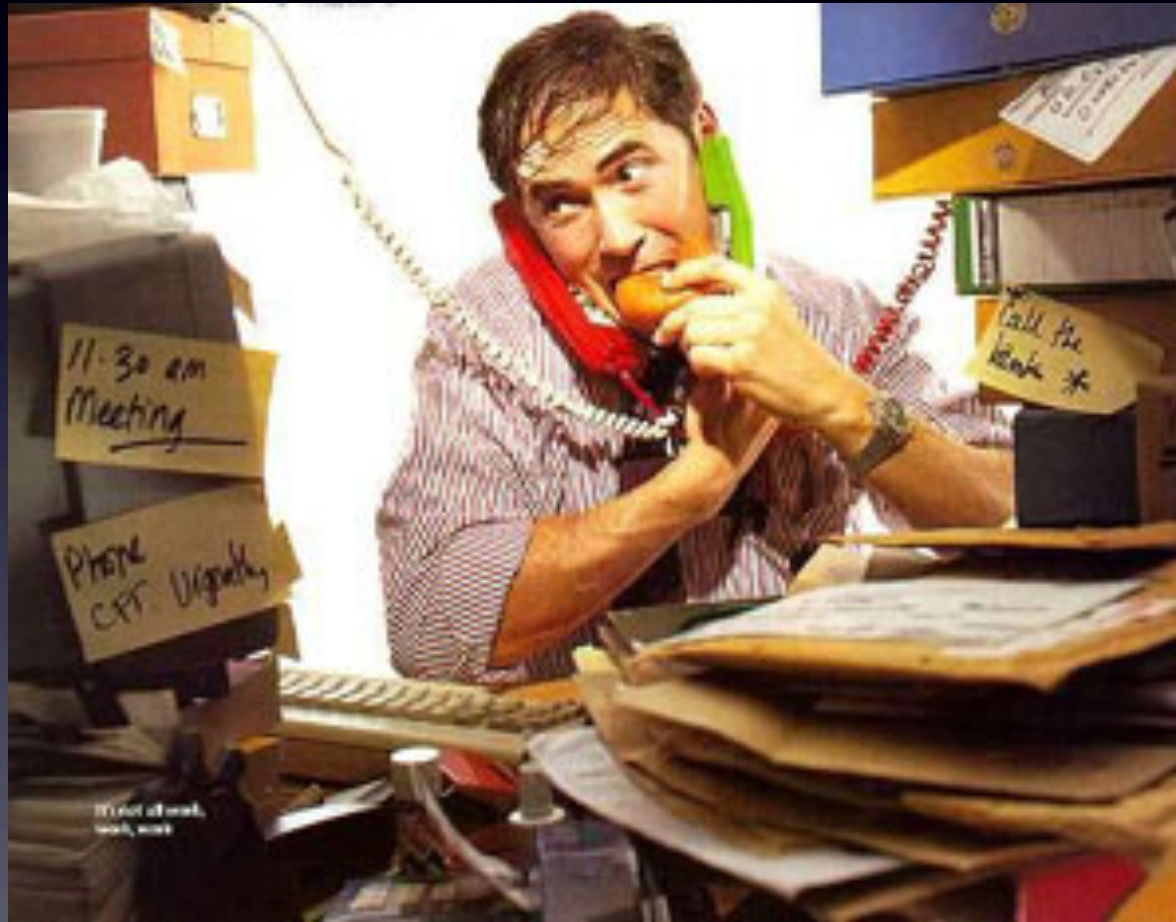
Publicity



Answer Sales Calls!



Running A Business Isn't All Fun



(But remember, it's a project you love!)

Running A Business Isn't All Fun

(and eventually, somehow, you'll need a lawyer)



(But remember, it's a project you love!)

Mitch's One Rule of Doing Business

**Mitch's One Rule
of Doing Business
(never to be violated!)**

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(Really!):**

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(Really!):**

(Are you listening?)

**Mitch's One Rule
of Doing Business
(never to be violated!)
(Really!):**

Never do business
with people you don't
like!!

Conclusion: The Guarantee



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Please – Feel free to contact me!

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