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

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I Love My Job!

BE A HAPPY WORKER!
Idea to Reality
Project of Love
Ideas: What to Do?

or
Implementation

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
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!)
Mitch’s One Rule of Doing Business (never to be violated!) (Really!):
Mitch’s One Rule of Doing Business (never to be violated!)
(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
Manufacture Your Project
(and make a living doing what you love)

Please – Feel free to contact me!

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