

BUILD A BETTER MOUSE TRAP...

But before the world can beat a path to your door to buy it, you'll need to design it, debug it and manufacture it. Whether it's a child's toy or a space shuttle; the same basic principals apply and you'll face the same fundamental challenges.

This seminar, intended for non-technical entrepreneurs and inventors, breaks the daunting task of product development into basic phases, introduces the technology available and covers manufacturing issues.

By providing an overview of the challenges and obstacles ahead, you'll improve your odds of success and reduce the number of surprises on the wild ride ahead.



JEM Innovation specializes in turning ideas into products. We can help with all phases of product development from writing the specification to production manufacturing. We also do electrical, mechanical and software design. While we don't have all the answers, we do have a pretty good grip on the questions! Give us a call, we'd love to discuss the possibilities.

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INTRODUCTION TO PRODUCTIZATION

What to expect
when
turning an
idea
into a
Product

INVENTORS NOT JUST ENGINEERS

Many great ideas come from non-engineers. In fact, few Engineers have experienced the entire product development cycle. So we designed a seminar to introduce everyone to the issues and challenges that you can expect in developing a new product.

FINDING THE RIGHT QUESTIONS!

Often knowing the right questions to ask is the biggest challenge! This can be the difference between a highly successful product and complete disaster! The main goal of this seminar is to equip you with the knowledge to ask the right people the right questions!

Of course, the two most popular questions are “how much will it cost?” and “how long will it take?”. (Frankly, we don’t know!) For you to answer these, you need to ask a lot of other questions! To start with:

- Just what are we building?
- What engineers will we need?
- What kind of electronics do we need?
- What enclosure will it fit in?
- What manufacturing techniques can we use?
- How much will regulatory testing cost?
- We have to have a patent, don’t we?

SEMINAR TOPICS

DEVELOPMENT PHASES:

- Project definition
- Project validation
- The Design process:
 - Electronic
 - Mechanical
 - Software
- Prototyping and debugging

STATE OF TECHNOLOGY

- Circuit boards and assembly
- Microprocessors/software
- Enclosures and housings
- User input devices

BUSINESS ISSUES

- Inventory
- FCC/UL/RoHS
- Intro to Patents
- Budgets Expectations

GENERAL QUESTIONS AND DISCUSSION SESSION

Pre-Seminar Survey

We like to tailor the seminar to fit the audience. Please complete the following short and confidential survey to help us focus the event to your particular needs.

Are you currently involved in a product development project?
 Yes No No, but thinking about it

If “yes”, what stage is the project in?

- Concept only Design started Ready for production
- In production Completed, ready for the next one!
- Other: _____

What is your area of expertise?

- Business Finance Engineer (EE)
- Marketing Management Engineer (ME)
- Sales Production Engineer (SW)
- Manufacturing Other: _____

What topics are you most interested in (check all that apply):

- Electronic design Software Mechanical design
- Prototype phases FCC/UL Manufacturing
- Cost estimates Patents Scheduling
- General issues Pitfalls! Marketing/Sales
- Other: _____

Name

Company

Address

Phone

Email

The cost for this xx hour seminar is \$TBD, and includes a free 1 hour consultation with JEM Innovation (scheduled separately).

Method of Payment

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Send to:
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