KENNOVATIONS

PRODUCT DESIGN AND ENGINEERING

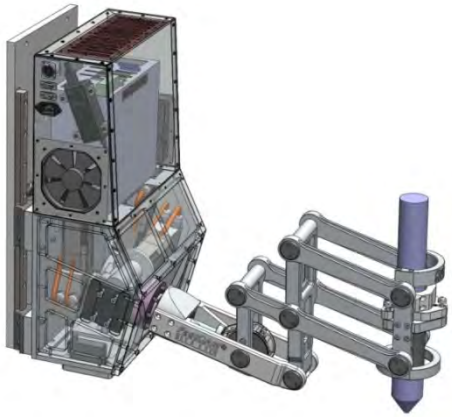
Design and Invention Commercialisation Conference

Friday, 4th November 2011

KENNOVATIONS
PRODUCT DESIGN AND ENGINEERING

Presentation Outline

- Brief overview of Kennovations
- The Product Development Journey
- Planning, Research and Getting Started
- The Design Process
- Learning through a Case Study – The Hydrocomb



THE PRODUCT DEVELOPMENT JOURNEY

- The journey from the idea stage through to selling the end product is a long one which requires patience, planning and perseverance.
- It is important that the financial opportunity be thoroughly evaluated before making an investment in the process.
- Understand why you are doing this and what you want out of this.
- You need a business plan for your idea or invention, this plan needs to consider all the elements that will enable you to achieve your goal.

"Be business focused, not product focused."

PLANNING AND RESEARCH

The initial plan doesn't need to be more than 2-3 pages long

Some of the many questions to ask yourself would be:

- Who will be selling the product, who will be buying the product, how will they be buying it, how much will it cost etc
- How much money will I need to get this off the ground?
  - Design Costs
  - IP Costs
  - Tooling Costs
  - First run production costs
  - Marketing Costs
  - Sales Costs
- How many products would I have to sell to get to the break even point?
- How many products per year do I have to sell to achieve my goal?
- When is a good time to launch the product?
- Who can help advise me along this journey?

GETTING STARTED

- Search the Internet, Trade Magazines, Shops, Distributors, Trade Shows

- Research your target markets, talk to potential buyers (without giving away the idea)

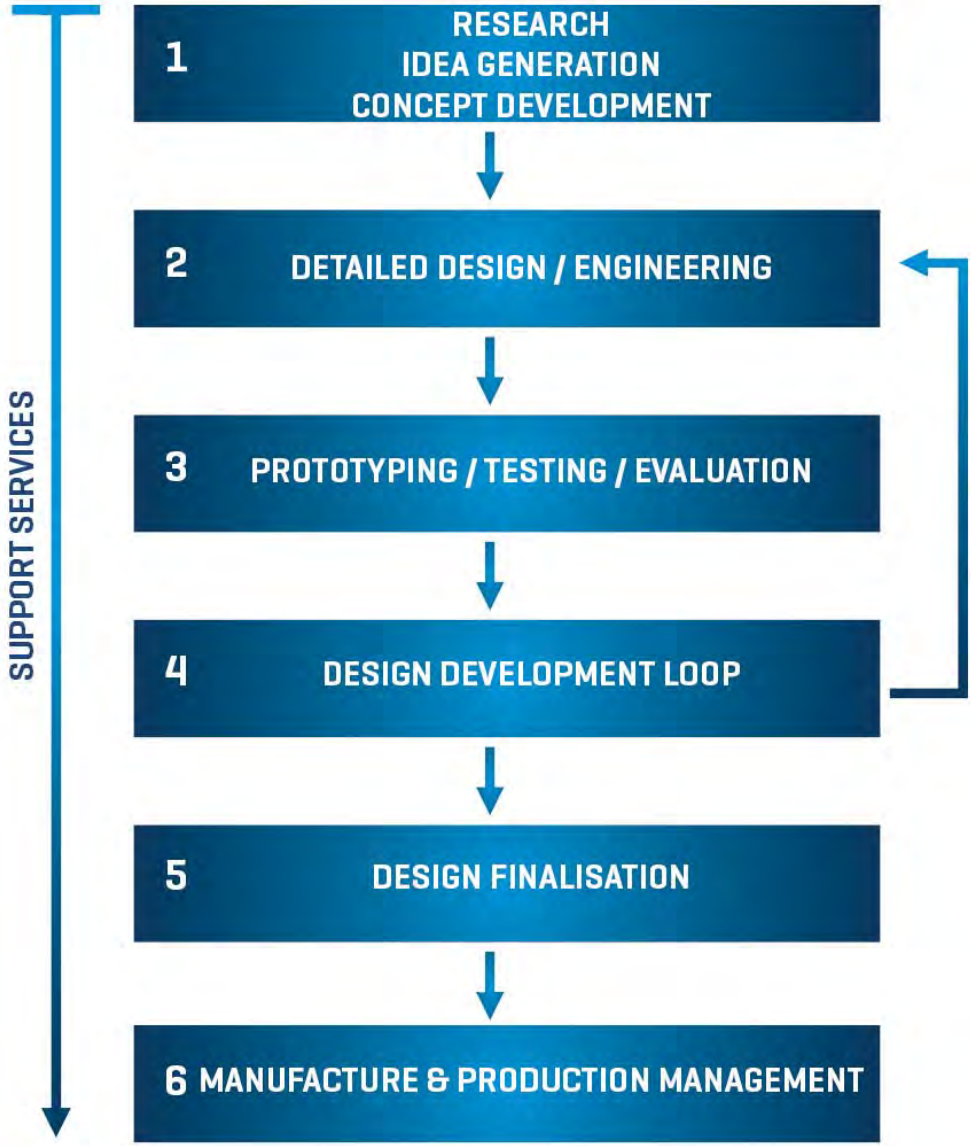
- Check if there are similar products in other markets

- Look through the various IP databases

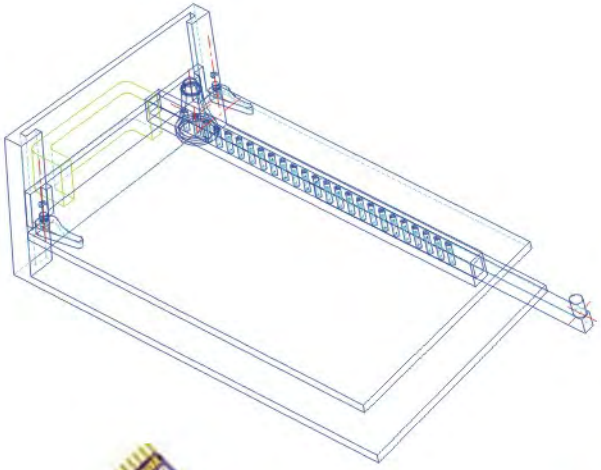
- The more work you do on planning and research will give you the confidence and related parties the confidence that this is an idea worth pursuing

- Once you have your research then see a Commercialisation or Product Design Consultancy with all your findings

THE DESIGN PROCESS

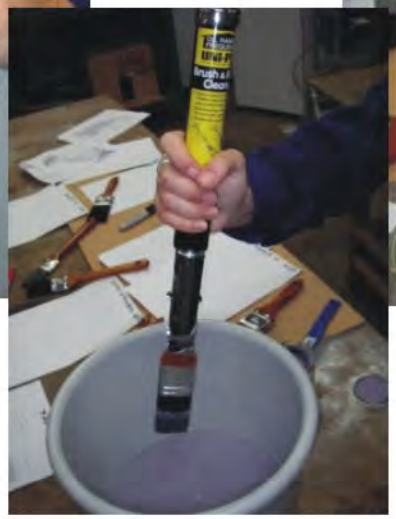


HYDROCOMB
DESIGN PROCESS

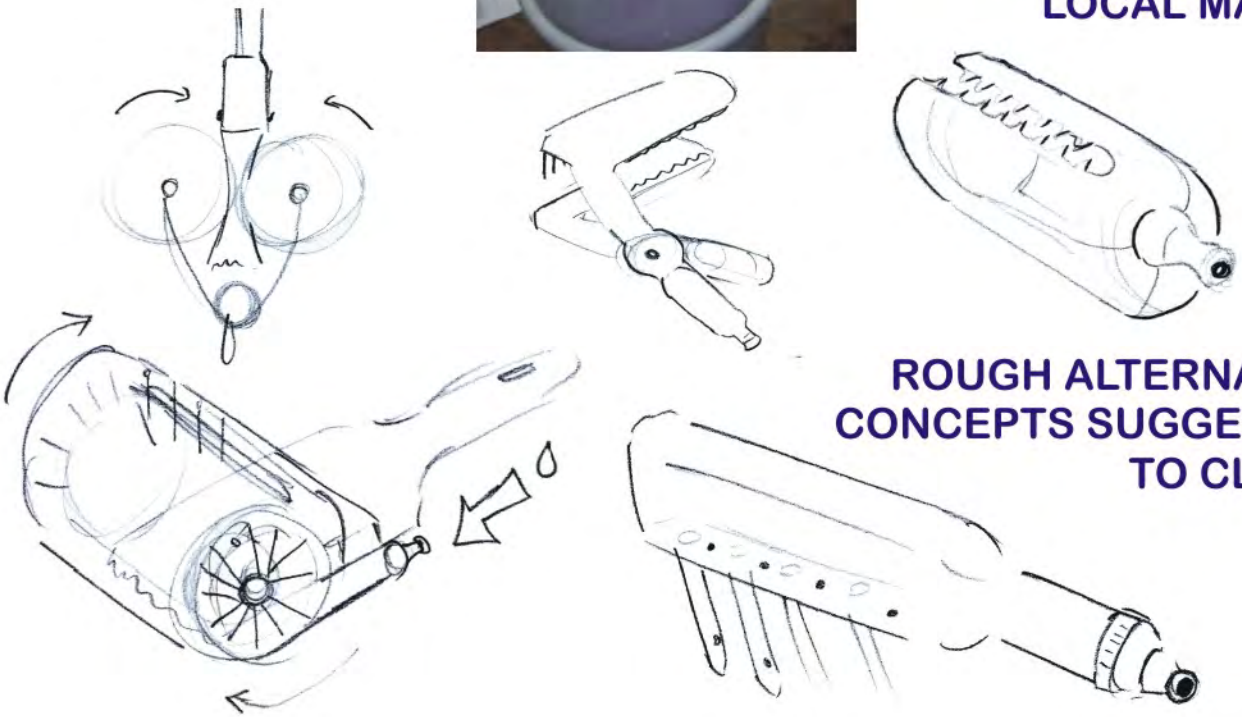


INITIAL CLIENT MEETING WITH CLIENTS REFERENCE IMAGES

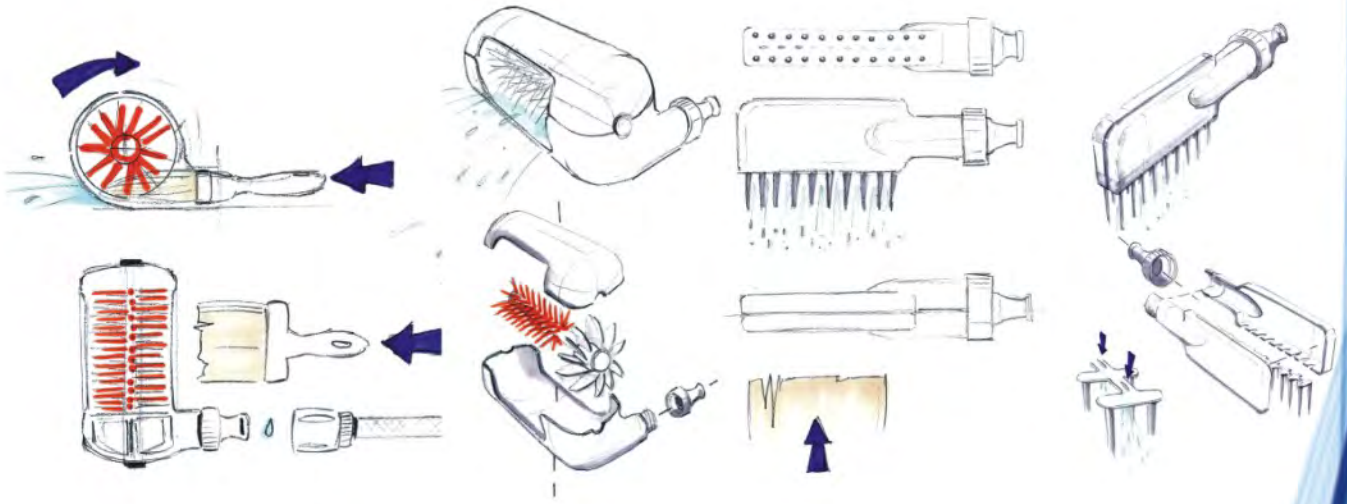
RESEARCH COMPETITIVE PRODUCTS ON THE INTERNATIONAL MARKET



TEST COMPETITIVE PRODUCTS ON THE LOCAL MARKET



ROUGH ALTERNATIVE CONCEPTS SUGGESTED TO CLIENT



REFINED CONCEPTS ARE PRESENTED FOR DESIGN DIRECTION

MOCK UP TO TEST DESIGN PRINCIPLES

FIRST CAD MODELS AND DRAFT DRAWINGS

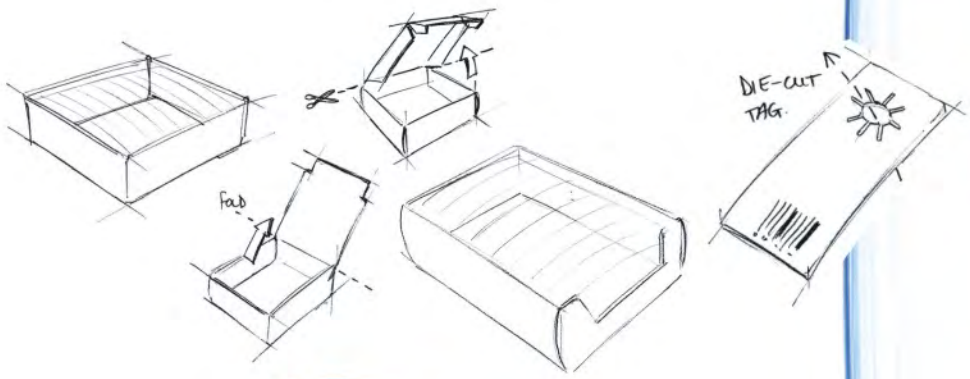
TEST PROTOTYPE

CAD REFINEMENT

O-rings &
Snap fit detail

PRODUCTION SAMPLE1
MANUFACTURE A

PRODUCTION SAMPLE1
MANUFACTURE B



PACKAGING CONCEPTS

PRODUCTION SAMPLE 2
MANUFACTURE A

PRODUCTION SAMPLE 2
MANUFACTURE B

PRODUCTION SAMPLE 3
MANUFACTURE A

PACKAGING SAMPLES

FINAL PRODUCTION

EXPLORE ALTERNATIVE MARKETS

FINISHED PRODUCT

CHOOSING A DESIGN PARTNER

- Capabilities – turnkey product development solution or stage-based
- Proven experience
- Technical expertise
- Ability to adhere to Australian and International Standards
- Relationship and collaboration throughout the project – clear proposal including budgets, regular reporting/updates, regular invoicing and cost control
- Cultural fit

www.kennovations.com.au