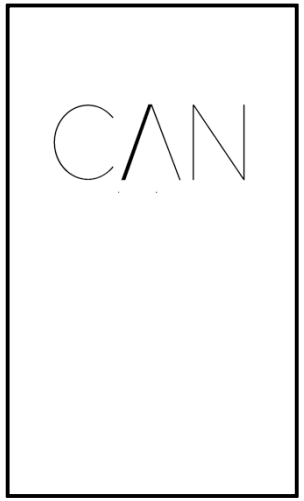


BUILDING A MOBILITY DEVICE COMPANY

BY

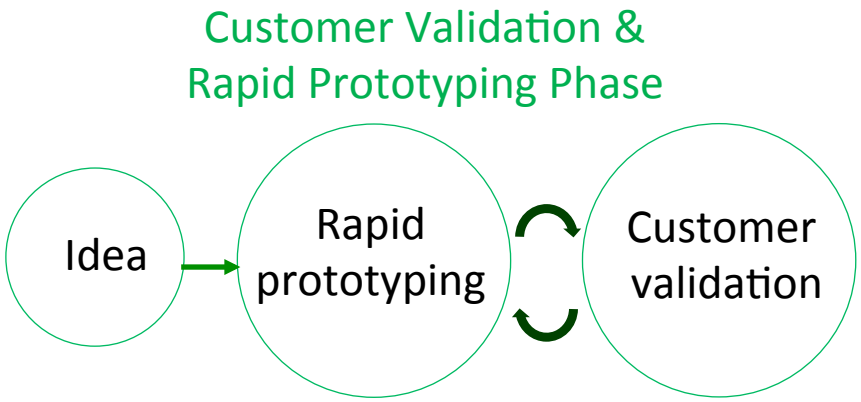
AHMAD ALGHAZI

2016

CAN

ENABLING HEALTHY AND INDEPENDENT LIVING FOR SENIORS BY INNOVATING IN MOBILITY AID DEVICES.

THE JOURNEY OF PRODUCT COMMERCIALIZATION



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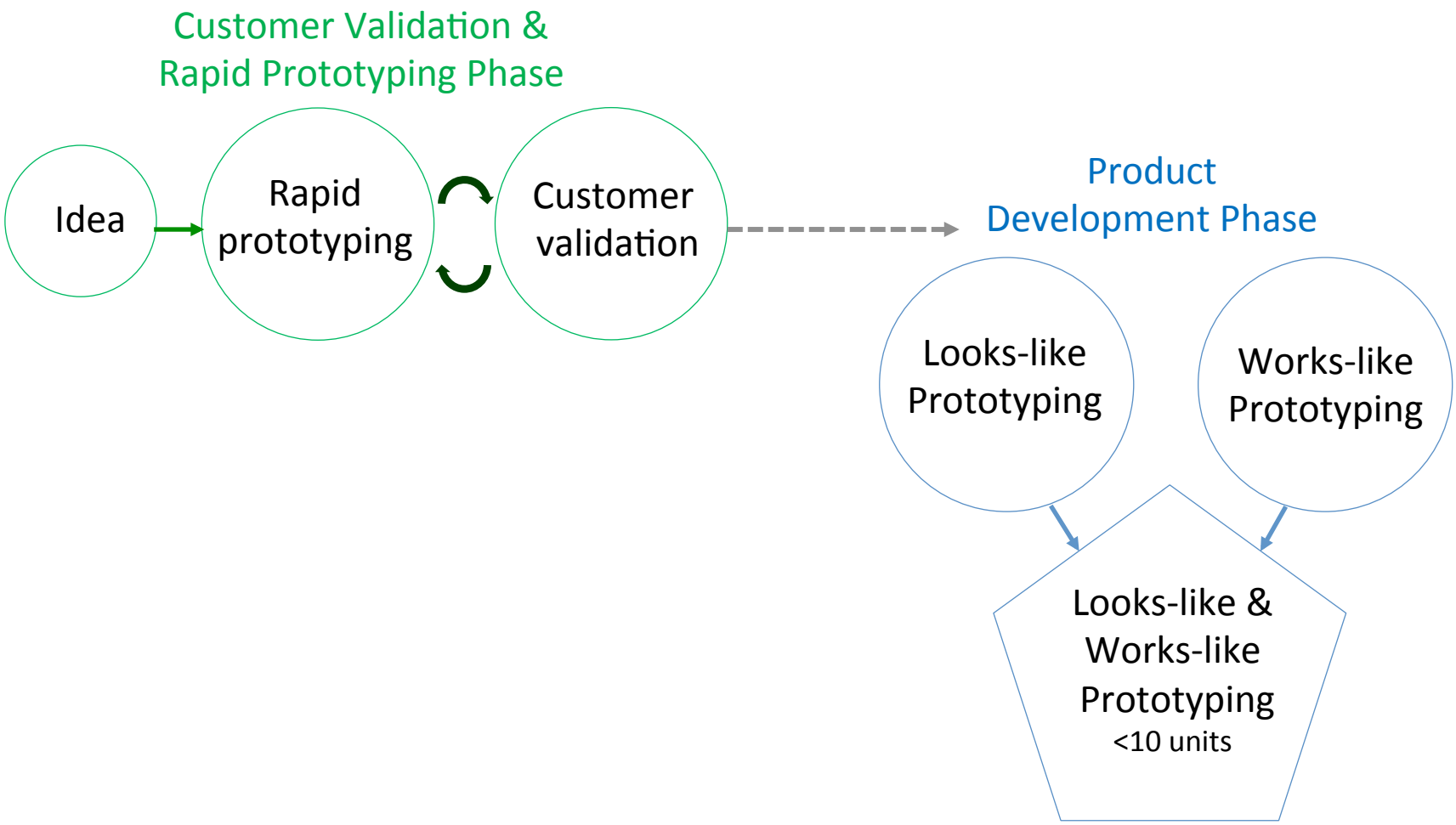

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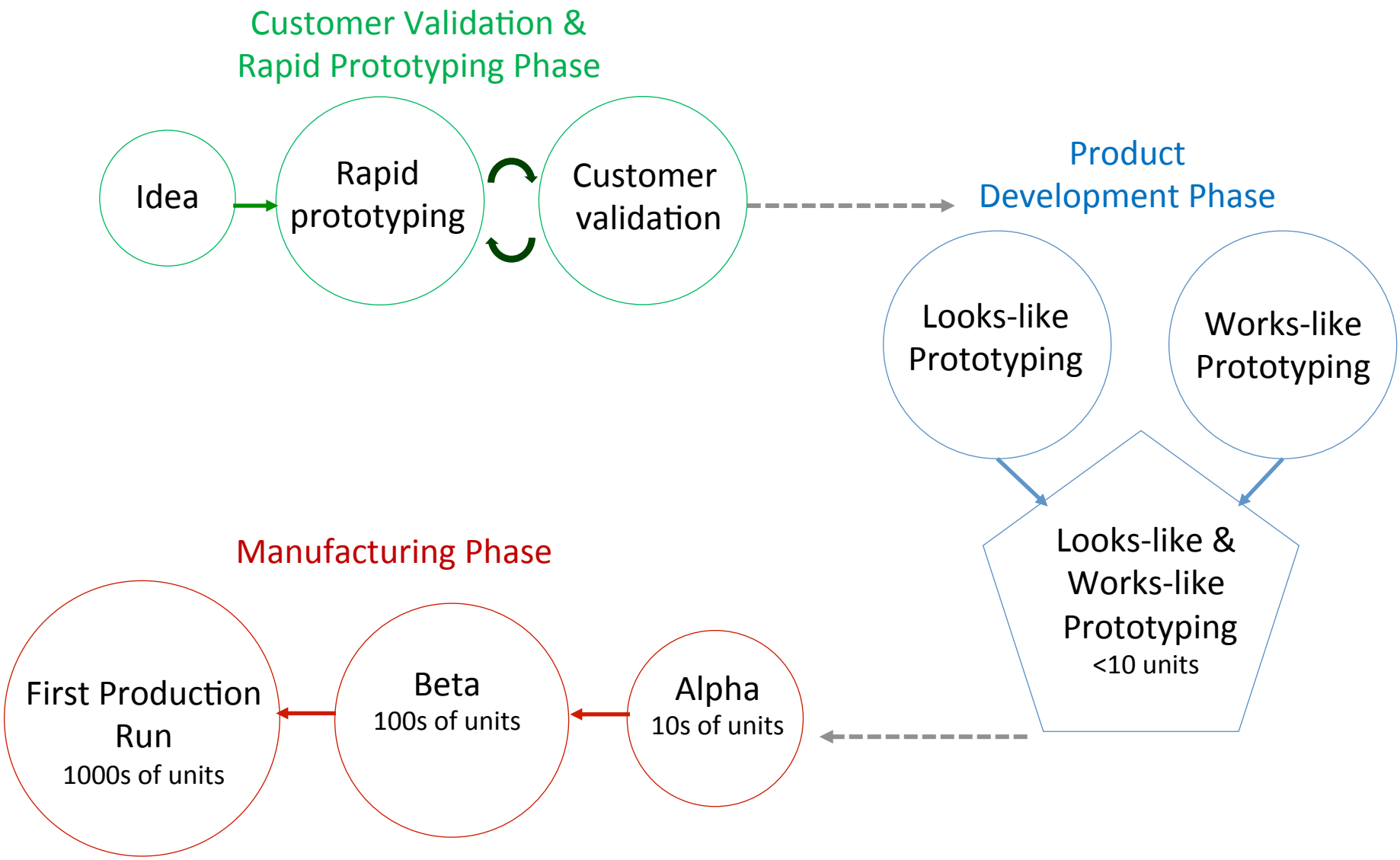
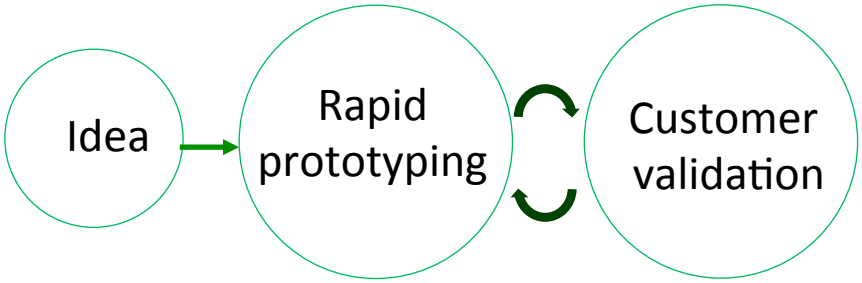
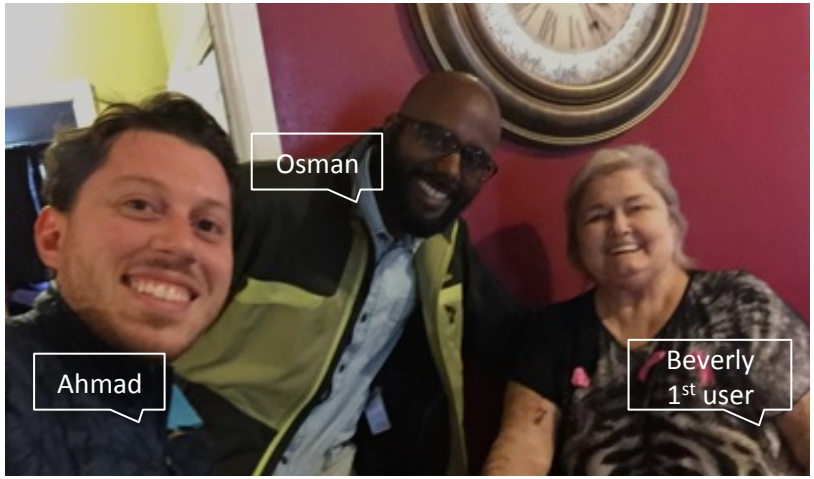


Customer Validation & Rapid Prototyping Phase





TALK TO STAKEHOLDERS

CUSTOMER SEGMENTATIONS

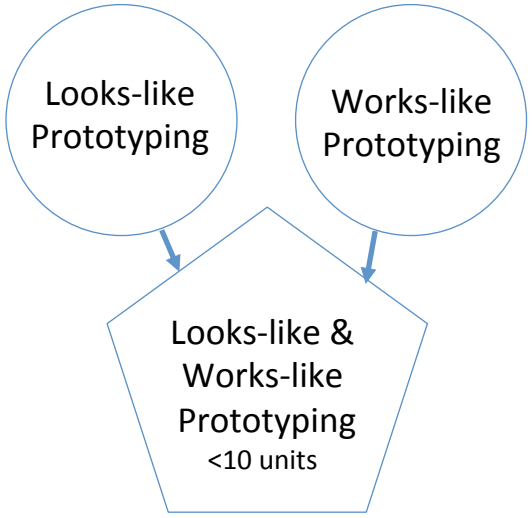
VALUE PROPOSITION

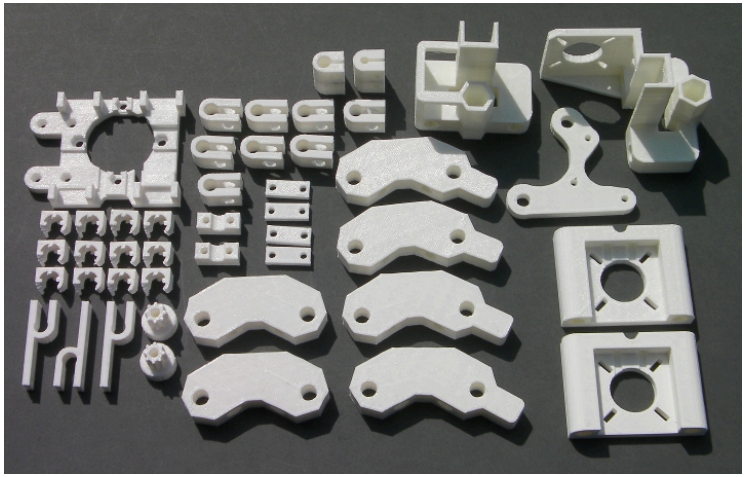
RAPID PROTOTYPING WITH EXISTING PRODUCTS

FEATURE LIST TO SOLVE THE PROBLEM

NARROW DOWN FEATURES TO MVP

Product Development Phase





Product Development is an iterative process

Looks-Like Prototype:

Ergonomics, Aesthetics and UX
Sketches, 3D modeling, 3D printing
Optimizing for user experience

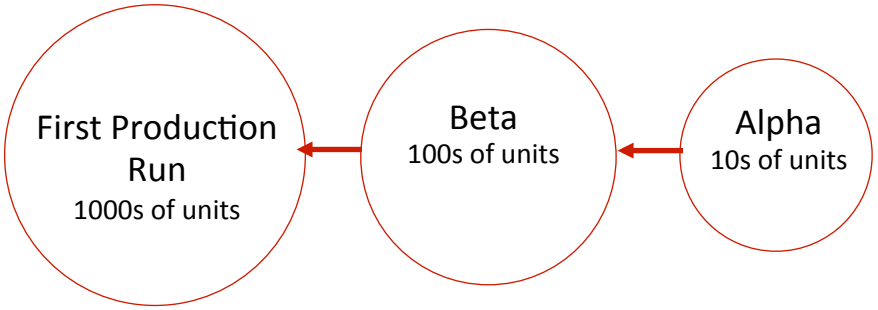
Works-Like Prototype:

Functionality first
Off the shelf components

Looks-Like Works-Like Prototype:

Fitting electronics
Build few units for testing
Testing User Experience

Manufacturing Phase



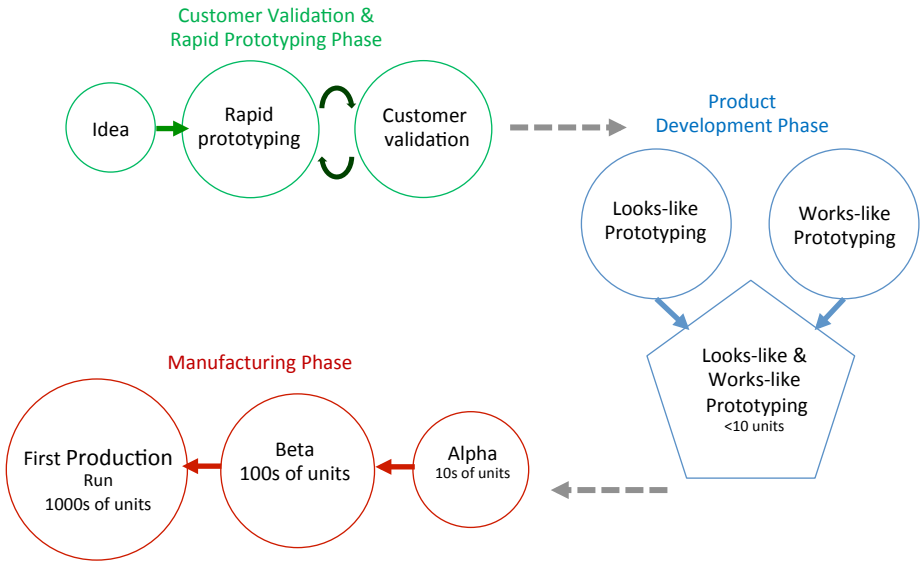
DFM: Design For Manufacturing
Manufacturing takes on

Scaling Manufacturing to reduce risks

In house Assembly:
Optimizing for product improvement and quality

Asia/China:
Optimize for economies of scale

Sales and Distribution



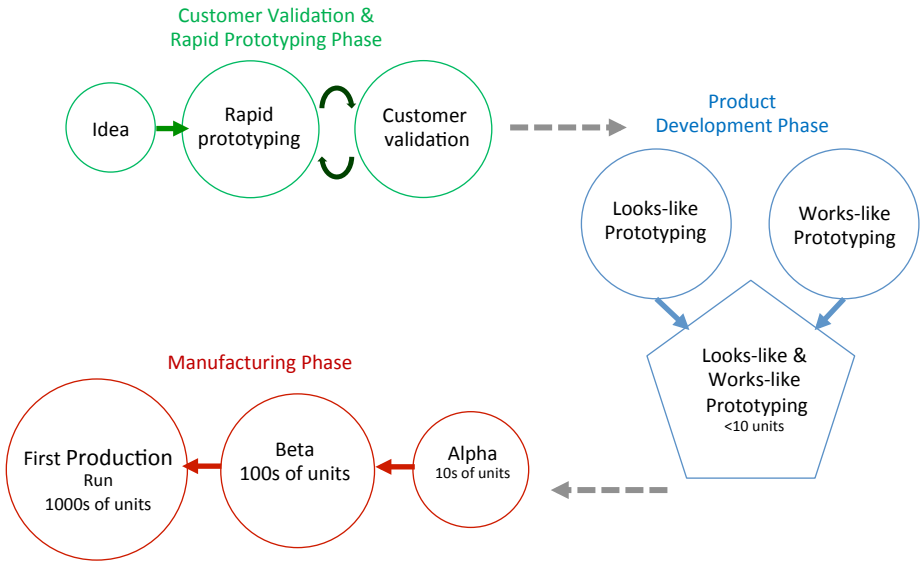
Startups = Building + Selling

Sales is the ultimate validation

Customers VS Users

Scaling Sales & Distribution channels:
Manual, online, retail, senior communities

Resources



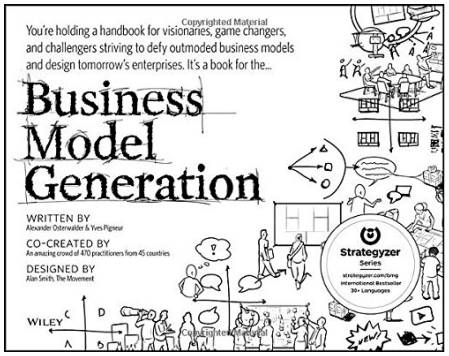
Money:
Friends & Family, Grants, Accelerators, Angels & VCs
Perfect the Pitching

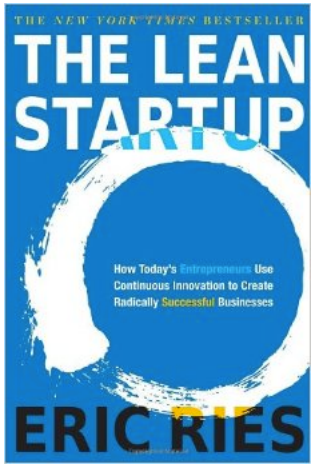
People:
Hire People Better than you
Generalist VS Specialists

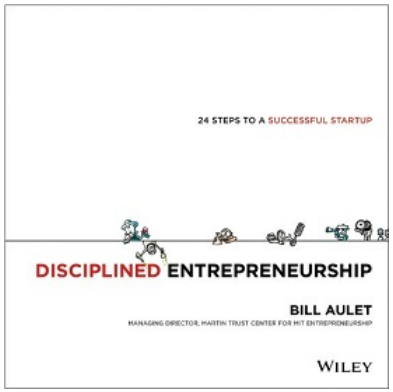
Expertise:
Bring advisors who have done it before

Recommended Books

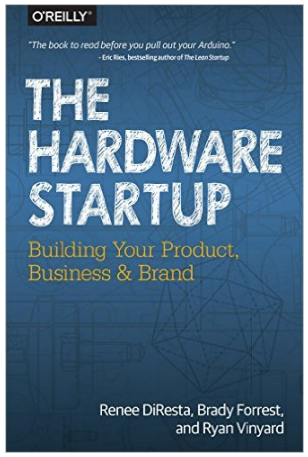
Customer Validation & Rapid Prototyping Phase



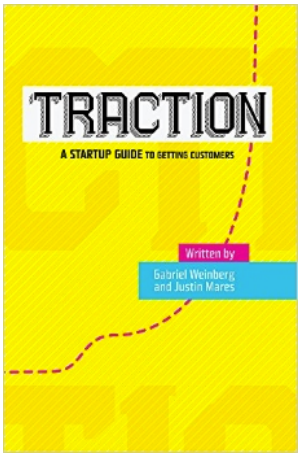




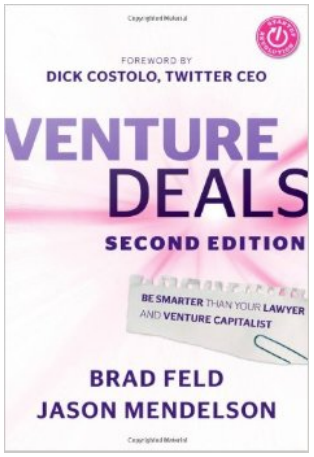
Product Development Phase Manufacturing Phase



Sales & Distribution



Fund Rising



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