DDP Level 1 Optimized Process- Concept

Concept → Define → Design → Validate → Produce

Product Idea Inputs (AIPs)

Reps
Customers
Competitors
Dunbarton

Idea Requirements → Market Analysis - Customers and Volumes → Strategic Filter → Aligned

Strategy (Actionable Attributes) → Strategic Filter

Aligned — Y ↑
Aligned — N → Kill → Feedback

Competitive and Risk Analysis
Financial Analysis
Marketing Specifications

→ Put-to Definition Meeting → Pass?

First Pass Yield

Pass? — Y → Update Concept Documents → To Define (B/L)
Pass? — N → Rev?

Rev? — Y → Put-to Definition Meeting
Rev? — N → Kill → Feedback → Killed Idea DB

Cycle Time = AIPs/Line Speed

Dunbarton CORPORATION

Idea Requirements

Project: _____ **Tracking No:** _____ **Date:** _____

Submitter _____   Sales (if yes specify who)   _____
                            Distributor (if yes specify which)   _____
                            Customer (if yes specify which)   _____
                            Other (if yes specify who)   _____

Description (with sketch or sample if appropriate / available)

_____

What is the issue/opportunity/problem being addressed?

_____

What is the current solution?

_____

Tracking number is assigned by Marketing in the format of YYMMDD.Number

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Concept

Market Analysis

Project: _____ **Tracking No:** _____ **Date:** _____

Market Analysis Criteria (apply best estimate where data is not available)

1. Product type   New ☐   Enhancement ☐
2. Describe target market:

3. What is target prototype date? _____

4. When will production orders be placed? _____

5. List top three potential customers.
   a. _____ Samples? Yes ☐ No ☐
   b. _____ Samples? Yes ☐ No ☐
   b. _____ Samples? Yes ☐ No ☐

6. Estimate Average Selling Price (ASP) and unit volumes for three years from date of first production order (must be completed).
   a. Year 1: ASP   Volume: Min.   Most Likely   Max.
   b. Year 2: ASP   Volume: Min.   Most Likely   Max.
   c. Year 3: ASP   Volume: Min.   Most Likely   Max.

7. Total estimated current market size: Volume $'s

8. Risk of cannibalizing existing products (1 = lowest; 4 = highest)
   a. Product _____ Risk (1,2,3,4)
   b. Product _____ Risk (1,2,3,4)
   c. Product _____ Risk (1,2,3,4)

9. Synergy with existing products (1 = lowest; 4 = highest)
   a. Product _____ Synergy (1,2,3,4)
   b. Product _____ Synergy (1,2,3,4)
   c. Product _____ Synergy (1,2,3,4)

Overall attractiveness to Dunbarton:
(1 = lowest; 4 = highest)   **1** ☐   **2** ☐   **3** ☐   **4** ☐

Completed by _____ **Date:** _____

Design Development Process

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Strategic Filter

Project: _____ **Tracking No:** _____ **Date:** _____

Strategic Filter Criteria (one or more must apply)

1. Will the product produce sustained revenue growth at above current average profitability?

   Yes ☐   No ☐   Don't Know ☐   If Yes, attach or provide details:

   _____

2. If project is a process improvement, does it save significant cost on existing manufactured or procured product, leading to improved profitability?

   Yes ☐   No ☐   Don't Know ☐   No applicable ☐

   If yes, provide or attach details:

   _____

3. Does the product fit one or more of our core competencies?

   Metal Forming   Yes ☐   No ☐

   Metal Painting / Pre-Finishing Yes ☐   No ☐

   Design for Durability   Yes ☐   No ☐

4. Can the product be distributed through our existing channels?

   Yes ☐   No ☐   Don't Know ☐   If Yes, attach or provide details:

   _____

Conclusion:

Pass ☐   Idea goes to "Competitive and Financial Analysis" Activities.

Fail ☐   Idea to be added to the "Killed Ideas Database" and copy of this filter to be given to the idea originator

Completed By: _____   **Date:** _____

Comments: _____

Competitive and Risk Analysis

Project: _____ **Tracking No:** _____ **Date:** _____

Competitive Risk

What competition is there for this New Product Idea?

1. Existing competitor   Yes ☐   No ☐
   a. Competitor name _____
   b. Competitor size _____
   c. Competitor market share in this product _____
2. Do similar products exist?   Yes ☐   No ☐
   a. Name of similar product _____
   b. Estimated volume _____
   c. Current selling price _____
   d. Is New Product idea patentable?   Yes ☐   No ☐   Don't know ☐
      Is a portion of the idea patentable?   Yes ☐   No ☐   Don't know ☐

External Risk

Is the Life Cycle of this product greater than 5 years?	Yes ☐	No ☐
Is there a consumer liability potential?	Yes ☐	No ☐

If Yes,
Explain _____

Is the supply of the material required readily available?	Yes ☐	No ☐
Is the Market volatile or cyclical?	Yes ☐	No ☐

If Yes,
explain _____

Internal Risk

Can we produce product safely?	Yes ☐	No ☐
Can we develop this in a time-efficient manner?	Yes ☐	No ☐
Can we develop this within the existing capacity?	Yes ☐	No ☐
Engineering know how	Yes ☐	No ☐
Production capacity	Yes ☐	No ☐
Production equipment	Yes ☐	No ☐
Can we sell this through existing channels and sales force?	Yes ☐	No ☐

Summary (1 = lowest, 4 = highest)

Competitive risk assessment (1,2,3,4)   _____
External risk assessment (1,2,3,4)   _____
Internal risk assessment (1,2,3,4)   _____

Overall Assessment of Success (1,2,3,4)   _____

Completed by _____   **Date:** _____

Design Development Process

Dunbarton

Concept

Financial Analysis

Project: Low Cost Bifold **Tracking Number:** 060616.1 **Date:** 6/22/06

Financial Analysis Criteria (use data from Market Analysis and Corporate Guidelines)

1. Sales and Margin (By Production Year)

	Production Year 1	Production Year 2	Production Year 3
Sales ($K)	-	-	-
Cost ($K)	-	-	-
Margin ($K)	-	-	-
Target Margin %	#DIV/0!	#DIV/0!	#DIV/0!
Target Unit Cost	#DIV/0!	#DIV/0!	#DIV/0!

2. Net Present Value (NPV)

   Three Year NPV ($K)   -

3. Figure of Merit (FOM)

	1 Year	3 Year
A. Revenue ($K)	-	-
B. Capital + Development Cost ($K)	-	-
C. Time from Define to Produce (Weeks)	-	-
FOM = 1000*(A/B)/C	#DIV/0!	#DIV/0!

4. Internal Rate of Return (IRR)

   Three Year IRR (%)   #NUM!

Issues / Comments:

Overall attractiveness to Dunbarton: 1 ☐ 2 ☐ 3 ☐ 4 ☐ (1=low, 4= high)

Completed by: _____

Design Development Process

Rev. 7/02/06

Dunbarton CORPORATION

Marketing Specifications

Project: _____ **Tracking No:** _____ **Date:** _____

1. Product function
   a. Describe in detail _____
   b. List similar products _____

2. Customer feedback from survey form _____

3. Market requirements _____

4. Function or performance specifications
   a. Define product operation requirements _____
   b. Marketing needs _____
   c. Customer needs _____

5. Special features
   a. Marketing wants _____
   b. Customer wants _____

6. Size specifications
   a. Heights _____
   b. Widths _____
   c. Other _____

7. Hardware Preps _____

8. Code requirements
   a. Building _____
   b. Electrical _____
   c. Safety _____

9. Painting or coating required _____

10. Cosmetic issues _____

11. Material specifications
    a. Strength _____
    b. Corrosion _____
    c. Fire _____
    d. Durability _____
    e. Thermal _____
    f. Environmental _____

12. Packaging Requirements _____

12. Any compatible products that this product must work with? _____

Completed by _____ **Date:** _____

Design Development Process

Dunbarton CORPORATION

Put to Define (PTDF) Meeting (chaired by VP Sales & Marketing)

Project: _____ Tracking No: _____ Date: _____

Required Attendees:

President _____   Director of Technology _____

VP Sales & Mktg _____   VP Operations _____

CFO _____

Agenda and Required Documents

VP Sales and Marketing Document Review:

Requirements document	Yes ☐	No ☐
Strategic Filter	Yes ☐	No ☐
Market analysis	Yes ☐	No ☐
Competitive and Risk Analysis	Yes ☐	No ☐
Market Specifications	Yes ☐	No ☐

CFO Review:

Financial Analysis	Yes ☐	No ☐

Director of Technology Review of Current Backlog Status and Priority:

Define Backlog	Yes ☐	No ☐
Prioritized Backlog based on updated FOM	Yes ☐	No ☐

VP Sales and Marketing

	Pass ☐	Fail ☐
Meeting 3Ws	Yes ☐	No ☐
Cycle Time and First Pass Yield Data Capture	Yes ☐	No ☐

Recommendation

	Pass ☐	Fail ☐

Put-To Research
(Research Objectives Form Required)

	Yes ☐	No ☐

Estimated Start Define Date: _____   Estimated Prototype Date: _____

Director of Technology: Initial below and submit a copy to Project Manager:

I accept the project and have the information required to move forward.	Init.
I do not have the required information to move Forward. Explain below	Init.
I conditionally have the required information to move Forward. Explain below	Init

Explanation of decision to conditionally move forward or not move forward

Design Development Process
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Research Objectives

Project: _____ **Tracking No:** _____ **Date:** _____

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Completed by _____ **Date:** _____