

# Creating a miniPCB Company

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## Introduction

When I was seventeen, I formed the three-phase strategy of inspiring young people to become engineers, starting companies and recruiting them to work for me. I wanted to be technology enabler: creating value by helping others create value. Strategically, it seemed like a very strong approach: creating respect and loyalty with a generation of skilled and ambitious individuals prior to employing them.

For me the idea for miniPCBs goes back to 2013 when I was trying to envision products to be the basis for a company. The dream was to have a company that created educational materials; helping people learn more about electronics and engineering. Since then the journey of life has provided me opportunities to learn and grow. Many of my perspectives and ambitions have changed, but the perspective that engineering is a fulfilling life endeavor and the dream to organize information to enable learning are still very important to me. The three-phase strategy still makes sense.

I think the cluster of ideas for miniPCBs is getting close to being viable.

## Today's Perspective

Create a cluster of documents:

1. Hand tools for electronics work
2. An introduction to soldering electronics
3. An introduction to ESD
4. VIVA Headers: standardized prototyping

Create a cluster of products:

1. PCBs with electronic circuits
2. Power supply bases
3. Product documentation

Market the educational PCBs to college and university professors.

1. Website
2. Phone calls
3. Emails

Buy low, sell high.

1. PayPal

Expand the cluster of products.

Advertise the products more broadly.

Set up an organization to operate the miniPCB venture.

Move on to new ventures.