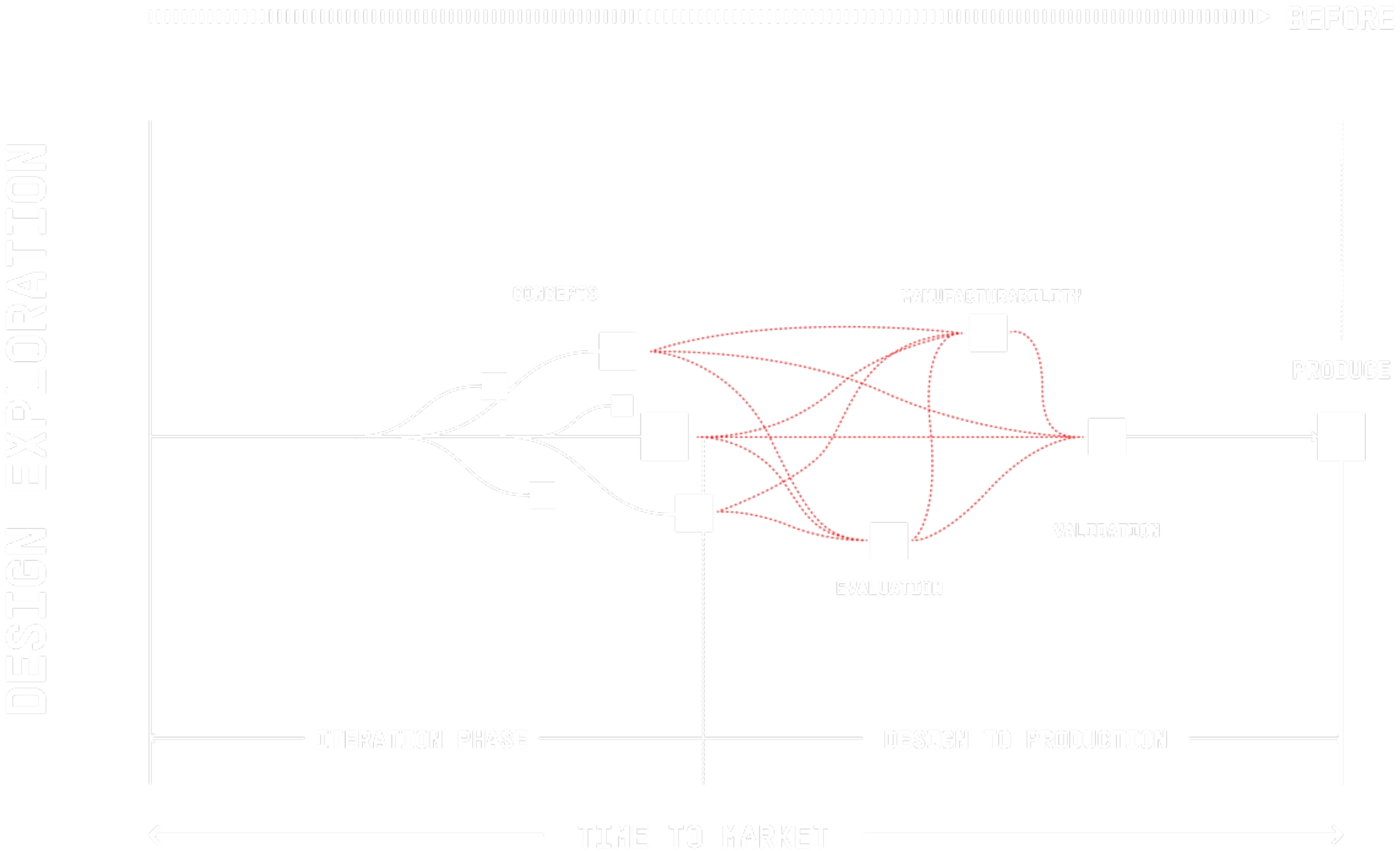

BEFORE
DESIGN EXPLORATION
CONCEPTS
MANUFACTURABILITY
PRODUCE
VALIDATION
EVALUATION
ITERATION PHASE
DESIGN TO PRODUCTION
TIME TO MARKET

AFTER

DESIGN EXPLORATION

PRE-VALIDATED ITERATIONS

DESIGN TO MADE

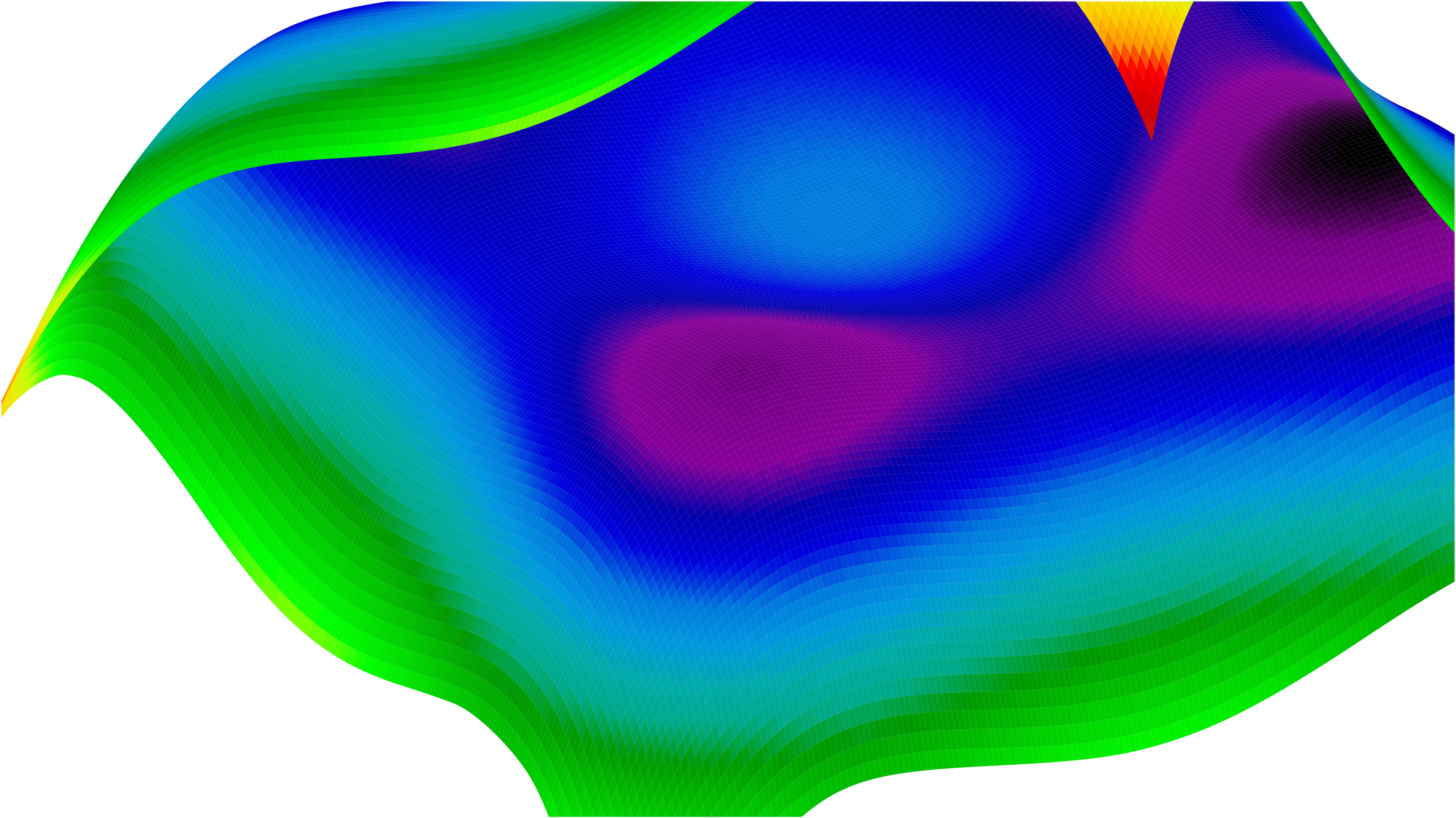
PRODUCE

ITERATION PHASE

DESIGN TO PRODUCTION

PRODUCTIVITY INCREASE

TIME TO MARKET



Learnings

05

03

01

06

04

02