

Manufacture Your Project (and make a living doing what you love)

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I Love My Job!

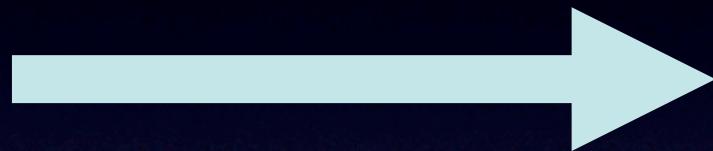


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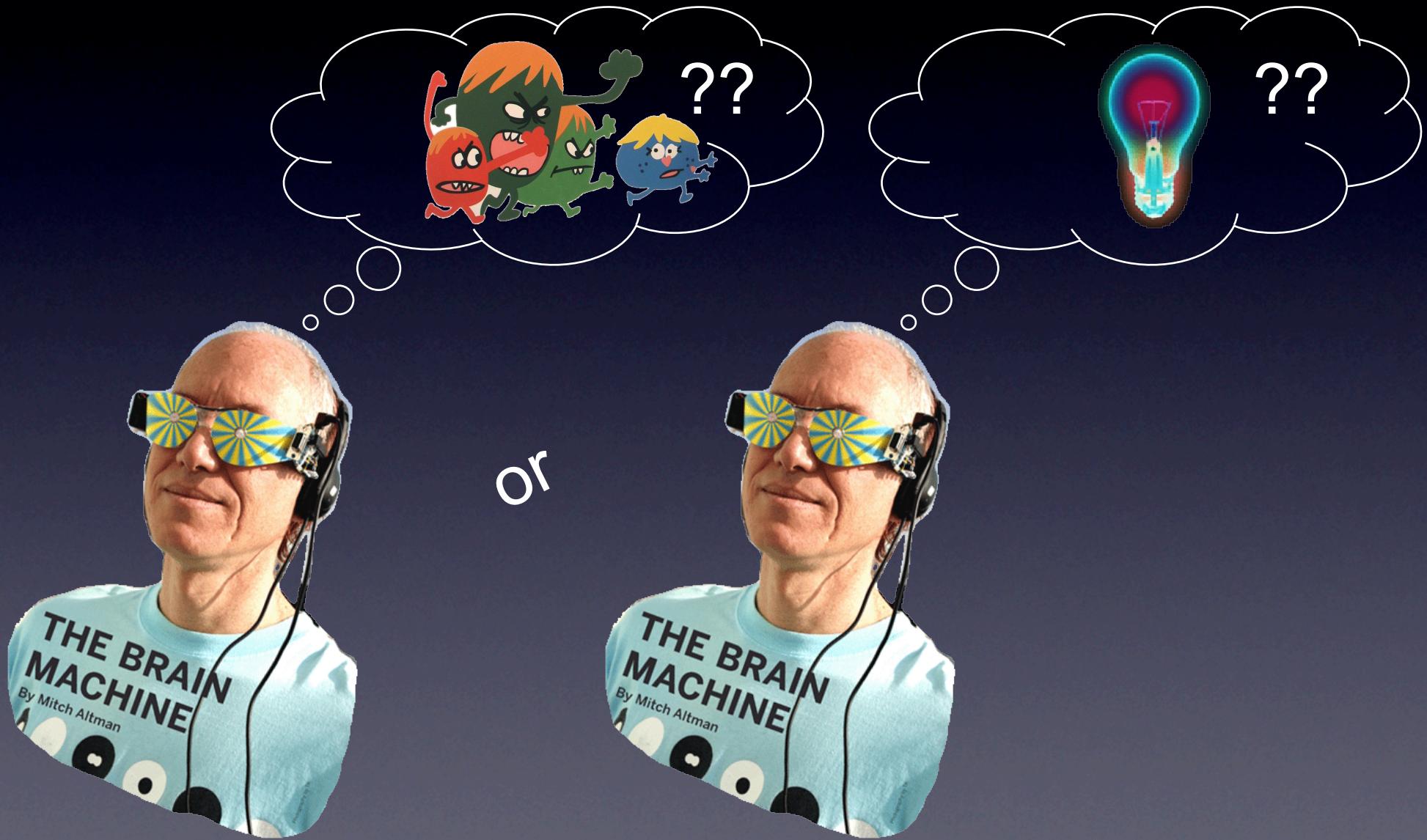
Idea to Reality



Project of Love

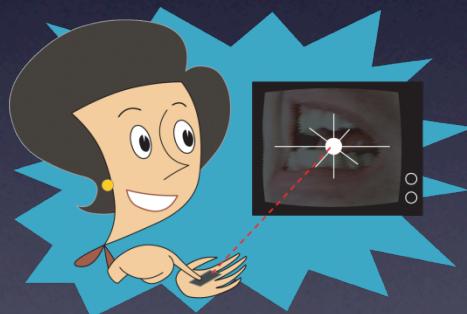


Ideas: What to Do?



Implementation

Takes way longer than you think!



So, make time...



Project Questions: Making a Project Into a Product



- User Interface?
Simple!
- Physical form?
Follow function
- Color?
Implied with function
- Method for implementation?
Simple!
- Tasks for implementation?
As few as possible
- Name?
Catchy, Informative, Unique



Lots To Do!

(Things you thought of)

That's what friends are for

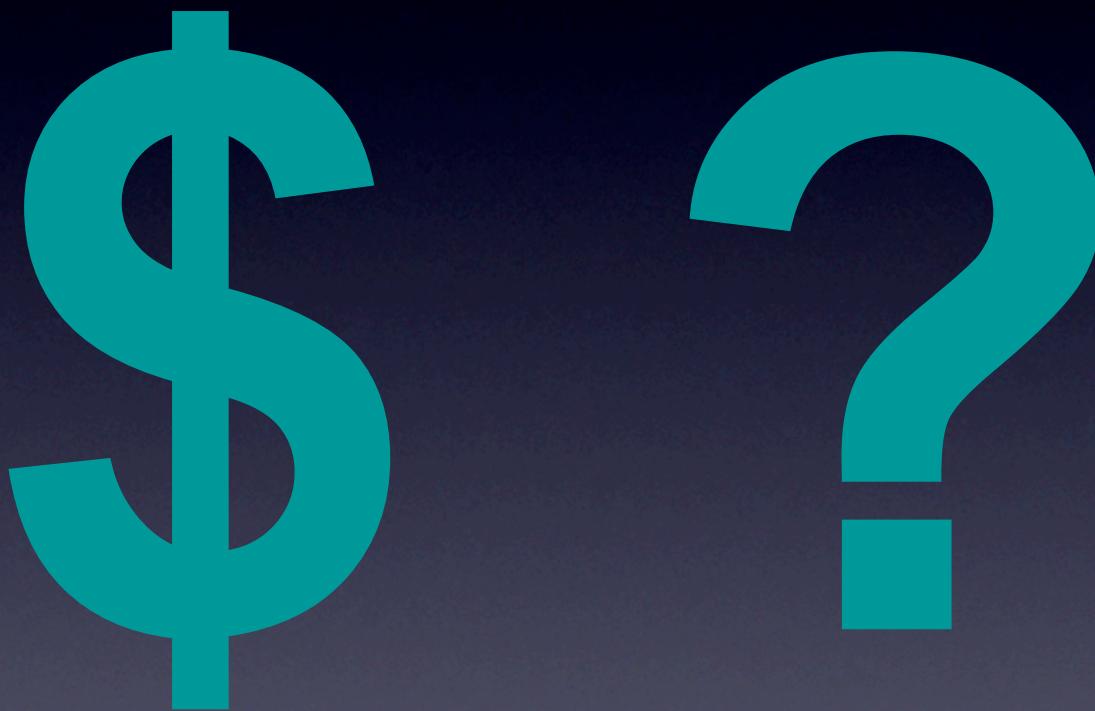
- Pete
 - PCB layout design
 - plastic case
 - mechanical drawing for the case
 - graphics for packaging and website
 - website and packaging layouts
 - shopping cart for the website
 - web-hosting, and other IT stuff
 - incorporate my company
 - accounting
 - bookkeeping
 - publicity
 - order fulfillment
 - ***coordination unified vision***
- Bob
- John
- Nina
- Peter
- Chris
- Rod
- Carol
- Pat
- Penni
- Betsy and Jean
- Alex and Jeremie
- ***YOU!***

And Things You Didn't Think Of

- Bar-code
- Package design
- Carton design
- Trademark ®
- Lots more stuff for after your product is manufactured!



Funding



- VCs suck! (Mitch's opinion)

Where To Manufacture?

Contract Manufacturer (CM):
a company you pay to manufacture your thing

My criteria for a good CM:

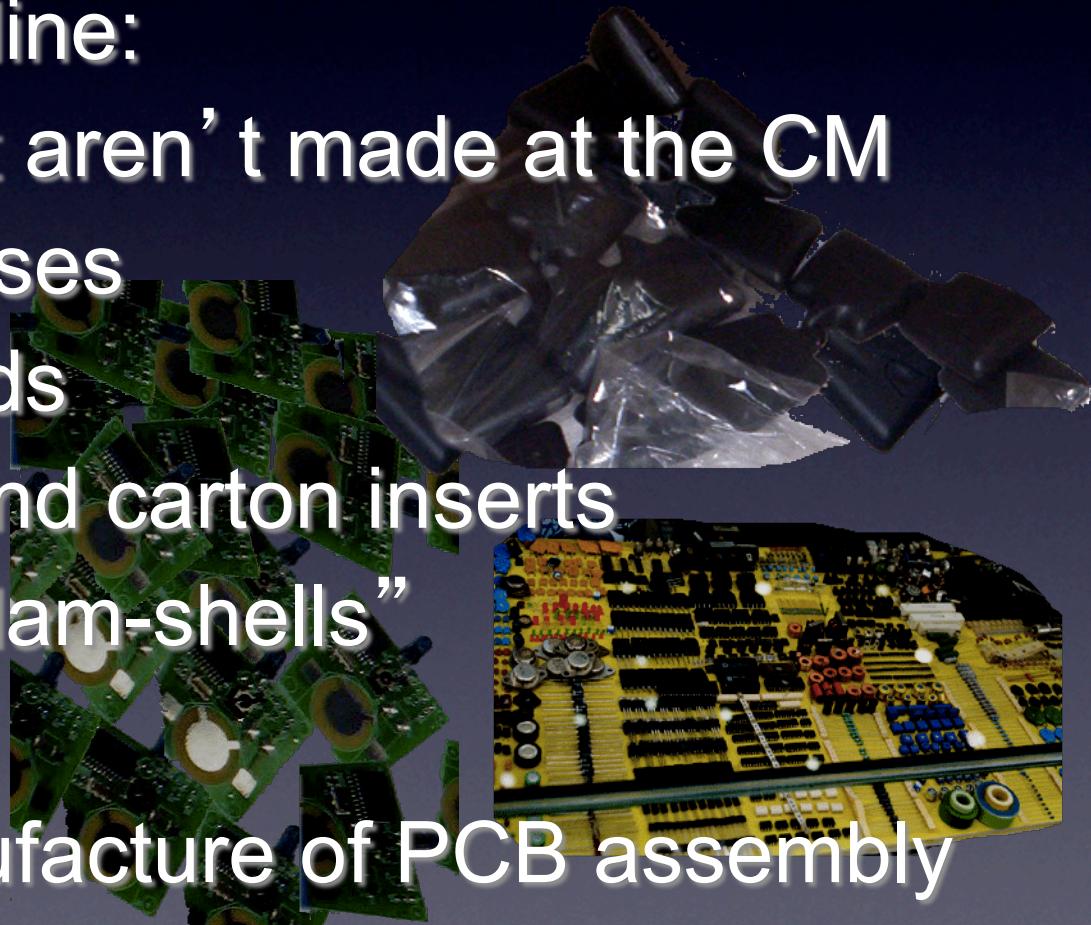
- Good quality production
- Treat their employees well
- Pay their employees well
- Have and adhere to safety standards
- Treat the environment well
- Give me a price I can afford
(including shipping price)



A Brief Look At Manufacturing Process

Before assembly line:

- Order parts that aren't made at the CM
- Make plastic cases
- Print blister-cards
- Make cartons and carton inserts
- Make plastic "clam-shells"
- Make PCBs
- Automatic manufacture of PCB assembly



A Brief Look At Manufacturing Process

Assembly line
Project Managers



Assembly line

Shipping

Freight Forwarder:
a company you pay to get your things to you

Freight Forwarder:

- can ship via air (fast, expensive)
- can ship via boat (slow, cheaper)
- can deal with customs issues
- bills you afterwards



Order Fulfillment

(not necessarily fulfilling)



Sell It!



But for how much?

- Where sell?
- Retail price?
- Wholesale price?
- Profit?

Making money is harder than it seems!

Website

You need one!

TV-B-Gone: Turn off Any TV! :: TV-B-Gone from Cornfield Electronics - Windows Internet Explorer

http://tvbgone.com/cfe_tvbg_main.php

File Edit View Favorites Tools Help

Favorites TV-B-Gone: Turn off Any TV! :: TV-B-Gone from Cornf...

CORNFIELD ELECTRONICS

TV B GONE®

BUY YOURS ONLINE! USING YOUR TV-B-GONE CONTACT INFO WARRANTY & RETURNS RESPONSIBLE TV WATCHING COMMON QUESTIONS

HIGH POWER UNIVERSAL REMOTE CONTROL
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Your TV-B-Gone® universal remote control resembles other TV remote controls, but is different in two important ways. First, it only has a power button that allows you to switch a TV on or off. You control when you see, rather than what you see. Second, the device is so small that it easily fits in your pocket, so that you have it handy whenever you need it wherever you go: airports, bars, restaurants, laundromats, etc.

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—Mitch Altman, Inventor of TV-B-Gone®

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Customer Support



Publicity



Answer Sales Calls!



Running A Business Isn't All Fun



(But remember, it's a project you love!)

Running A Business Isn't All Fun

(and eventually, somehow, you'll need a lawyer)



(But remember, it's a project you love!)

Mitch's One Rule of Doing Business

Mitch's One Rule of Doing Business (never to be violated!)

**Mitch's One Rule
of Doing Business
(never to be violated!)
(Really!):**

**Mitch's One Rule
of Doing Business
(never to be violated!)
(Really!):**

(Are you listening?)

Mitch's One Rule of Doing Business (never to be violated!)

(Really!):

**Never 'do business
with people you don't
like!!**

Conclusion: The Guarantee



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Please – Feel free to contact me!

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