

# From Concept to Market in Six Months and \$6,000

A Case Study in Product Design,  
Development, and Launch



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Dedicated to

*Excellence*

# Welcome



## Presenter: Montie Roland

**President, Montie Design, Morrisville, NC**

President, RTP Product Development Guild

Secretary, Industrial Designers Society of America, Carolinas Chapter

President Emeritus, Product Development and Management Association, Carolinas Chapter



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# Webinar Objectives

- **Gain insight** on the scope of processes and capabilities required for bringing a new product to market, including ideation, design, engineering, manufacture, promotion, sales, and customer support.
- **Gain inspiration** that the right market-driven idea can come to fruition even on modest resources and with zero initial brand awareness.



# About Us

- Normally we design and engineer products for other people.
- But we had an original, seemingly viable product idea ... and an opportunity to “walk a mile in the shoes of” our clients.



# Presenting: the X-Rest



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# X-Rest Features and Benefits

X-Rest Promotional Video

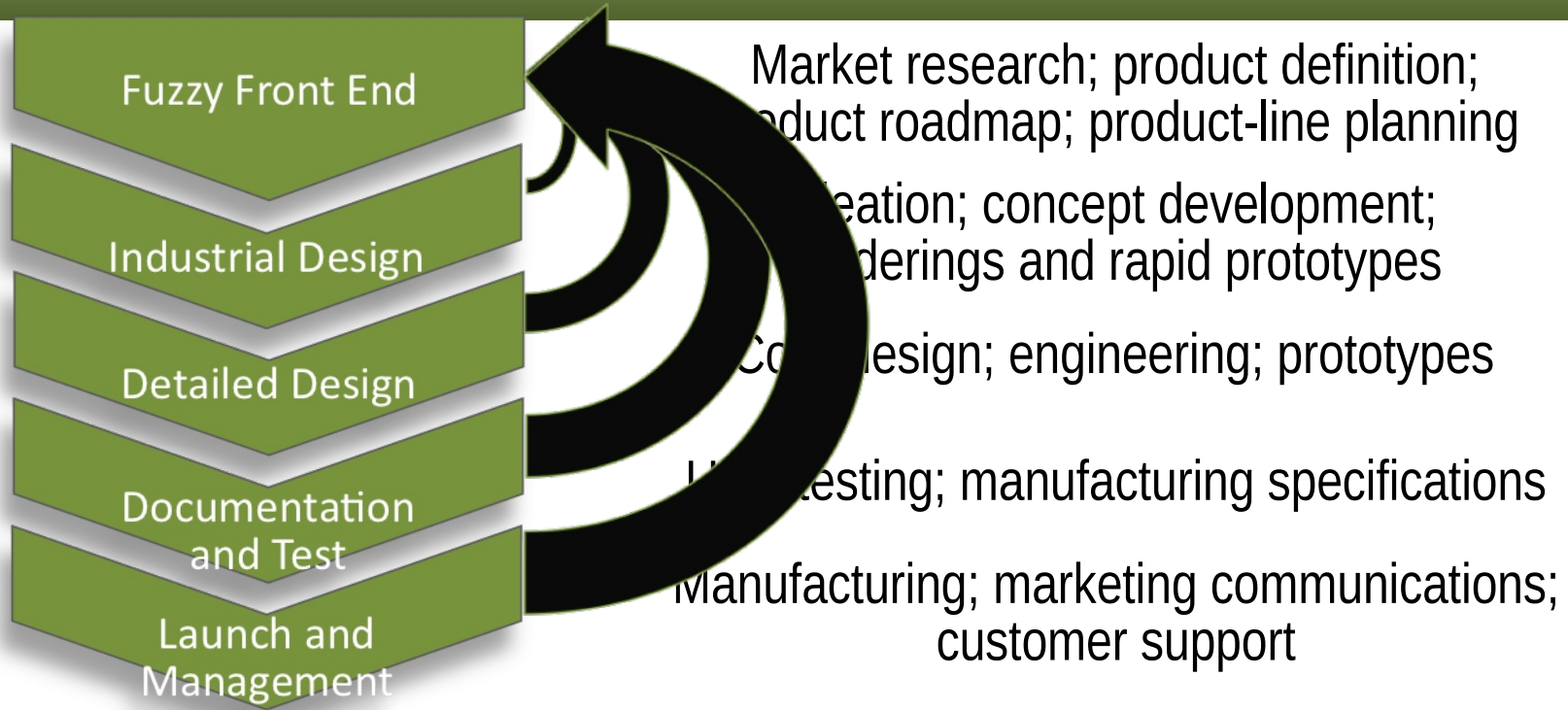


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# Our Product Development Process



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# X-Rest Development

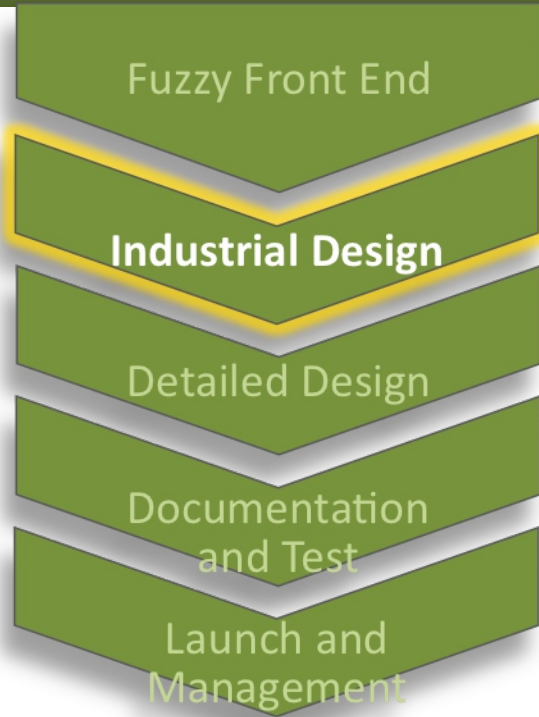


- Montie Roland, subject-matter expert (“SME”)
- Product definition and core values
  - Top-notch customer experience
  - Fast, easy assembly/disassembly
  - Low weight
  - Superior quality and longevity
  - Made in USA
- Competitor research





# X-Rest Development



- Ideation
- Sketches
- Computer-generated renderings



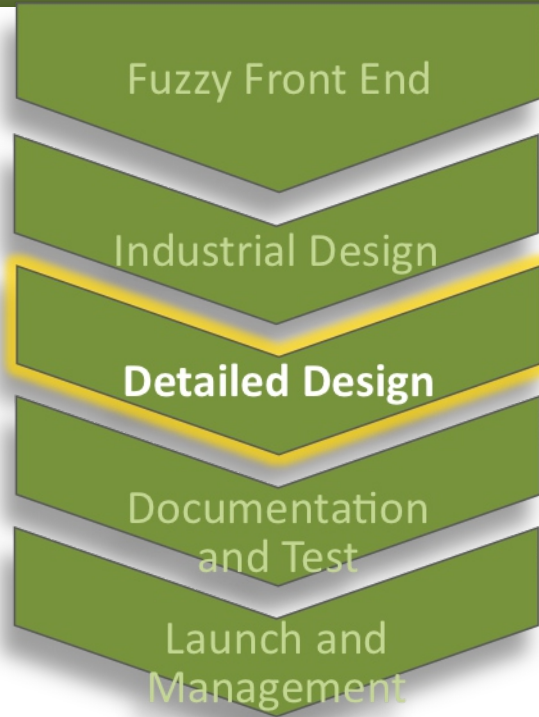
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# X-Rest Development



- Solid modeling
- Prototyping and market testing



# X-Rest Prototype #1



- 1/4" aluminum
- Slot-locking concept
- "M" shape



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# X-Rest Prototype #2



- $\frac{1}{8}$ " aluminum
- Single key-slot lock
- Angled-back rest
- "X" shape



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# X-Rest Prototype #3



- 1/4" aluminum
- Double key-slot lock
- Heat-resistant EPDM gun guards
- Smaller "X" form



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# X-Rest Prototype #4



- 1/4" aluminum
- 3-piece slot-lock concept
- Recycled-elastomer gun guard
- Flared-ear "X" shape



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# X-Rest Prototype #5



- 1/4" aluminum
- Pin-with-detent lock concept
- Heat-resistant EPDM gun guards
- Flared-ear "X" shape



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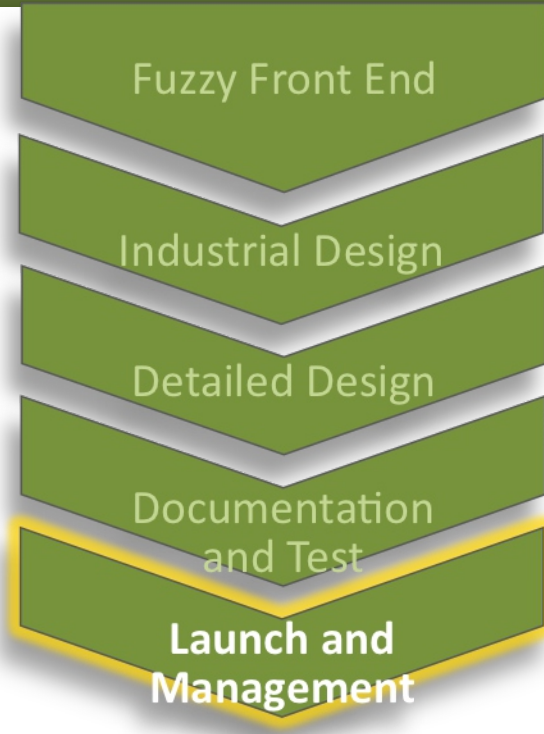
# X-Rest Development



- Performance testing
- Production drawings, for
  - Fabrication
  - Paint/silkscreen
  - Assembly



# X-Rest Development



- Manufacturing of production units



# X-Rest Product #1



- 3/16" aluminum
- Pin-with-detent lock
- Heat-resistant EPDM gun guards
- 15.3 oz.



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# X-Rest Product #2: X-Rest Lightweight



- Only 10 oz.
- All other benefits of X-Rest



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# X-Rest Product #3: AR-Rest



- Places rifle stock 9.5" above shooting surface, accommodating high-capacity magazines
- All other benefits of X-Rest



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# X-Rest Product #4: AR-Rest Lightweight



- Only 12.1 oz.
- All other benefits of AR-Rest



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X-REST™

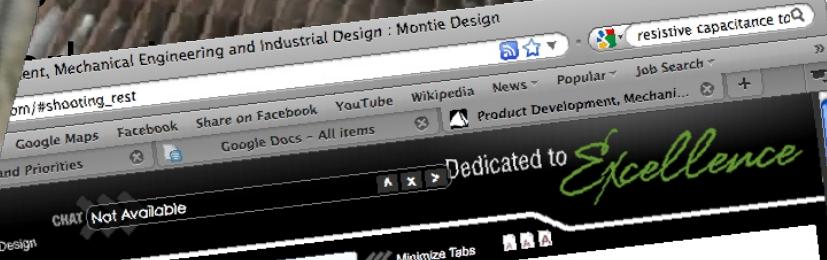
Development

of production units

communications

(releases, T&E units)

collateral



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2010 CATALOG

X-REST

on the X-REST  
and in the X-Ring

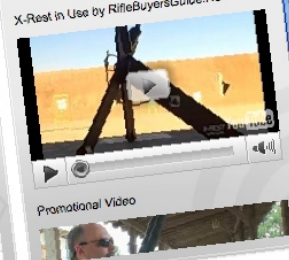
X-REST Quick Links

- Order Form (fax-in or mail-in)
- Assembly Instructions
- Order Online
- Email Us



X-REST Reviews

Review by Peter J. Kolovos  
X-REST Review in Shooting Illustrated.  
X-REST in Use by RifleBuyersGuide.Net



Rugged and Durable Construction

The shooting rest is made from powder coated 5052-H32  
The pin, lanyard, mounting  
The contact

# Some Lessons Learned

- Invest in **research and testing** (on the cheap!) as **early** as possible to create the right product *as your intended market defines it*.
- Without established brand, store presence, or a multimillion-dollar ad budget, your **words** about the product, your **pictures** of the product, and your credible product **advocates** matter—choose wisely, use early and often.
- Continue to leverage your product-development and market experience—**minor product changes** could open up **new** markets and/or profitable upselling **opportunities**.



# Questions and Comments?

Please contact us:

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*Thank you for participating today.*



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