Course Outline
Product to Market 101

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Goal / Objectives

- Provide an overview of the product design and development process from the initial stage to the point of having manufactured goods ready to sell.
- Introduce the concepts and vocabulary necessary to interact with vendors and others involved in the product development process.
- Provide insight to the thought processes necessary for a successful product development-to launch cycle.

Introduction

- Who am I
- What is Montie Gear and Montie Design
- Why teach this class
- A long term vision for a thriving local with varied and eclectic cottage and growth industries that bring jobs and income while maintaining the area's unique character.

Definitions

- Innovation versus Invention
- Identification versus Engineering
- Marketing versus Sales
- Ideation and Sketching
- Types of Prototypes: massing model / simplified / boardroom / functional / pre-production
- Test and Evaluation
- Units and Programs
- Utility Patent versus Design Patent
- Trade Mark
- Copyright
- Funding: Friends and Family / Bootstrap / Angel / Venture Capital
- Contract manufacturer versus vendor

Product Design & Prototyping Steps

- Recognize the need
- Research existing products and markets
- Define the need
- Define a product to fill the need (not design a product)
- Create a product specification
- Interviews (not covered on Thursday)
- Brainstorming (no wrong answers)
- Ideation
- Select concepts and refine

Montie Design
We build products.

- More Ideation
- Simplified Prototype / Massing Model
- Narrow down to specific concepts and features / benefits
- Personalities and Personas to confirm and check that you have the right features
- House of Quality
- Finalize the concepts
- Simplified Prototype / Massing Model
- Detailed Design and Engineering
- Functional Prototype
- Documentation
- Patents, Trademarks and Copyright
- Testing

Manufacturing & Public Relations Steps

- Alpha or Production Units
- Selecting a Contract Manufacturer or Build It Yourself
- Value of Media Outlets and Online Reviews
- Write a Press Release
- Build Test & Evaluation Database
- Release Test & Evaluation Units
- Go to Market

Additional Topics for Discussion

- Failing Early – what to learn from corporate product development (stage gate as an example), everyone and every company is resource constrained at some level
- Where to put your money – priorities and pitfalls