



From Idea to Product

- The complete guide to bringing your product to market

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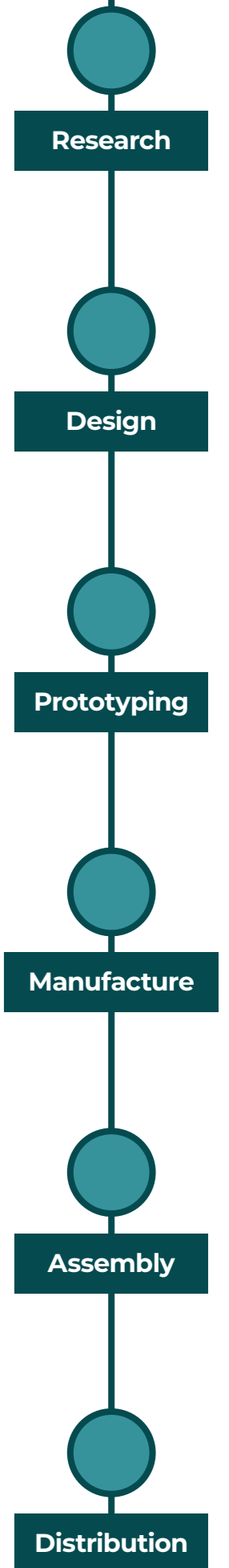
The complete guide to bringing your product to market

So, you have an idea.

You've come up with something that you think might change the world, make life easier and be really successful but you've got no clue what to do about it. How do you take this idea that's in your brain all the way through to a finished product that you might see on someone's website or on a store's shelf?

It's important to remember that taking a product from concept through to final production and sale can be a long process. It doesn't have to be, but it often is. There is a lot of research, calculations and waiting that needs to be done in order to get that final product perfect.

Here you'll find a complete guide to extracting the half-baked, napkin scribbles of an idea from your brain and developing it into the fully fledged, world-changing, money making product that you dream it can be. We're MRT Castings, UK based die casting, machining and finishing specialists and we specialise in turning concepts into final products.



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Research

Design

Prototyping

Manufacture

Assembly

Distribution

Before We Begin

Before we get into the flow of developing your idea into a fully-fledged and finished product ready to send to market, let's get a few rules out of the way.

1

Write down everything

Whenever you learn something new, do any kind of research or speak to anyone about your product, write it down. The notes you make at this stage in your product's development will be hugely beneficial down the line. Being able to refer back to original research and feedback will pay dividends.

2

Don't be afraid to start again

Just because you've spent time on something, doesn't mean it's worth anything. If you find that what you're doing isn't quite working for you, there's no shame in taking it back to the drawing board and starting again. Better to get it right than to continue incorrectly.

This counts for prototyping and development too. It doesn't have to be a 'write-off' for you to start again, you shouldn't be afraid to take a step back, redevelop and re-research.

3

We assume you have an idea

This guide makes the assumption that you have an idea in mind and isn't here to help you come up with the next big invention. This guide is designed to help you bring your idea to life.

4

This guide is not the final say

This guide will give you everything you need to take your idea from idea to final product, but it may not cover everything nor in the exact order necessary for you to do it. Keep an open mind to extra speed-bumps and avenues that you may come across that require exploring. Don't be afraid to re-visit steps when required (like prototyping) until it's perfect.

Research

Design

Prototyping

Manufacture

Assembly

Distribution