

The background is a dark, textured surface with a complex technical drawing or blueprint overlaid in a golden-yellow color. The drawing includes various geometric shapes like circles, lines, and rectangles, some with hatching or cross-hatching patterns. There are also some numerical annotations, such as '22.304' and '24', scattered across the drawing. The overall aesthetic is technical and industrial.

THE BLUEPRINT FOR A **SUCCESSFUL** PRODUCT

INVENTOR

CONTENTS



	1 CONTENTS
INTRODUCTION	2
	3 DIRECTOR'S LETTER
WHO ARE WE?	4
	5 DISCOVER
DESIGN	9
	11 DEVELOP
DELIVER	14
	15 CUSTOMISE
TESTIMONIALS	16
	17 GET IN TOUCH

WELCOME TO INVENTOR

SO, YOU'VE GOT A BRILLIANT IDEA FOR A NEW PRODUCT, HUH?
WELL YOU'VE COME TO THE RIGHT PLACE.

Your idea is the green light to begin your start-up journey. It's a long and windy road. It's not easy. But nothing in the world was achieved when things were easy. The journey is a hell of a ride and it sure is rewarding. But before you start, ask yourself these questions:

- Have you been dreaming of life outside the 9-5 work week?
- Are you ready to take control and be your own boss?
- Do you believe in yourself and your own ideas?
- Are you willing to do what it takes to successfully launch your own product?

IF YOU ANSWERED YES TO ALL OF THOSE QUESTIONS, YOU'RE READY.

You're ready to take on the doubters and take control of your future. You're ready to leave your cushy office job behind to enter the intoxicating world of startups. You're ready to transform your product idea into a lucrative business.

AND WE WANT TO HELP YOU GET THERE!

WHY INNOVATE? - DIRECTOR'S LETTER

Throughout history, great inventions have changed society as we know it. Historians discuss Thomas Edison's work on the lightbulb and Alan Turing's work in mathematics that led to the computer, as if the inventor steered the path of humanity in a new direction with their bare hands. And they're not wrong.

As humans, it is in our very nature to seek to grow and develop. Inventions are the tool through which we do that. Our innate curiosity about the world and how things work drives us to seek new ways of looking at problems and solving them. It is for that exact reason that we've come so far as a society. And explains why you're most likely reading this on a computer.

Until the 1930's, innovation was never regarded with the same prestige as invention. That is, until the Economist Eric Shumpeter explored the distinction between invention and innovation in 1939. He theorized that invention was the act of creating a new idea or product without giving any thought to its economic use. Whereas innovation occurs when businesses figure out how to craft inventions into constructive changes in their business model.

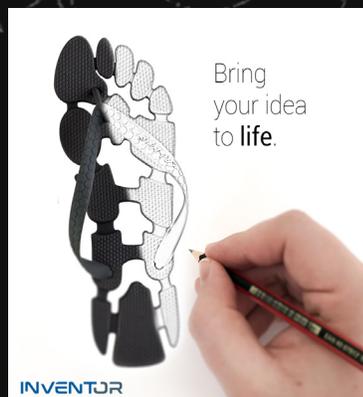
At Inventor, that is what drives us. We seek to emulate the brilliant inventors in days past, while integrating our inventions with business models. For you, that means we don't stop at product development. We transform ideas into endlessly successful business models that are ready to conquer the market.

Good luck. I hope you're excited; I know I am.

MANNY SANDLER
FOUNDING DIRECTOR OF INVENTOR PTY LTD

WHO ARE WE?

At Inventor, we think differently. We're not here to take your idea, build a basic prototype and send you out on your own. That's not setting you up to succeed.



Founded in 2015, Inventor has a strong track record of developing stand out products for our clients. We identify opportunities in the market and hone in on them as much as we can. The result, are strategically developed business models that are ready to take on the market.

Our expert team of engineers, designers, marketers and strategists work with you every step of the way. Our service is truly end-to-end. Come to us with an idea and we'll build you a business that's ready to conquer the market.



DISCOVER - MARKET RESEARCH

Before you can conquer a market, you first need to understand it and its inner workings. We conduct market research on both a primary and secondary level to build an extensive picture of the current state of a particular market.

SECONDARY RESEARCH

Our secondary research is the crucial first step for any project we take on. We scour academic papers, books, media publications and business websites to uncover the macroeconomic market that you're trying to tap into. By constructing a well-rounded understanding of your target market, we can conduct a preliminary feasibility evaluation.

No product development ever occurs in a vacuum. So, it's absolutely essential that we explore the environment in which you're trying to design a product.

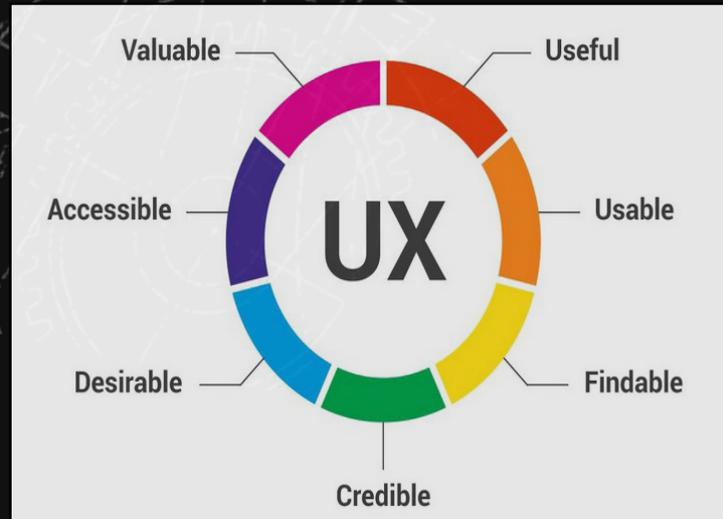
PRIMARY RESEARCH

With primary research, we ask specific questions and look for their answers. If that means we need to undertake experiments, surveys or interviews, then we do it. Specific primary research generally occurs later on in the process, to help us understand your ideal customer's needs and preferences. It helps us identify gaps and opportunities in the market and explore the possible ways that your product can take advantage of those opportunities.

Chances are, you've already got a pretty strong understanding of the market you're trying to enter. We'll build on that, to ensure that together, we've left no stone uncovered. Having extensive knowledge of the economic, social and cultural factors at play is a sure-fire way to position yourself for success.

When it comes to market research, your wish is our command. We can dig as deep as you like. And we're experts at doing it.

DISCOVER - USER EXPERIENCE



We don't stop at understanding the market; effective product development goes much deeper than that. We care about the User Experience that underpins consumption decisions. We understand that it's not just about what the product does or what it looks like; consumption decisions are much more complicated than that.

The psychology that dictates User Experience is insanely fascinating to us. We're constantly working to deepen our understanding of UX. Our in-house designers specialize in UX. So, you can rest assured that the utility, accessibility and enjoyment of any product we develop will be optimized.

We empower your target market through strategic UX to ensure that your value proposition sets you apart from the market.

YOU CAN EXPECT NOTHING LESS FROM US.

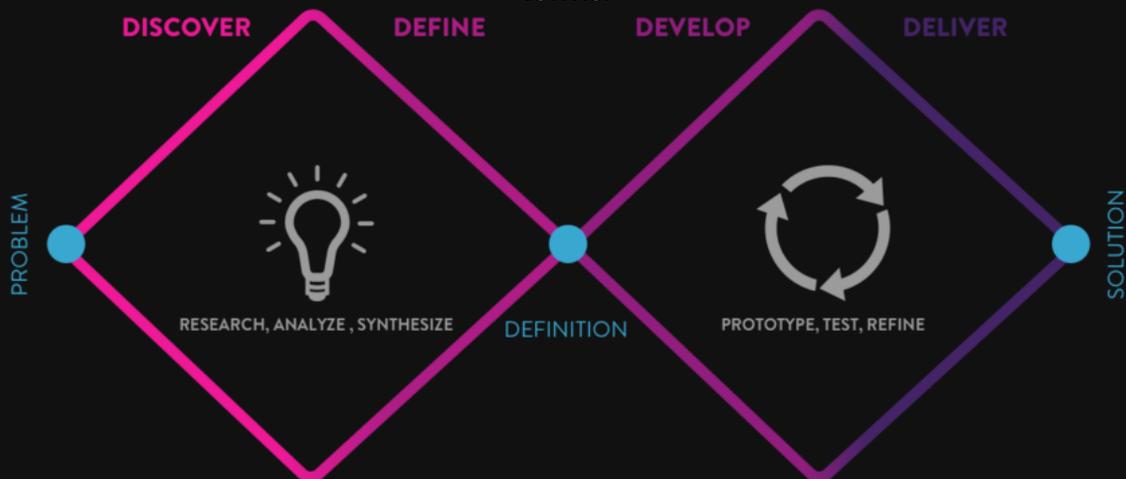
DESIGN - IDEA GENERATION

Idea generation is where things get fun for everyone involved. With you fully involved, we brainstorm and test potential solutions to the problem we've identified. Our objective here is to develop as many quality designs as possible. Everyone, from our senior engineers to our junior marketers, is involved here.

WE LOOK FOR FRESH PERSPECTIVES AND SOLUTIONS THAT ELEGANTLY TACKLE THE PROBLEM.

We'll take the strongest ideas and explore them deeply; developing sketches, comparing them to the existing market and prodding for potential design flaws. We value the opinion of the devil's advocate. Taking the time to test the design at the idea generation phase saves us from finding major flaws in the design further down the track.

Our expert team applies design frameworks to facilitate the effective development of our product ideas. The Double Diamond is a crowd favorite, whereby we operate within four distinct stages; Discover, Define, Develop, Deliver. The Discover and Develop phases are underpinned by divergent thinking, where we expand the scope of the problem to encompass every possible factor and idea. To balance, we use the Define and Deliver stages to converge our thinking and narrow down our big ideas into quantifiable solutions. The result, is a well-balanced design method in which we explore the widest possible scope of the problem and seek to define it in relevant terms.



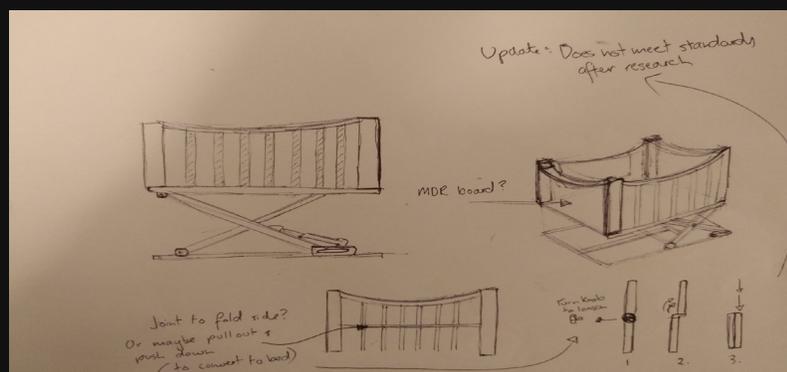
DESIGN - CONCEPT DEVELOPMENT

We're not foolish enough to think that the initial idea will be the final one. That's rarely the case. At Inventor, we're never satisfied with an idea. We're always looking for new ways to build upon it or transform it to provide a more powerful solution.

THE CONCEPT DEVELOPMENT NEVER TRULY ENDS FOR US.

Sketches are a start, but we go further to fully flesh out our ideas. Building low fidelity prototypes using cheap materials such as cardboard and plastic allows us to visualize the designs in three dimensions; allowing us to identify any structural or aesthetic flaws in the design. Intricate design details often get overlooked in sketches and computer modelling, so we explore the designs in the format they'll eventually be produced in.

Piece by piece, we refine the designs with you, until we're all happy with a specific design. We understand that this process can take time, but we're prepared to give it the time it deserves. We narrow down the designs as we see fit and make adjustments where necessary; to deliver an initial design that effectively solves your problem and looks beautiful while doing so.



DEVELOP- ENGINEERING

THE ENGINEERING STAGE IS OUR BREAD AND BUTTER.

We utilize the latest engineering software to build computer models of your primary concept. This lays the foundation for the development of your product. The use of Solidworks or Rhino 3D CAD modelling software allows use to accurately measure and visualize your design, to ensure it functions ergonomically and aesthetically.



Using modelling software facilitates easy adjustments to the design. Whether we need to adjust the colors or sizing, we can change the 3D model with ease. It also allows us to ensure that the product will be suitable for manufacturing.

And most importantly, a 3D model ensures that the design continues to meet your expectations. In the past, we've found that a client who initially loved our design, was not so satisfied when the prototype was developed. We've overcome this hurdle by keeping you involved throughout the entire process.



DEVELOP- PROTOTYPING

IT STARTS TO FEEL REAL NOW.

Prototyping is often the most satisfying step in the process for us and for our clients. Being able to physical hold a prototype of your product vision is an experience like no other. Together, we'll evaluate the physical product and explore any changes that may need to be made.

Many product developers will consider the project to be finished at the first prototype. They hand you a simple prototype and push you out the door so they can get onto their next client.

THAT'S NOT HOW WE WORK.

If a prototype needs to be redeveloped, we'll redevelop it. To us, it's about giving you the best possible product with a business model to support it. Often, we find ourselves building multiple prototypes for clients. We're fine with that; if it's worth doing, it's worth doing right.

Engineering new products can be extremely difficult. So, we take care of the entire process for you; from dealing with foreign suppliers, to identifying and sourcing the right materials, to prototype testing and evaluation.



DEVELOP- DESIGN FINALISATION

OUR COMMITMENT TO YOU:

We put our prototypes through rigorous testing and evaluation. We evaluate the flexibility, durability, tolerance and materials to determine whether any changes need to be made. Even if it's a minor tweak to a material or color, we believe that this stage is absolutely critical.

Finally, once we're all happy with the prototype, we can finalize the design and proceed to develop our plan of attack. Clear and effective communication is our primary focus.

WE'LL ONLY PROCEED ONCE YOU'RE COMPLETELY PLEASED WITH THE DESIGN. IF YOU DON'T BELIEVE THAT THE DESIGN IS THE BEST POSSIBLE VERSION IT CAN BE, WE WON'T PROCEED.



DELIVER- MANUFACTURING & LOGISTICS

Often, the most time consuming and frustrating stage of establishing a business, is creating a supply chain. Manufacturers, particularly foreign manufacturers, can be extremely frustrating to deal with. Delivery dates can be unjustifiably pushed back and costs can blow out without cause. At Inventor, we take care of that for you.

We understand how to communicate with manufacturers to get the most out of them, so we'll be sure to build a strong relationship with a reliable manufacturer for you.

QUITE SIMPLY, IT'LL TAKE AWAY THE STRESS OF PRODUCT; ALLOWING YOU TO FOCUS ON YOUR OWN BUSINESS.

There are a range of factors to consider when making manufacturing decisions. One particular question we're often faced with, is whether to use a foreign supplier or stick with a domestic supplier. There's pro's and con's for both options and it's always dependent on the product itself.

Although it is usually cheaper to manufacture your product overseas, it isn't always the most advantageous option. Overseas manufacturers often have more quality control, copyright and timing issues that can impede your business. In addition, there is incredible value to having a face-to-face relationship with your manufacturer. Having the ability to directly communicate with your manufacturer when issues arise is a huge advantage.

Remember that the samples you receive from a particular manufacturer will not always be exactly what you've pictured. The back and forth that happens as a result is a difficult process.

WE'LL TAKE CARE OF IT FOR YOU.

The complexity builds when you consider distribution and supply logistics. Consideration must be given to any potential storage and warehousing issues that may arise. Your storage centre must be in a convenient, accessible and cost-efficient location.

We'll also consider whether to enlist the services of Australia Post or an individual carrier to distribute your product. Utilizing logistics software is absolutely critical to ensure the product actually reaches your customer on time and in one piece.

DELIVER- DIGITAL MARKETING

Your business is so much more than the product. The success of your product in the market will not only be dependent on the quality of the product itself, but how well you market and advertise it.

We understand that, so we'll work with you to develop your marketing strategy from the ground up. It begins with the development of marketing strategy documents and understanding how to position yourself in the market to communicate your value proposition.

From there, we'll identify the most effective marketing channels to utilize. And how to extract the greatest value from each avenue. Our expert marketing team knows how to communicate directly to your target market, based on your ideal customer profiles.



In the information age we live in, digital marketing is an essential tool for any business; particularly for startups.

WE PROVIDE A FULL SUITE OF DIGITAL MARKETING SERVICES, FROM BUILDING A WEBSITE TO SEARCH ENGINE OPTIMIZATION, TO ENSURE YOU GET THE BEST BANG FOR YOUR BUCK.

We never treat our clients marketing as 'set and forget'. We provide ongoing support to ensure that the product and it's marketing remain relevant in an ever-changing market. We do this, to free up your time to focus on the core aspects of your business. Advertising needs to remain fresh to be effective. And we're all about effective targeted advertising.

DELIVER- PROJECT MANAGEMENT



Typically, starting a business is stressful and frustrating. But that won't be the case with us. You'll be sleeping easy at night, knowing that our expert team has got the project under control. Effective project management isn't always something you can quantify, but we can guarantee you'll be glad to have it every step of the way.

FOR US, THE PROJECT ISN'T JUST THE DEVELOPMENT OF A PRODUCT; IT'S THE ESTABLISHMENT OF YOUR BUSINESS.

OUR GOAL IS TO SET YOU UP PERFECTLY TO ENTER THE MARKET WITH A COMPETITIVE EDGE. AND WE'LL DO WHATEVER IT TAKES TO GET YOU THERE.

We set realistic deadlines and achievable milestones for every facet of your business to ensure the project is on track. We stay agile and prepared for any sudden changes to ensure we don't get hit with any nasty surprises.

We undertake strategic project planning and utilize GANTT charts to keep ourselves on track. With us, your startup journey won't be filled with headaches and speed bumps. We understand how to manage projects to meet and exceed expectations. We've done it time and time before and we'll do it time and time again.

CUSTOMISE YOUR PACKAGE

At Inventor, we understand that there's no one-size-fits-all approach to product development. Different clients need different services to develop the product that's perfect for them.

THAT'S WHY WE'RE FLEXIBLE

We tailor our packages and costs to suit your needs, because we know your needs are unique. Maybe you've got an existing product you'd like to improve on. You probably wouldn't need to go through the Idea Generation phase. And your Manufacturing and Logistics processes are probably already pretty strong.

It doesn't matter to us how developed your idea or product is. We're ready and willing to do whatever it takes to get your business where it needs to be, with full transparency when it comes to costs.

AND THAT'S THE INVENTOR GUARANTEE.



TESTIMONIALS

"I've faced hard challenges, many during my enlistment in the Royal Australian Navy. However, I quickly realised that bringing a new invention through the intricate creation time line requires specialised operations and expertise.

I found the expertise and team direction at Inventor awe-inspiring during the market research/analysis, concept development, detailed design and engineering, prototyping/testing/evaluation, digital marketing/website design and finalisation for manufacturing stages. Throughout this time, I was constantly updated with progress and no directive was passed without my approval.

This meant my dream, my invention remained mine. I have no doubt that Inventor was key to my success and Inventor's performance could not be matched."

- MATT COX, FOUNDER OF LACUNAS FOOTWEAR



GET IN TOUCH

SO WHAT ARE YOU WAITING FOR?

LET'S BRING YOUR PRODUCT IDEA
TO LIFE.

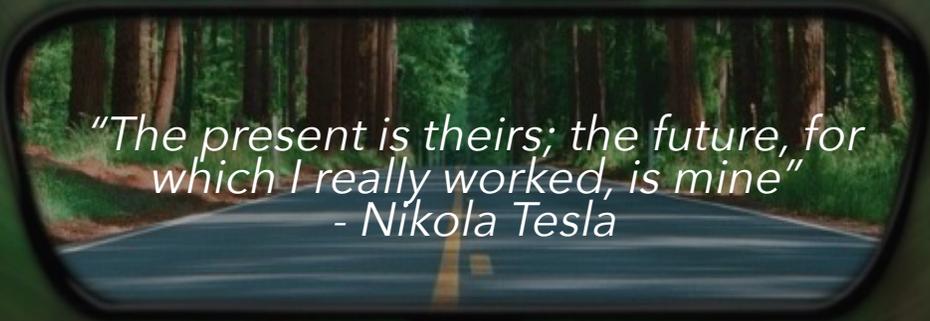
CALL US NOW!

Email: info@inventorengineering.com

Phone Number: (02) 8004 5038

Website: <http://www.inventorgroup.com.au/>

Location: Suite 67, 89-97 Jones Street
Ultimo NSW 2007



*"The present is theirs; the future, for
which I really worked, is mine"*
- Nikola Tesla