



# THE BLUEPRINT FOR A SUCCESSFUL PRODUCT

*Understand what makes a successful  
start-up and how you can put yourself  
on the fast track to business success!*

## INVENTOR

# WHAT WE CAN DELIVER

**DISCOVER**

*MARKET RESEARCH  
USER EXPERIENCE*

**DESIGN**

*IDEA GENERATION  
CONCEPT DEVELOPMENT*

**DEVELOP**

*ENGINEERING  
PROTOTYPING  
DESIGN FINALISATION*

**DELIVER**

*MANUFACTURING AND LOGISTICS  
DIGITAL MARKETING  
PROJECT MANAGEMENT  
CUSTOM PACKAGING*

## PRIMARY 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.

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.

## SECONDARY 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.

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 specialise in UX. So, you can rest assured that the utility, accessibility and enjoyment of any product we develop will be optimised.

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.***

**USER  
EXPERIENCE**

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**MARKET  
RESEARCH**

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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, are involved here.

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 favourite, whereby we operate within four distinct stages; Discover, Define, Develop, and 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.

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

**IDEA GENERATION**

# CONCEPT DEVELOPMENT

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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.

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 visualise 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.

***THE CONCEPT DEVELOPMENT NEVER TRULY ENDS FOR US.***

**INVENTOR**

# ENGINEERING

We utilise 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 visualise 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.

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***THE ENGINEERING  
STAGE IS OUR BREAD  
AND BUTTER.***

INVENTOR

***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**

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***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.***

# PROTOTYPING

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# 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 finalise 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.*

INVENTOR

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. Utilising logistics software is absolutely critical to ensure the product actually reaches your customer on time and in one piece.

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# MANUFACTURING & LOGISTICS

# 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 utilise. 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 start-ups.*

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.

*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.*

INVENTOR

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

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.

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 utilise GANTT charts to keep ourselves on track. With us, your start-up 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.

**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.**

# PROJECT MANAGEMENT

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# CUSTOM PACKAGING

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 us. We're ready and willing to do whatever it takes to get your business where it needs to be,

**AND THAT'S THE INVENTOR GUARANTEE.**

# ABOUT US



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

**INVENTOR**

# TESTIMONIALS

*"Inventor Group was an absolute pleasure to work with and their service has exceeded far beyond my expectations. The support and expertise Inventor provided has tremendously changed the way we do things here at Coffee Masters.*

*I came to them with a maintenance issue for my coffee roaster, but the team came back to me with more than just a solution, instead, they have integrated intelligence into our overall process. By redesigning the process, I will not have to do things manually anymore, everything is achievable with the touch of a button.*

*They have taken the concept and made it better in every way possible, making my job that much easier to do."*



**- ANDREW GROSS,  
FOUNDER OF COFFEE MASTERS**

*We engaged with Manny and the team at Inventor Group after having worked on our particular project for a number of years, across many stakeholders and geographies. The challenge of bringing to market a newly designed electronics product that comes from a commodity line was more difficult than expected.*

*Our collaboration with Inventor helped simplify the process and assisted us in achieving our goals easier and quicker. As with most good relationships, we had our disagreements in how we tackled certain aspects of the project, and that's exactly what we needed; to be challenged and driven to help realise the common end goal.*

*I have no hesitation in recommending the Inventor Group team for any job, big or small and look forward to working with the guys on future projects.*

**- VERNON MIKHAEL, COO OF PNUS**

SO WHAT ARE YOU  
WAITING FOR?

**LET'S BRING YOUR  
PRODUCT IDEA TO LIFE.**



info@inventorengineering.com



(02) 8004 5038



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



Unit 14, 57A Rhodes St,  
Hillsdale NSW, 2036

**GET IN TOUCH**

INVENTOR

**FREE  
CONSULTATION**



*We will send you an NDA prior to the meeting so you can disclose your idea with us and speak freely.*



*We help you understand our process in developing the product and answer any questions or concerns you may have.*



*We brainstorm ideas with you and outline how we can help you and your business.*



*We outline a timeframe and budget to work towards and how we will work with you going forward.*

**Head over to the below link to book your free consultation with one of our experts today.**

<https://www.inventorgroup.com.au/free-consultation>