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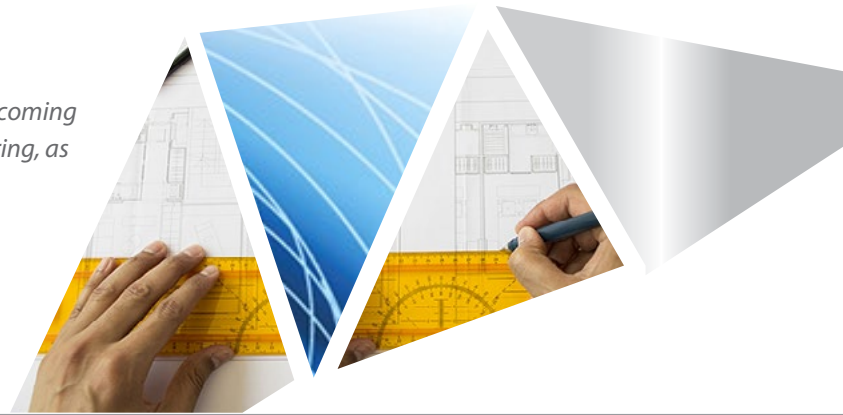
Ways the Right Partner Can Accelerate Products to Market

Ohio | Manufacturing
Extension Partnership

OH!Manufacturing

OH!Polymer
PolymerOhio, Inc.

“Manufacturing is more than just putting parts together. It’s coming up with ideas, testing principles and perfecting the engineering, as well as final assembly.” ~James Dyson, founder of the Dyson Company



Successfully bringing a product to market requires a lot more than a good idea. Costs add up from the moment a new product idea is formed and the development process begins. The faster you can get your new product to market the faster it generates more revenue than expenses.

The advantages of being the first to market are clear, but that is no guarantee of success. Rushing a product to market without a plan for each step in the process can have disastrous and expensive consequences. IT and startup expert Benny Xian stated,

“It is not about being the first to market, it’s about being the first to get it right.”

Finding and involving the right partners at the right time is a key component of getting your products to market faster. A collaborative approach from the beginning can help you avoid expensive and time-consuming changes later.

This e-guide highlights how bringing in partners at different points in the process can accelerate your product to market.

Enhance Your Ideation and Product Design Process



Successful new product development begins with a great idea. It can come from the need to improve an existing product, a gap in your current product offering or solving customers' problems.



The right partner at this stage in the process can...

- Provide outside input to give you a fresh perspective and help you see the vision more clearly
- Brainstorm with you to generate ideas from scratch or supplement and refine an existing idea
- Help you overcome a design challenge
- Maximize your R&D budget by reducing the strain on internal resources

Perform a Thorough Market Analysis



You have ideas, now is there a market for them? Having a complete understanding of what is important to customers and what is the size of the market opportunity can help you determine which ideas to pursue and which ones to discard.



The right partner at this stage in the process can...

- Help you develop the idea strengths and discover the market opportunities
- Identify your target market—focusing on unmet customer needs and how well your product meets those needs.
- Analyze the competition and position your product for success
- Develop a pricing strategy and define product specifications.

Expedite Product Development with Modeling, Simulation, Testing and Evaluation



Now that you have a market ready concept, it is time bring that idea to life with a prototype that helps you visualize and fine-tune the design. Testing is a critical part of the development process to ensure that performance standards are met before proceeding to production.



**The right partner at this
stage in the process can...**

- Provide you with virtual design experimentation that allows you to test faster and reduce costs
- Sample various materials to determine the best performance for the least cost
- Reduce the amount of waste by evaluating options without using physical materials

Maximize Your Resources with Contract Manufacturing



An idea is only as good as its execution. Make vs. buy is a big decision that has a big impact on the success of your product launch. Working with a contract manufacturer can greatly increase your speed to market, reduce risk and reduce costs at the same time.



The right partner at this stage in the process can...

- Provide a scalable way to increase your production capacity without adding a new facility, equipment, or labor
- Add flexibility to your production process as needed to meet non-core or seasonal product types
- Handle production activities allowing more time to focus on R&D, design and marketing
- Fill any gaps in the expertise needed to produce the product on an ongoing basis
- Eliminate the need for long term investments by using only the services you need as they are needed

Develop a Comprehensive Go-To-Market Strategy

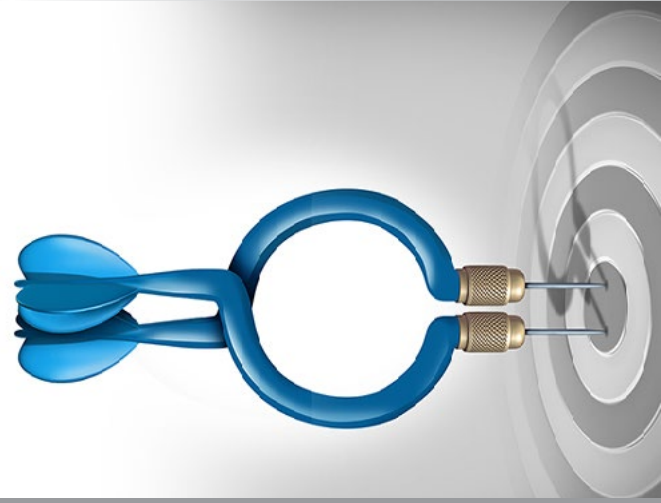


Your product is complete and now it is time to bring it to market. It is important to have a solid strategy, backed by a strong sales infrastructure, and proven systems for success. This may seem simplistic, but it is surprising how many new products fail to achieve their predicted success because they lack a solid strategy for packaging, branding, marketing, and (perhaps most importantly) sales.



The right partner at this stage in the process can...

- (If you are B2C) Create packaging with the right colors, shape, size and message to help you stand out and trigger the buy
- (If you are B2B) Provide you with professionally persistent outbound calling efforts that unearth market intelligence, uncovers opportunities and increase sales velocity
- Develop calculated inbound and outbound content marketing campaigns designed to build brand awareness, score leads, and drive warm leads to the sales team
- Gather and record ongoing market analysis and intelligence



Conclusion

Deciding who, what, where, when, why and how to bring in a partner can make a big difference in the success or failure of your product launch. PolymerOhio and OH!Manufacturing can connect you with the right partner to compliment and expand your capabilities to make sure your next product is a success at all stages.

If you're interested in learning which partners could benefit your business, call Gary Walzer at (614) 776-5720 or email gwalzer@polymerohio.org. Further information is available at: www.excellenceinmanufacturing.org and www.polymerohio.org.



155 Commerce Park Drive Suite 8 • Westerville OH 43082 • USA
Phone: 614-776-5265 • www.excellenceinmanufacturing.org