

Creating Products from Ideas

With our NZ based team of creative designers and an office (Idea-China) in China, we provide profitable custom design/ engineering product and manufacturing supply solutions to a large and established client base of International & local brand owners, NZ/ Asian Manufacturers and Entrepreneurs, backed by over 30 years of experience.

You can now utilise our experience and knowledge to develop your idea and bring it to fruition.



Development **Viability**

Idea Initiation

Risk Assessment

What we do...

- Review the idea utilising our proven design & development expertise
- Deliver a comprehensive & concise appraisal relative to the viability of your idea

Why do this....

- Assess Product Viability
- Gain Development foresight
- Risk Assessment
- Action Development Strategy

RESEARCH CONCEPT FORMSTUDY ENGINEERING PROTOTYPE SPECIFICATION TOOLING PRODUCTION



The Idea
What is the principle
Proof of Concept

The Market

Existing products
Idea applications
Price point/ Profit

Manufacturability

Material consideration
Setup costs
Small batch/Mass production

Your Idea
The Big Picture

Legal
Protection review
FTO (freedom to operate)
Requirements/obligations

The Design
Identify design &
Technology Development
Requirements

Road to Market

Market trends
Supply
Point of sale
Branding