BUILDING A MOBILITY DEVICE COMPANY

BY

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2016
ENABLING HEALTHY AND INDEPENDENT LIVING FOR SENIORS BY INNOVATING IN MOBILITY AID DEVICES.
THE JOURNEY OF PRODUCT COMMERCIALIZATION

Customer Validation & Rapid Prototyping Phase

Idea → Rapid prototyping → Customer validation
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Idea → Rapid Prototyping → Customer Validation

Customer Validation & Rapid Prototyping Phase

Product Development Phase

Looks-like Prototyping

Works-like Prototyping

Looks-like & Works-like Prototyping
<10 units
THE JOURNEY OF PRODUCT COMMERCIALIZATION

Customer Validation & Rapid Prototyping Phase

- Idea
  - Rapid prototyping
  - Customer validation

Product Development Phase

- Looks-like Prototyping
- Works-like Prototyping

Manufacturing Phase

- First Production Run
  - 1000s of units
- Beta
  - 100s of units
- Alpha
  - 10s of units

Looks-like & Works-like Prototyping
- <10 units
Customer Validation & Rapid Prototyping Phase

Idea

Rapid prototyping

Customer validation

TALK TO STAKEHOLDERS
CUSTOMER SEGMENTATIONS
VALUE PROPOSITION
RAPID PROTOTYPING WITH EXISTING PRODUCTS
FEATURE LIST TO SOLVE THE PROBLEM
NARROW DOWN FEATURES TO MVP
Product Development is an iterative process

**Looks-Like Prototype:**
Ergonomics, Aesthetics and UX
Sketches, 3D modeling, 3D printing
Optimizing for user experience

**Works-Like Prototype:**
Functionality first
Off the shelf components

**Looks-Like Works-Like Prototype:**
Fitting electronics
Build few units for testing
Testing User Experience
Manufacturing Phase

DFM: Design For Manufacturing

Manufacturing takes on Scaling Manufacturing to reduce risks

In house Assembly: Optimizing for product improvement and quality

Asia/China: Optimize for economies of scale
Sales and Distribution

Startups = Building + Selling

Sales is the ultimate validation

Customers VS Users

Scaling Sales & Distribution channels:
Manual, online, retail, senior communities
Money:
Friends & Family, Grants, Accelerators, Angels & VCs
Perfect the Pitching

People:
Hire People Better than you
Generalist VS Specialists

Expertise:
Bring advisors who have done it before
Recommended Books

Product Development Phase
- Business Model Generation
- The Lean Startup
- The Hardware Startup

Customer Validation & Rapid Prototyping Phase
- Disciplined Entrepreneurship
- Traction
- Venture Deals

Manufacturing Phase

Sales & Distribution

Fund Rising
JOIN OUR JOURNEY

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