

D2M

VALIDATING

AN IDEA





Every day, thousands (scratch that, tens of thousands) of people come up with great ideas for new products. Products that would assist them or other people in one way or another. This is often how an idea comes to be, by what problems you're experiencing and ruminating on the potential of what could be created. But most of the time, those ideas remain as they are: as ideas. This is because making them into a reality is tricky, practically and mentally. Entrepreneurial minds run into commercial viability issues, legal barriers, and nameless other hurdles.

But there is a solution, and it begins with the validation of your ideas. Turning the idea into a bonafide business proposition before work on the product begins. Then, it's a matter of following a 'ten-step plan,' which is the way to ensure that your idea, whether it is a product or service, launches with the maximum chance of success.

In this short eBook, we will go through all of this and more, to give you some valuable information about product development, and a touch of motivation to spur you on.

CHAPTER 1

INTRODUCTIONS



Before we go on, allow me to take a moment to talk more about myself, my company D2M, and how I have gathered the wealth of experience in the product development industry.

My name is Phil, pleased to meet you! I have been working in the aforementioned industry for 20 years now. Throughout this time, it has been my passion to help business owners to reach their full potential. I developed D2M out of this -passion and a desire to help founders grow themselves and their businesses. Over the years I've developed hundreds of client ideas and also my own ideas. For all of these, I've had to validate the concepts and then turn an idea into a plan, then a prototype, and finally, into a tangible product that somebody could buy.

WHAT DOES D2M DO?

D2M is a product development company that assists entrepreneurs, start-ups and SME founders with the various elements of launching a product-based business. While we are fundamentally focused on product design we go the extra distance to make the process of transferring ideas from sharp, innovative minds to shelves or websites as smooth as it can possibly be. This involves analysing the risks of any product before development - this mainly pertains to the commercial viability of a product and ensuring that its USP can be fully realised, maximising its potential to sell. Also, we want to ensure the feasibility of manufacturing the new idea.



THE EARLY STAGES

There are a lot of elements that distract entrepreneurs once they are planning the launch. This includes the many aspects of marketing. Once this (and mass manufacturing) is underway, design becomes a distant memory. This is why we work tirelessly to ensure that all design bases are covered in the early phases of product development.

We create a tangible design of your product (this includes its shape and functionalities). Also, we use 2D and 3D modelling to create the initial blueprint. Later, we build a scale model of your final product so that you get an idea of what it will look like early on. Then you can make the necessary adjustments to its design.

REWORKING PROTOTYPES

Before the launch of any product, there is the refining and (often) redesigning of prototypes. Prior to that, you have the prototype itself. We assist with this stage and work to resolve any technical issues or aesthetic concerns. Because the last thing any entrepreneur wants is not to see their product's flaws until after they are launched.

TEXTILES

At D2M we have over 12 years' experience developing textile products for clients. We are exceptionally skilled at producing [rucksack and bag prototypes](#) having worked on various projects for different target markets and industry sectors. We also have experience in [developing textile baby products](#) and sports equipment ranging from pushchairs, baby bouncers and car seats to recovery therapy packs and weight bags.

Our studio has a fully equipped textile workshop with three industrial sewing machines, suitable for most processes and material types. We have also created an extensive samples library of technical fabrics, attachments and fastenings.



MANUFACTURING SUPPORT

We are not tied to a single Far East production facility and therefore can often deliver higher cost savings to you over design firms who only work with one supplier. Our design team has a proven track record of developing your concept for cost-effective tooling and production. We offer Production services where we: detail a manufacturing specification; approach alternative manufacturers to quote for the project and then complete a detailed production report with suggestions of a chosen manufacturer.

Where possible, D2M tries to suggest good UK suppliers for manufacturing your product. However, it is often the case that UK companies have to charge substantially more for tooling and production of the units. This often means our clients have little choice but to use Far East manufacturing when launching a new product on a tight budget. It is sometimes the case that a UK manufacturer cannot be found at all to produce the product, and this is often the case with textile-based items.

D2M often suggests using a sourcing agent when manufacturing in the Far East for the first time. This does cost slightly more but in return, you get the peace of mind that you are dealing with a UK-registered company. The sourcing agent takes responsibility for ensuring the quality of the product and handles the international transfer of funds. It is still important that the agent receives a detailed brief and often we can acquire a better price for you if we approach them first to cost the project. D2M works with several different sourcing agents who have specific expertise in certain product sectors.



LEGAL SUPPORT

We partner with a network of chartered attorneys to help you protect your ideas. Gaining patent protection on your idea is a complex process but can often be crucial to the future success of your business venture. A UK patent is one of the most effective ways to protect an idea but is expensive. There are other forms of intellectual property protection as well for you to consider.



D2M CLIENT

DOUBLES PROFITS

WITH NEW GOLF TROLLEY DESIGN

OUR PAST CLIENTS

Over my career, I have worked with massive global conglomerates including Bosch, Manfrotto, Survitec and Heineken. These were fruitful, lucrative opportunities but it did not sate my passion for helping start-ups. Here are a number of companies whom I revelled in enabling their innovative ideas to grow into successful businesses from the ground up.

GRIPHERO

GripHero combines two important things that are taken very seriously today; environmentalism and hygiene. Using plastic bottles, they turn them into single-use gloves for people to use at petrol stations while pumping their fuel. It's a neat way of turning an environmentally unbreakable substance (plastic) into a reusable material. It's especially pertinent when you consider how many people have touched the average petrol pump.

Today, they employ 10 staff members who work hard to recycle old plastic into single use, hygienic gloves, and they even claim to have achieved a 94% reduction in the carbon footprint of forecourt hand-protection.

STEWART GOLF

Stewart Golf design and manufacture electric golf trolleys. They are rather successful too. In fact, according to the Sunday Times, they are one of the top 100 fastest growing companies in the UK. With the swift and thorough services of D2M, they designed and developed ten new products.

COUCH COASTER

Couch Coaster developed a silicone slab to balance on the armrest of sofas, with a cup holder to make your drink more secure to boot. D2M assisted them, and they transformed from a standing start to an annual turnover of £1 million. It's the little inventions like these that optimise our relaxation time.

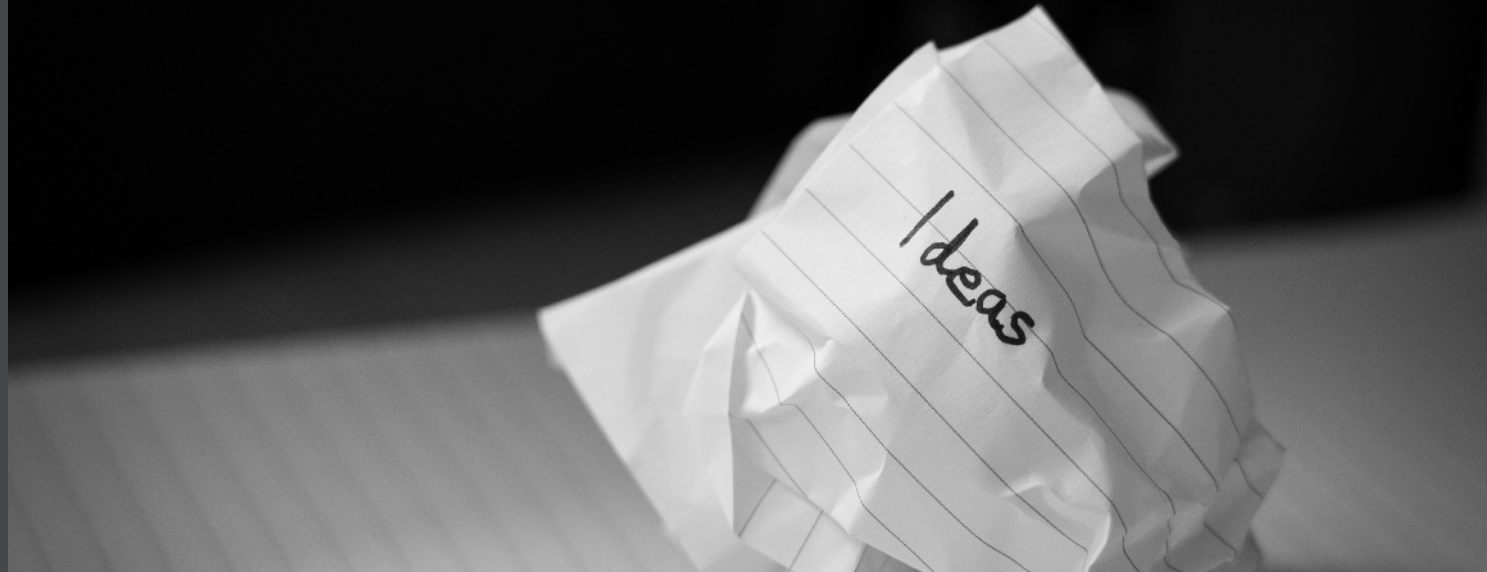
JOHN LEWIS PUSHCHAIR

D2M created this product with John Lewis, and we are incredibly proud of the result. It is a pushchair made without chemicals, and has several technical features that make the pushchair experience much more ergonomic for parents and babies. It has ventilation for an improved airflow, a temperature display, and even rubber honeycomb tires, to make the pushchair manoeuvre smoothly. Read more about this story here.



CHAPTER 2

WHAT IS IDEA VALIDATION, AND WHY DO IT?



Validating an idea is the process of proving that your idea has the potential to become a great product, and then a successful business. Have you ever had the experience where you are walking the dog, or showering, and an idea that seems revolutionary springs into your head? We all do. As humans, we are entrepreneurial. But so few of us take those light bulb moments into the next stage - fully realising the concept. And how many people bring those full realised concepts forwards, and iron out the practicals? Even fewer. Most ideas fade and disappear in our minds.

In some cases, people bring their ideas into a consultation, and the interested party will question the entrepreneur about it and their confidence will crumble. I once had a conversation with a person with the genius

idea of “egg yolk sauce”. A great addition to a fast food selection. The first question I had, which I put to the person in question, was “How do you keep the yolk fresh?”. It’s a practical question, and the solution is to create a synthetic version, but the moment I said it, I saw the light in their eyes go out.

This is one example wherein idea validation becomes mandatory. One has to mentally take the concept through to its natural conclusion and decipher where all of the issues lie, and how they can use these observations to turn the product concept into as great a blueprint of design as it can be. There are multiple considerations to take into account.

COMMERCIAL VIABILITY

This is one of the first elements to plan through. Will your fully realised product be accessible to your target market? Will anybody want to buy it? Often, we can get quite attached to our ideas, and so in this instance (and many others), it is highly valuable to consult outside counsel, preferably a number of your target market or experienced experts in the field

There are many reasons why a product might not be commercially viable. There may be a similar product out there already, your USP might not be possible to fully realise at an acceptable price to your end market. In many cases, people design products that people ultimately aren't willing to buy. At least, they won't spend more than production costs, meaning that your product will lose you money. Whatever the case, if the end result is that, no, it isn't viable, don't lose heart. This is an invaluable part of the process. Knowing this is going to save you thousands, if not tens of thousands, in the long run.

OTHER CONSIDERATIONS

Material costs, production, staff wages, taxes, distribution, and transportation must all be taken into consideration. This will differ from one person to the next, as every idea serves a separate need. Also, you will need to work out how much to sell the product for. IN this case, business owners tend to base this on how much they have spent, and how long it will take to recoup this cost. There is also the matter of your target market and what their average budget is. All of these elements are a vital part of idea validation.

PHYSICAL POSSIBILITY

The mechanics of your product are another huge area where validation is necessary. A while ago, I had a conversation with a prospective client who had an idea for a camping wagon. The design was impressive on paper. It had an innovative suspension system, had the ability to go off-road, and the client had made an impressive promotional animation.

The issue was that the client had a fixed design solution that they wanted to use. After creating the prototype with another company, it turned out that the wagon was never going to work. They had spent £300k on the design and taken 7 years to develop it. They were left without any budget to scale their business, not to mention the cost of redesigning the wagon. I was shocked and frustrated and angry. I couldn't believe this other design company had taken all this money off this guy without proving that the idea actually technically worked.

So ask yourself, will your product work? If not, why, and what steps must you take to ensure that it does? Do whatever you need to to be certain of this.



OUTCOMES OF IDEA VALIDATION

During the validation process, you will gain significant knowledge about your target market, and the mechanics of product development as a whole. In the latter case, these mechanics are specific to your innovative idea. You will also learn the risks. The more you know, the better you will realise the worth of your endeavour. Every product is a risk. There is the risk of no sales, of manufacturing issues, and marketing hurdles, to name but a few. But if you know all of this and are still willing to overcome them, that indicates that the product is worth developing.

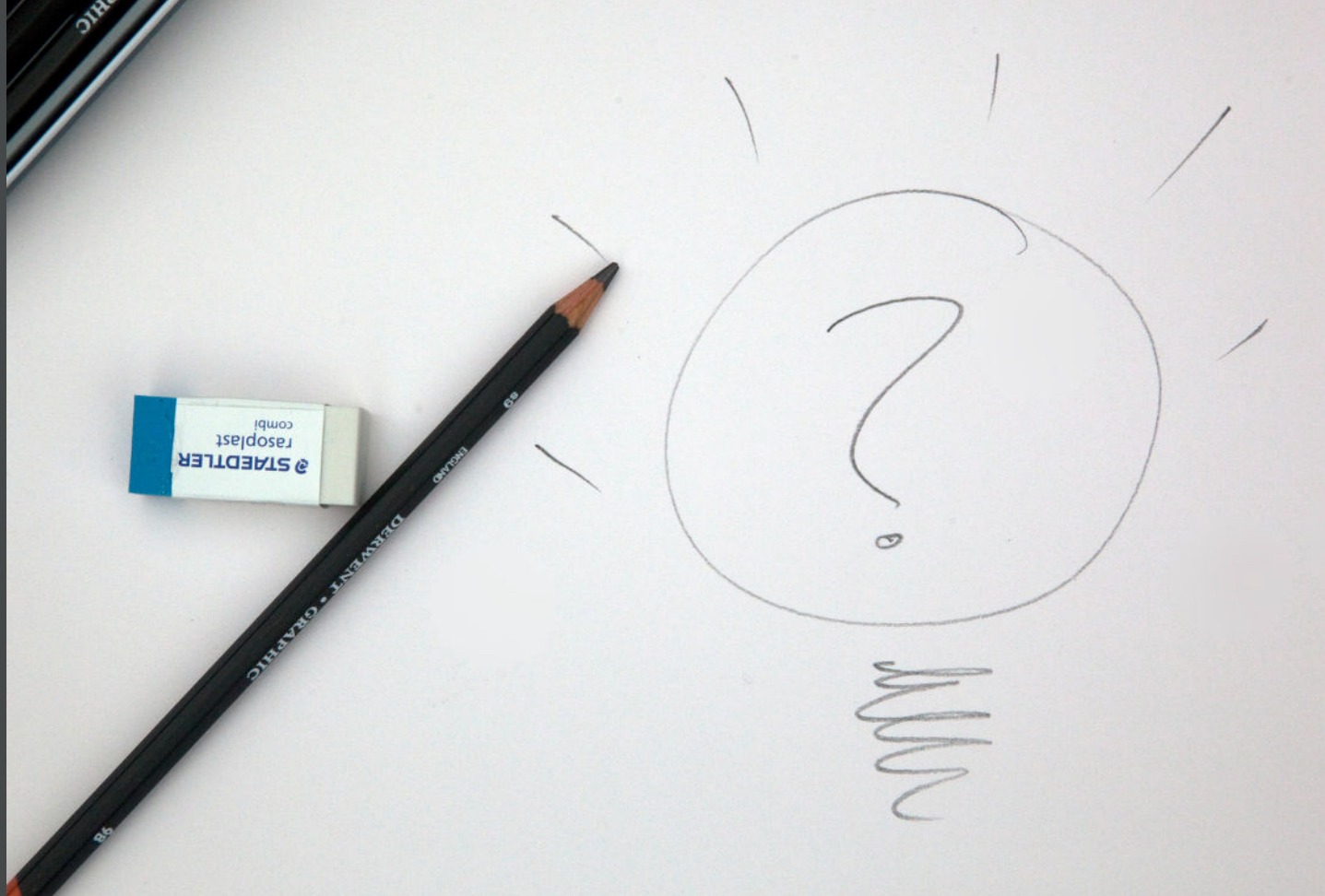
The fact is that many businesses fall flat. According to [Investopedia](#), 20% of businesses fail during the first 2 years, 45% during the first 5, and 65% during the first 10. It would be great if all businesses succeeded, but the bottom line is that if you want to succeed, your product needs to sell for a profit. But if your product isn't on another level like you thought, now is the best possible time to find out. It will save you money, time, and heartache. Alternatively, this process might just take your idea from good to excellent.

The key thing to remember is that there is no shame in letting an idea go. Many ideas come, and sometimes they don't work in a cut-throat commercial environment. This should be more of an inspiration than a problem, as it gives you the incentive to improve the product to its fullest, or look at other areas to utilise your entrepreneurialism and innovative mindset.



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CHAPTER 3 THE TEN-STEP PLAN



We've discussed all about why it is critical to validate your idea, and now it's time to describe the tools you will need to streamline your idea validation process. Follow these steps and you are sure to start your business on a solid foundation.

STEP ONE: TESTING & CERTIFICATION

We discussed it in the previous section of this eBook, but the physical capacity of your product is vital for its success. Being able to describe it is one thing, but it also needs to be safe and certified for sale in most cases.. Investors and retail buyers will insist on proof that you've passed the necessary testing as well.

THE TESTING PROCESS

Usually, testing is performed on the final product but it is possible to assess prototypes to assess if there are likely to be major issues with a design . It is certainly better, Whether there is an issue with the design, materials, or the mechanics of your product, to identify this as early in the process as possible and assess any cost implications.. It is often done via pre-testing, which is where you test your product privately, ergo not in front of regulatory bodies. Nobody aside from you and the engineers will know about it. If problems arise, then we can look to develop appropriate solutions. If there are no solutions, then perhaps the idea is not meant to be and again it is best to know this as early as possible

On the other hand, if it is a great idea, and you get it to work, there is the matter of selling it. Your audience, whether they are investors or potential customers, are unlikely to know you. Therefore, they are unlikely to purchase or invest in your product simply because you can describe how great it is.

CERTIFICATION

This is where certification comes into play. Before you take your idea to buyers or direct to prospective customers, it is vital to have your product approved by an official awarding body. Not just to ensure that it works and that you can prove it, but also because the stamp of a regulatory body that has tested your product and deemed that it meets all of the safety and legal requirements.

People will put more faith in a government-issued certificate than that of somebody they have just met. Plus, now your customers feel they are in safe hands, which is positive in and of itself. It will also give your words much more weight. Your audience will put more trust in your presentation because you have the backing of a government body. As mentioned earlier, this is often a legal requirement to sell your product.



STEP TWO: MARKETING INSIGHTS

Marketing insights is known by a more common term: market research. Its fundamental aim is to unearth the needs and desires of your potential customers. The more you know about the market, the better equipped you will be to refine your product to appeal to your customers.

In many cases, market research is used to find a pain point that their customers face, whether a slight inconvenience, or a significant issue, and then the aim of your product is to provide a solution to make their lives easier. The better you understand the pain point, the more accurately you can address the problem, tailoring every aspect of your product to that goal.

No matter what industry you are developing a product for, the research is key. There are many ways that you can do it. Here are a few potential ideas.



SURVEYS

Surveys are a cheap, efficient and simple way to gather information. Companies conduct them constantly, and there are many online platforms to make this quick and easy to do.

FOCUS GROUP

You can carry out focus groups easier than ever now due to virtual meetings. With these, you can gather perspectives online, at the click of a button. Regardless of how you do it, ask the group members about the problem you wish to solve. Look at the issue from their perspective and ask yourself how successfully your product addresses it.

If you have a working prototype, bring it to the focus group. If the group is run virtually, perhaps you can demonstrate it this way. Then collect the reactions and feedback, encourage direct and useful feedback. Then use it to your advantage.

INDEPENDENT RESEARCH

You can also perform your own research online. As long as you are thorough, cross-reference the issue and look at it from more than one perspective, you are more likely to get an objective and fulsome view of the issue.

You are trying to ascertain that you are solving a genuine problem that exists across a large enough addressable market for your product to be a commercial success. How much your target audience are prepared to pay will also make a huge difference to your margin and therefore the viability of the product.

STEP THREE: BENCHMARKING

Benchmarking is also known by another term: competitor research. It's important to know what your competitors are doing, as this gains you insight into your target market in terms of what customer expectations are. This doesn't mean copying competitor products outright, but being aware of the market standard. There are three areas to look at

Products

What products are they selling, and what are their USPs? More importantly, what is missing from the market that you can provide? What price are customers paying for these products?

Sales

Look at how your competitors facilitate their sales. Are they on shelves in shops, or online? Do they sell via their own, independent website, or through platforms like Amazon?

Marketing

Consider how your competitors are promoting and selling their products. What messaging are they using? How are they appealing to the target market? Are the products constantly on offer?



In some cases, it's good to give the customer what they expect. In others, breaking away from the standard can be innovative and can grab attention in a crowded market. But keep on the lookout for industry trends. Figure out what your competitors have in common. To decisively live by or break a standard, you have to know about it.

Look at the pros, but also the cons, because this is where you get to bring innovation to the market, whether through products, sales or marketing. Figure out what your competitors are not delivering and wham, you've discovered a gap in the market, which is where great things get made. Studying customer reviews and asking experienced people in the industry are two ways of finding out the issues with current products.

There are numerous ways to determine how a competitor is faring in its industry. Here are a few options to consider when conducting your research:

- Discussion boards such as Reddit
- The ratio of positive to negative reviews
- Their annual turnover (companies house provide some data free of charge)
- The number of customers returning new products (retailers might be able to give you an insight into this)
- Number of second-hand products on platforms like eBay.

STEP FOUR: TECHNICAL FEASIBILITY

This is the process of ensuring that your product is physically possible. Some developers need to look into the mechanisms of their product, others require electronic solutions, others still have specific fabric requirements. Perhaps you need two of these, or all three. But generally, this six-point plan is a good way to cover every base.

1. Understand the Requirements

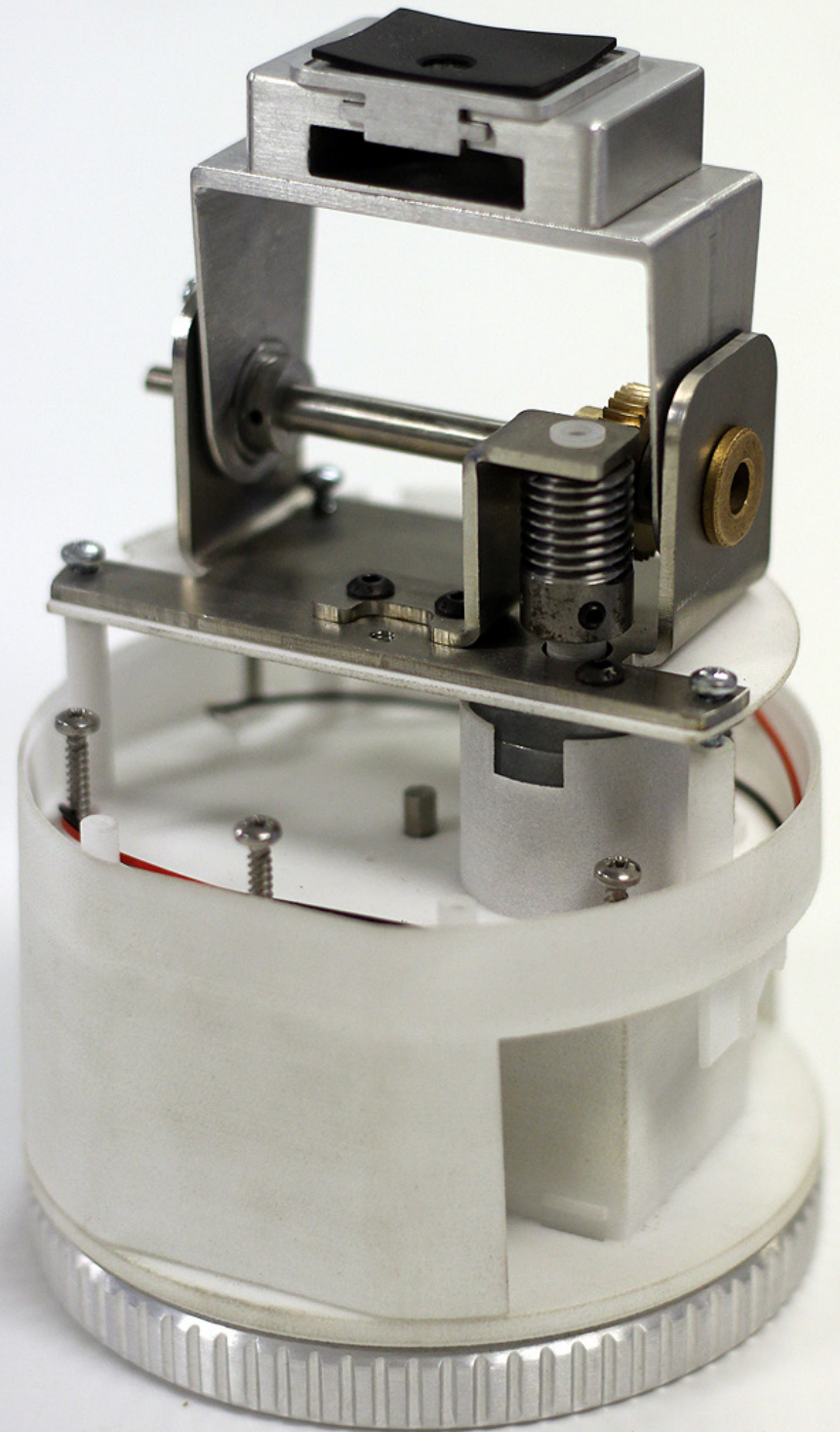
Define the requirements for your product. For example, “easy to use” is not enough. “Can be setup in under 1 minute without any specialist tools” is much more precise. To test your functionality, first you need to be entirely clear about what a successful outcome looks like.

2. Technology Research

The world of technology is constantly evolving, now more than ever. This is why it's important to take a detailed look at current technologies and see what is the best for your product. New materials and process may need to be researched

3. Expert opinion

Now you've done your research and you have a clear criteria, it's time to consult engineering designers on whether what you are trying to achieve is theoretically possible.



STEP FIVE: MANUFACTURING FEASIBILITY

The next vital step is to determine the feasibility for mass-manufacture. As an example, consider talking to manufacturers to see if their factories can produce your product at your desired cost. For this, they might require new techniques, machinery or materials to accommodate you. This is why it's important to secure this early on. Some ideas make great prototypes, but fail as mass produced products. This stage determines this for your product.

There are 4 points to bear in mind during this analysis, all of which involve communications with manufacturers.

1. Concept Summary

Speak to your manufacturer all about your product. Be thorough, leave no technical stone unturned. This ensures the best detailed summary from them.

2. Identify Potential Manufacturers

Gather information relevant to the kinds of manufacturers out there already. Are there any who make similar products to yours? Who are your competitors using? At the end, you will want to review the potential options and decide which is the best, so consider doing some rigorous research at this stage.



3. Confidentiality Agreements

Ensure that your product remains private until the launch. This is so that manufacturers don't spread the word to your competitors. You should protect your concept with Intellectual Property protection first. Using a non-disclosure agreement or CDA might be an alternative - take advice from a Chartered Patent Attorney first.

4. Viability Review

By the end, you should be able to decide which manufacturer is the one for you. This is great, but remember that the goal here should be to get a complete idea of how you will go about manufacturing your product. The critical element is then to get a full opinion from your chosen manufacturer to ensure that they are comfortable with producing your design. Any major issues need to be flagged now.

It might not be possible to complete this step until detailed design work is completed by a professional designer. In which case, use your design team to validate the manufacturing feasibility but first check out their experience and make sure that they have actually taken other products through to production.

STEP SIX: THE BASIC PROTOTYPE

Once you have a basic physical model of your product (or a prototype), many things become more manageable. You can use the product yourself, let others get a feel for it, and see whether it solves the problem that it intends to. It will also give you a much better idea of what you want to sell, making the process of pitching to investors much easier, and more primed for success. This 5 point plan is highly recommended for the building and analysis of your prototype:

1. Sketching

Draw a technical sketch. This will give you a detailed idea of what you're building. Blueprints make the building process much more straightforward.

2. Sourcing & Dismantling

Take products that have the mechanics you need and dismantle them to obtain the parts needed to create your own.

3. Building

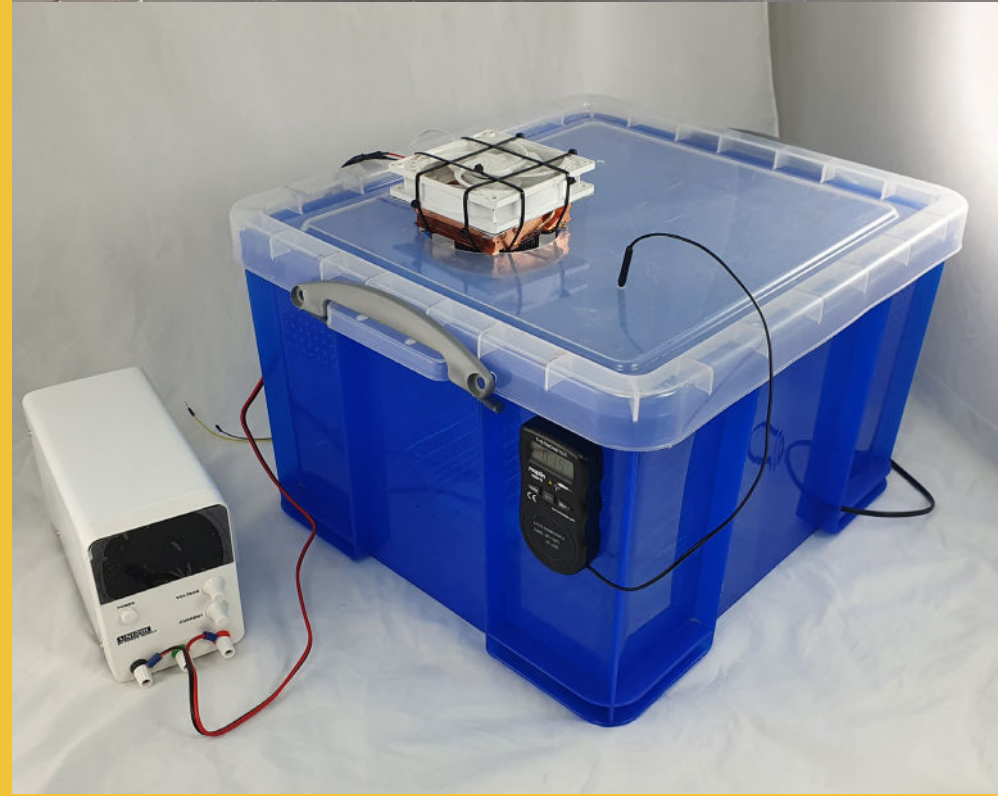
Using the blueprint/sketch and the materials obtained, now it's time to build your prototype.

4. Testing Core Functions

Test the product in a controlled environment. Does it solve the problem in question, or does it need more work? Remember that the purpose of a prototype is to determine the functionality of your product rather than the aesthetics. Ergo, it doesn't have to look pretty.

5. Evaluation

Then, evaluate the product as a whole. What improvements need to be made? There may be a lot or a little, but figuring it out is one of the best things you can do. The goal is to find flaws you hadn't previously considered, and inform the rest of the production process. So, focus on the mechanics.



STEP SEVEN: COMMERCIAL VIABILITY

The trick with commercial viability is to know how sustainable your business model is. The main hurdle with this is figuring out how to balance the cost of manufacturing and distributing your product with the revenue it generates, and the willingness of customers to pay a certain price. There are many aspects to take into account alone there, what to price your product being one of the main ones. Consider these cost factors for a clearer idea on how to determine this.

- Manufacturing costs: how much will you need to budget for manufacturers? This also includes the production setup, wherein you may need to pay manufacturer additional fees to alter their factories to efficiently produce your product.

- Shipping: Getting your product from one place to another costs money.
- VAT: Consider how much tax you will need to pay for your product.
- Marketing: How much will you need to spend on promotional strategies?
- Retailer margin: If you sell through retailers, what percentage of the revenue will you pay to the retailers to stock your product?

Figure each of these out, and the margins will be easier to calculate. The maths will tell you a lot. If the end revenue isn't more than the expense, then the business won't be sustainable in its current form and will need revising. But like with the prototype, knowing the flaws now is better than later.

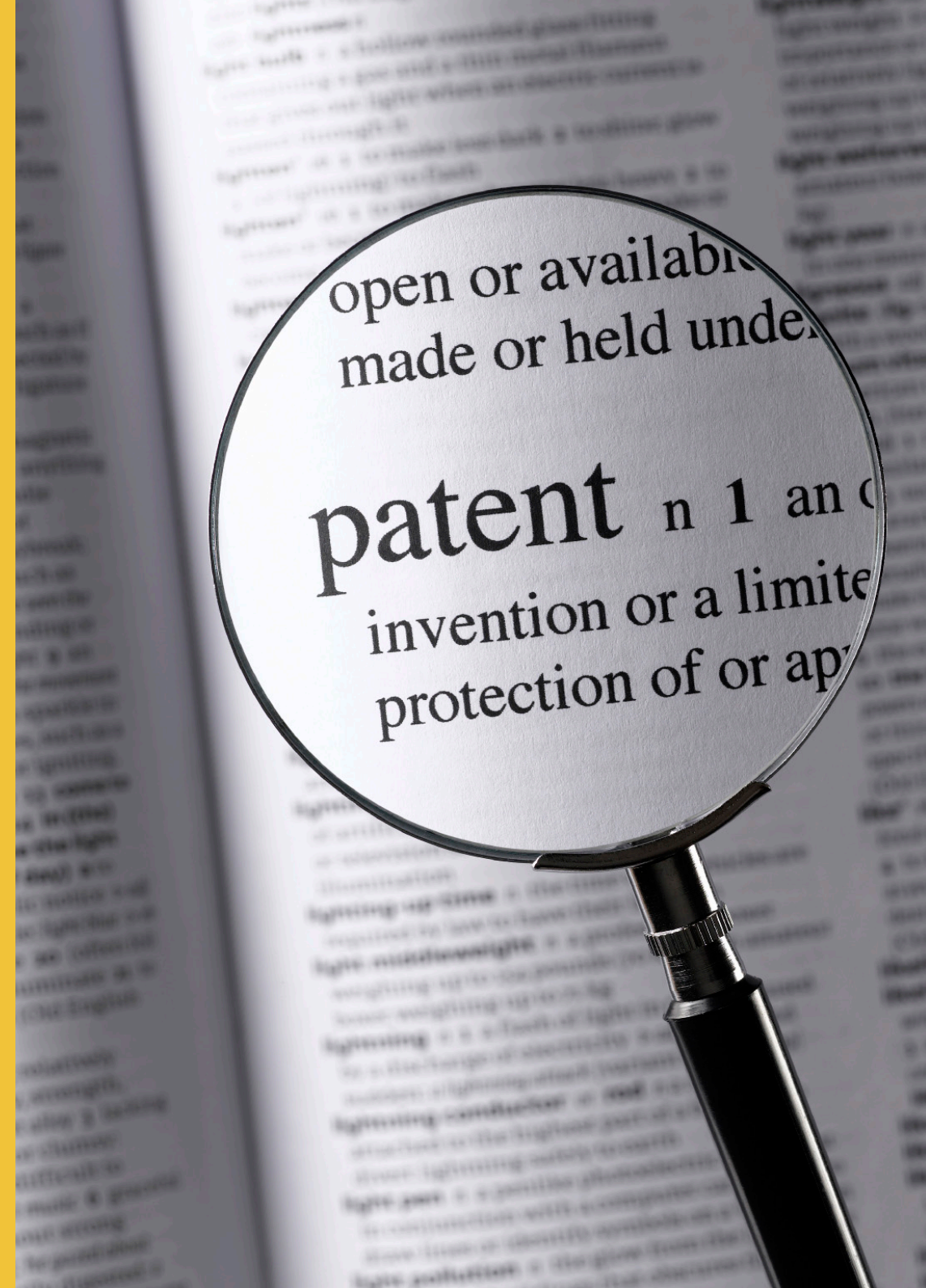


STEP EIGHT: PATENT RESEARCH

One of the worst things that can happen to an entrepreneur is for somebody else to steal their idea. Worse still, if they begin to profit from it. This is where patenting comes into play. This ensures your ideas remain yours, and with the paperwork to substantiate it. It's IPP (Intellectual Property Protection), and is worth doing for assurance.

The first step is to make sure that your idea is original. Through oversight, entrepreneurs can accidentally develop ideas before realising they have already been done. Patent searching can help with this. But if your idea is original and innovative, you should get a patent consultation. Experts will give their opinion on your product, and what part of it you should patent, whether this is the design, logo, mechanics, or materials.

Whatever you do, keep it under wraps for now. This limits the chances of somebody stealing your idea to an absolute minimum, and assess the risks before patenting as it is unwise to patent a dangerous product.



STEP NINE: ROUTES TO MARKET

In the past, there was only one way to distribute products: putting it in a shop for people to make physical purchases. It's different now. There are many ways to put your product on the market, and we are going to take a look at eight of the most popular methods.

It is worth noting that when it comes to market routes, it isn't a case of picking one. You can use a combination, as long as everything is negotiated above board.

1. Licensing

This is when you create products without

starting a business. This works by licensing your idea to a company to do it for you. For instance, if you invent a new steering wheel and sell the rights to an existing automotive brand to make the new product, they will then provide you with a share of the profits. This is licensing.

2. Joint Venture

This is where an existing brand makes and sells your product, but does so under your name. Ergo, it's licensing but you get a share in the credit. For instance, if you invent a new mattress titled "Max Comfort Mattress" and

sell it to an established brand like DFS, then it will launch as "DFS, Max Comfort Mattress", creating a co-brand.

3. Distributor

This is when a third party sells to retailers on your behalf. The pro here is that they manage all of the links between your company and the retailer, warehouses, shops etc, and will generally provide assistance with logistics, customer services and account management. Some distributors will even manage the marketing and running trade and consumer shows exhibiting your product.



4. Sales Agent

This is similar to the distributor option, with one key difference. A sales agent will only use their existing contacts to source the appropriate retailers for your product, and will maintain the relationship between your company and these third parties. They won't handle logistics, customer service, repairs and returns or marketing.

5. Direct-To-Retailer

This is the classic option, where you sell directly to the retailer. Often the retailer will take a large margin to pay for all their overheads maintaining and running physical stores.

6. Amazon & Online

Another option is selling your product through an online platform like Amazon. There is a process involved in doing so, Amazon for instance has specifications and there are quite a few tips and tricks to maximising the success of your product listing.

7. Direct-To-Market

This is where you will sell directly to your customers. Entrepreneurs tend to use e-commerce sites, but there is the option of consumer shows or setting up your own store. This is a trickier option, as it requires you to work on other endeavours other than your product, such as managing sales, distribution and marketing.

8. Blended Approach

This option involves using any of the methods above in combination. For example, you might establish yourself through direct-to-retail in your home country, but if you go on to sell abroad simultaneously, you will probably have to outsource to a distributor native to that location.



STEP TEN: TIMING

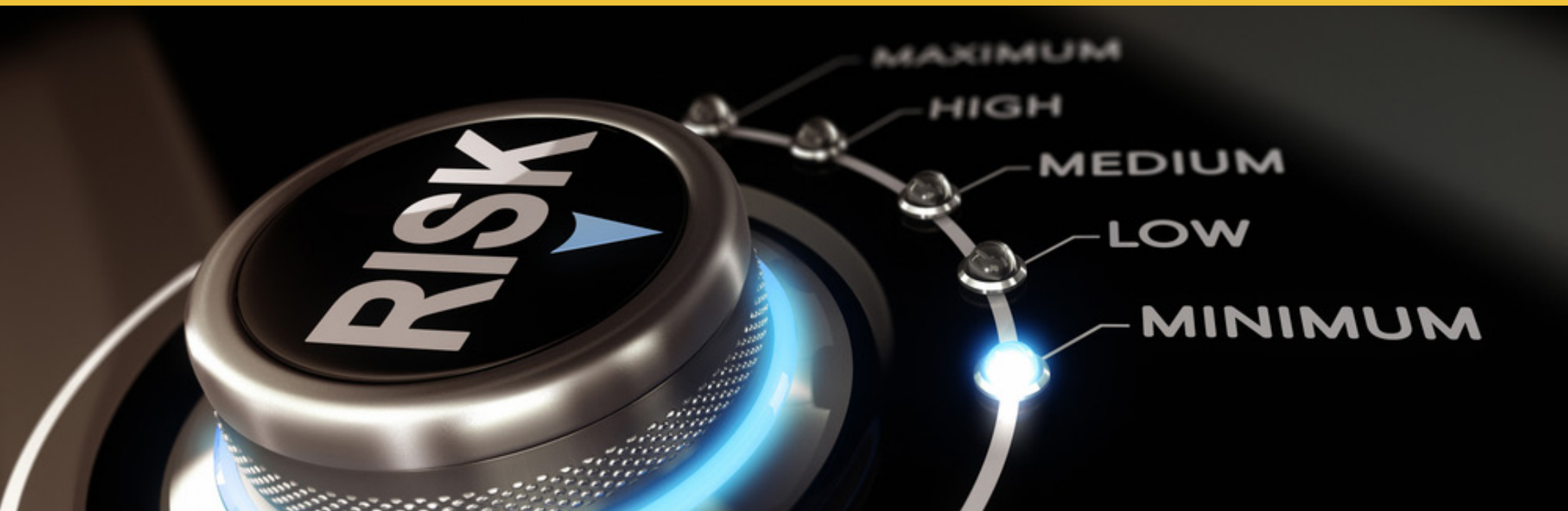
You can have the best product in the world at the right price but launch it at the wrong time and it can fall flat anyway. Some things are out of control like global recession or pandemics for example. But some things you can research to confirm that you're launching your idea at the right time. For example you can research if you're launching your idea into a growing market by using market research reports like Mintel. They can also tell you what areas of that market are doing well and are forecast to grow.

If you hit the market too early, your technology may not be ready yet, and there might not

be enough demand for it. On the other hand, if you wait too long, you risk missing out on potential customers as they may have already moved on to something else or losing the first mover advantage to one of your competitors.

The Nissan Leaf is a prime example of how bad timing can ruin a product launch. When the car was first introduced in 2010, it had all the features necessary for an electric vehicle, such as a longer range and faster charging times than its competitors. However, there were very few public charging stations at the time, which significantly limited its appeal.

When Volkswagen released the ID.3 in 2020, it was hugely successful because the infrastructure for electric vehicles had improved significantly, and fuel prices had increased due to the pandemic. This perfect timing made the car a hit, with more orders being placed than production capacity.



IN SUMMARY

As you can see, the product development proposition has a lot of considerations to take into account. If it seems overwhelming, just remember that dotting every I and crossing every T in due diligence is the best way to go. It ensures that you stay on track, and that you continue refining your idea all the way to the finish line. Most importantly, it ensures that you don't drive merrily off of the pier with a product that is doomed to fail.

The best approach is to take each step one at a time. Consider presenting it as a checklist, and breaking it down into achievable milestones. Before you know it, you will have an innovative product in development that exceeds your original plans.



TESTIMONIALS



I have worked with D2M on a project for almost one year. They have been amazing. They took a basic design and held my hand through the process of concept, prototyping, intellectual property, factory sourcing and final production. I would recommend them to anyone looking to develop a product. They were able to work to very short timescales and communication has been great.

Frank Harrington



Phil and Sarah at the D2M team helped us to take our product Saddlemac from prototype to a manufacturable item. It really was from 'design to market!' Before we engaged their services we didn't have the right contacts in the industry or know how to get started.

They helped us through every step of the journey, from an industry standard manufacturing spec, through sampling all the way to getting our product manufactured to a high quality for a competitive price.

Joe Unwin



I have been working with D2M for a number of years now in relation to my concept and their enthusiasm, skill and aptitude has been second to none. I couldn't have wished for a better partner along the way. I couldn't recommend them more highly.

Michaela Pontiki



Next Steps - Get in touch with our product design team to discuss how we can help validate, develop, prototype and manufacture your new product idea.

**BOOK A CALL WITH AN
EXPERIENCED DESIGNER TODAY!**

Thanks for reading and I hope you found this guide useful!