

## What You Get

In just six weeks, for a fixed cost of €10,000+vat, (up to 50% of which may be aided by your local County Enterprise Board), you will get an in-depth assessment of your product including:

- Preliminary Market Research
- Design
- Prototype Production
- Preliminary Patent Search
- Packaging Concept Development
- Production Costings
- Design Registration
- Commercial Feasibility Analysis

 **Call us now**  
to set up your first meeting

**Futuradesign**  
INNOVATION • KNOWLEDGE • GROWTH

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**Innovation Feasibility  
Assessment**

**Futuradesign**  
INNOVATION • KNOWLEDGE • GROWTH

*New Product Development Services  
from Concept to Market*

[www.futuradesign.ie](http://www.futuradesign.ie)

Over the years we have all seen and heard of people with great new product ideas who, for a variety of reasons were unable to take them forward. Sometimes it was because they lacked startup funding, or maybe they didn't know where to go for design and prototyping services.

Quite often though it was because they were unable to sign up to open ended design and research services because they did not have the confidence at the outset that they could meet the unknown end cost.

In order to support the growth of new businesses Futura Design™ has developed an innovator start-up offer. For a fixed price we will design, Prototype, research, and assess the overall feasibility of an idea in just six weeks.

If the project is approved by the local County Enterprise Board, up to 50% of the cost could be grant aided.

- **Confidentiality Undertaking** Week 1  
Before you tell us anything, we provide you with a written undertaking that we will safeguard every aspect of your intellectual property during the project.
- **Initial Meeting** Week 1  
This is normally a one hour meeting at which we discuss how the product will be developed. A clear contract sets out deliverables and timelines.
- **Preliminary Market Analysis** Week 1  
Under a number of headings, we perform an initial market analysis of the product idea to assess its benefits compared to competitor products.
- **Design Brief** Week 1  
Using a standard template, our Product Designers develop a design brief against which the product will be designed.
- **Product Concept Development** Week 2  
The overall concept is developed in hand sketches and/or paper models against the criteria set out in the design brief.
- **Engineering Design** Week 3  
Once a product concept is decided upon, the first phase of technical design is carried out in 3D CAD (Computer Aided Design) by our Engineers.
- **Prototype Production** Week 4  
We use state of the art, in-house, rapid prototyping capabilities to produce a partially functional model of the product for form and fit assessment.
- **Packaging Concept Development** Week 4  
How the product will be transported and then presented to the market is crucial. This step examines both functional and aesthetic aspects of packaging.
- **Production Cost Build** Week 5  
Using well tested templates we build a delivered cost for the product from factory to market for use in your business plan.
- **Initial Patent Assessment** Week 5  
At this stage we also conduct an initial patent search to highlight possible patent opportunities, and also possible infringement issues.
- **Design Registration** Week 6  
If appropriate we file a Registered Community Design to protect your idea from people copying its form, shape or appearance.
- **Project Feasibility Report** Week 6  
All of the analyses, research and costing information comes together in a bound report, in which we also offer conclusions as to technical and commercial feasibility of the project.

**TERMS:**

50% is payable upon contract signing and 50% upon delivery of the prototype and feasibility study.

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