



headway  
IDEA LABS

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# 4 Steps to Build SOLVING THE R&D CRISIS

“FROM CONCEPT TO BUILD” while understanding that R&D still means business

# 4 STEPS TO BUILD

## INTRO INTO DEVELOPMENT

R&D in any organization or startup is very challenging - it can be costly and time-consuming with limited success. But effective R&D is essential - it's a vital component of taking a tech idea and developing it into a valuable solution that will solve the problems that many are currently suffering under.



## THE GOAL OF 4 STEPS TO BUILD

The **GOAL** of this phase is to prevent development failure, by using a process that many use when developing a new software or hardware product.

Please be sure to have consistent feedback from your customers ([especially your early adopters](#)).

# THE R&D CRISIS



Excessive or Overrun development costs



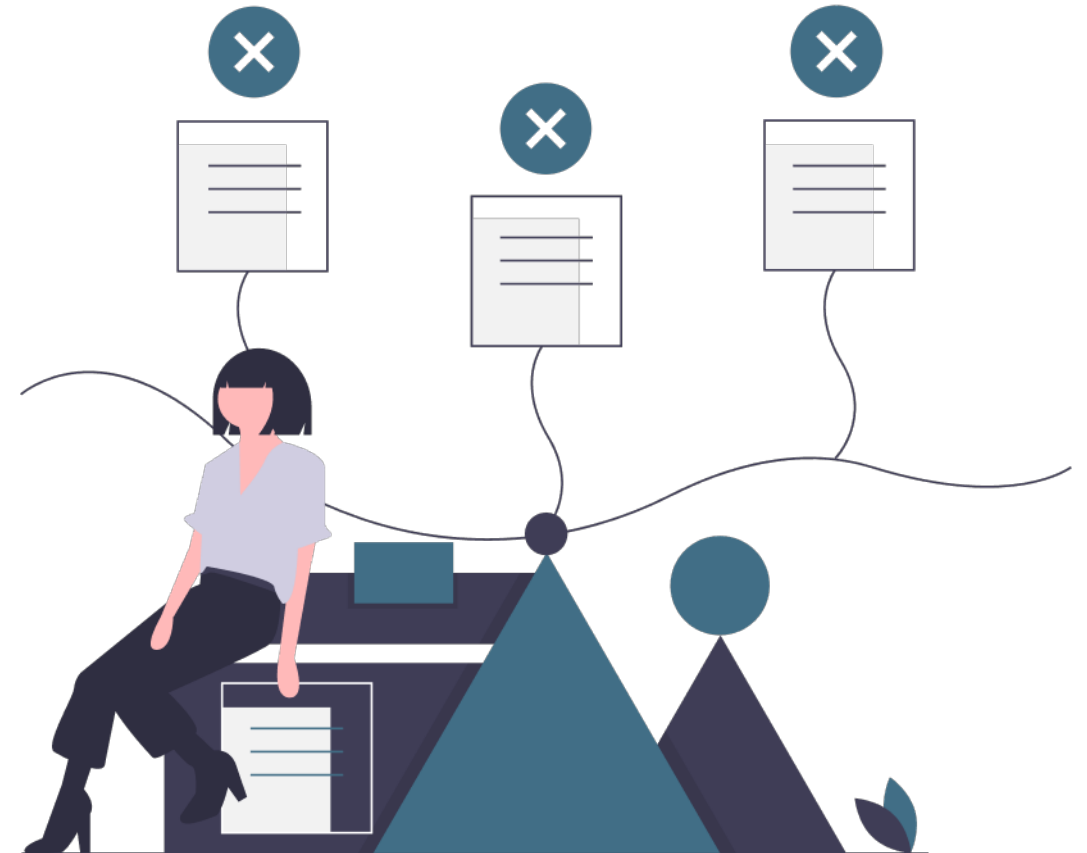
Slow Time-to-market & delays



Product Failures after launch



Lack of market Interest

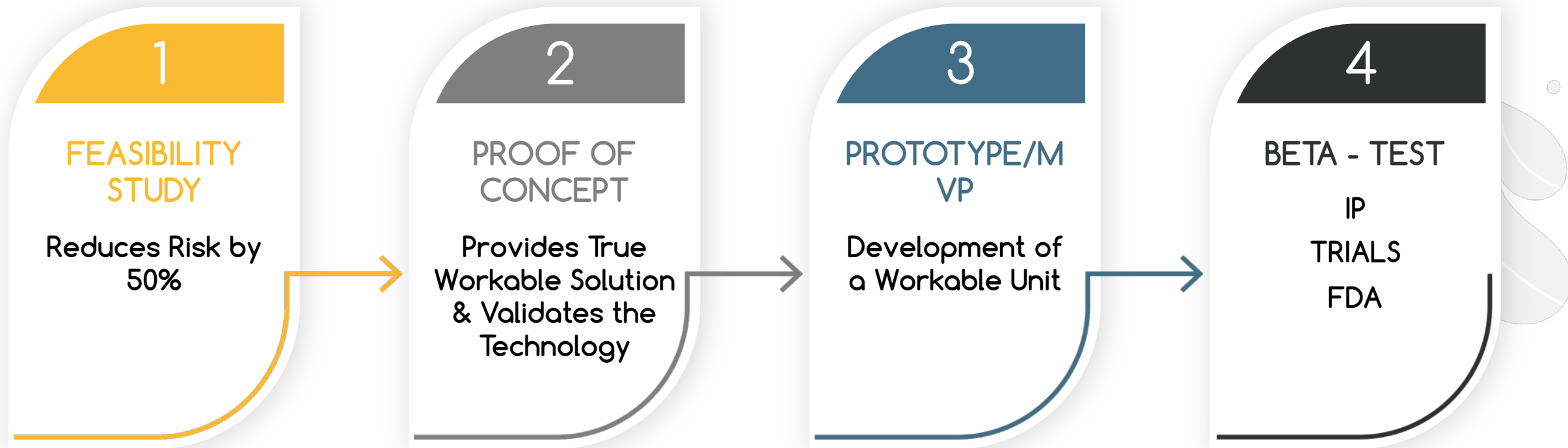


**“Research is seeing what everybody else has seen and thinking what nobody else has thought.”**

*Albert Szent-Györgyi*

# 4 STEPS TO BUILD TECH

## IMPROVING PRODUCT SUCCESS



# DEVELOPMENT PROCESS

## Feasibility Study

- Type of Technology to consider
- The complexity of product development
- A rough cost of a proof of concept & prototype
- Calculated time frame to build Proof of Concept
- All Necessary Resources to achieve POC and Prototype



## Feasibility Research

- Research API's needed
- The complexity of software development
- Calculated cost to build final product



## Proof of Concept

- A workable solution to validate the technology and product are feasible.
- Provides what technology path would be best
- A list of necessary components to build full prototype /Beta



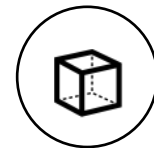
## Wire frame Optional Beta

- Develop Wire Frame with customer's Input
- This will provide a working demo in a short period of 1-3 months



## Prototype /MVP

- This will bring the product development as close to an MVP as possible
- A full working unit
- Manufacturing process will be determined
- Determine certifications costs and testing etc.



# BOOST INNOVATION & INCREASE YOUR COMPETITIVE ADVANTAGE

Leveraging our experience across a variety of markets & technologies to give you a competitive advantage

## Markets Include:

Healthcare

Automation

Education

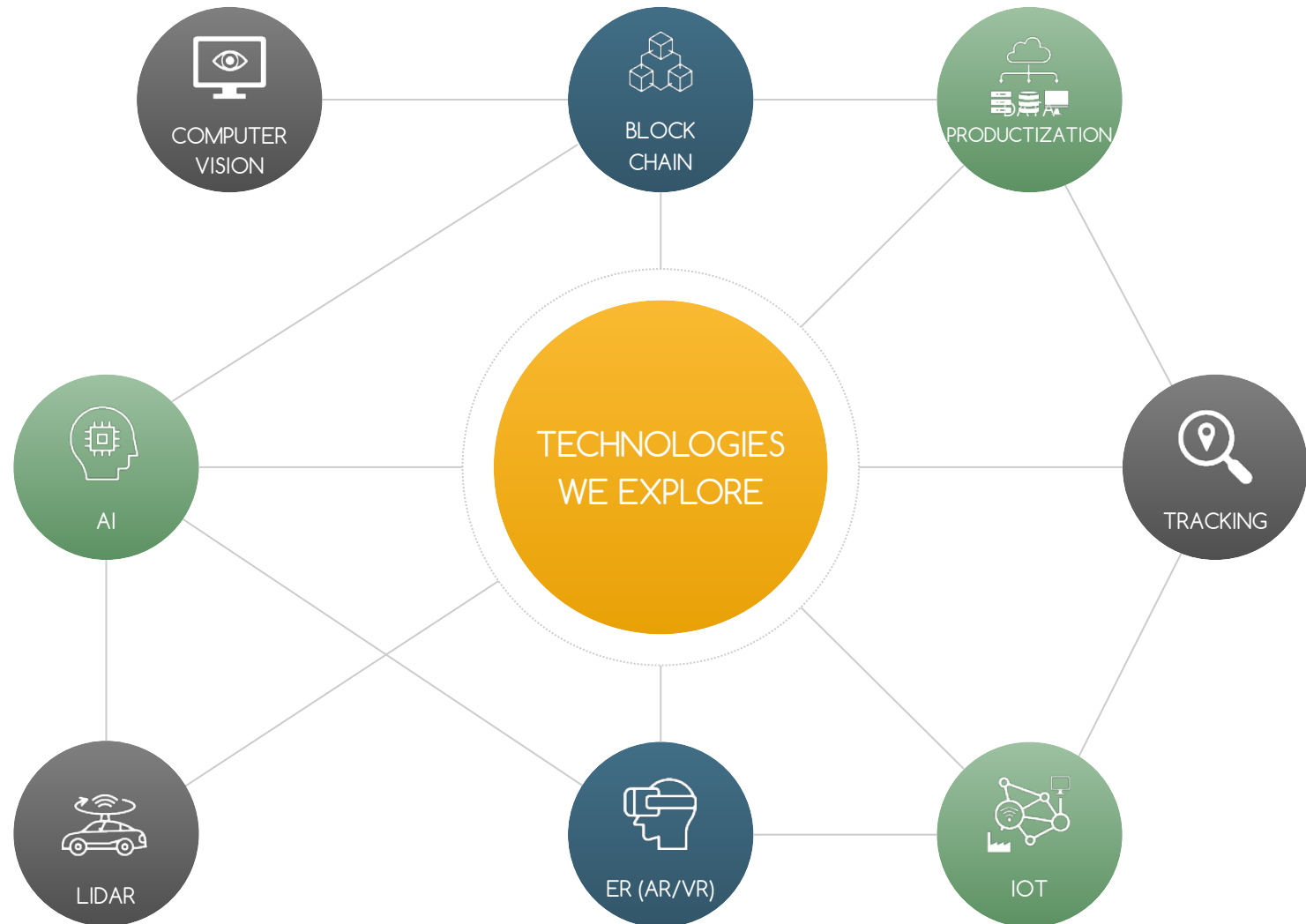
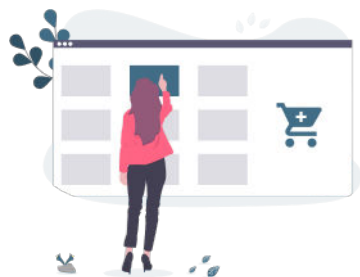
Legal

Food & Beverage

Aerospace

Robotics

Computer Vision



# Achieving Funding CRITERIA



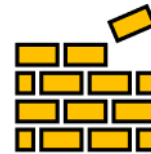
## Educate

Headway strives to educate our entrepreneurs how to best launch and grow their business and the best steps to develop their technology.



## Prepare

We prepare student for initial funding. We understand and explain to students that less than 1% of the startups receive funding and nearly 60% of the startups utilize their own funds.



## Build

We are continuously building our own Angel and VC network of investors that approve of Headway's standard of product and company development.



## Provide

We provide creative methods and great tools for our startups to develop self funding techniques.



# Achieving Funding – part 2



*"Matrix is based on the criteria from Headway's investor partners"*

	High (3 Pts.)	Medium (2 Pts.)	Low (1 Pt.)	None (0 Pt.)
Market Potential	There is a large enough market, by which a 5-10% penetration would generate at least a \$25-50MM in annual profit.	There is a large enough market, whereby a 5-10% penetration would generate at least a \$10-25MM in annual profit.	The product is likely to fill a unique niche in a multi-billion-dollar market.	We have no idea of market potential.
Management Team	The leadership team is complete (i.e., CEO, COO, CFO, CTO, etc.) with deep experience in respective fields and prior successful start-up experience.	There is a strong CEO who recognizes the need to fill all key leadership roles with highly-qualified executives, preferable with prior start-up experience.	There is a founder who is willing to work with us to fill the key leadership roles with highly-qualified executives, including the CEO spot if required.	The founder is not qualified to run the company and does not see the need for a CEO and/or other key executives.
Market Validation	The enterprise is generating ongoing sales and retaining customers.	The enterprise has at least 5-10 customers in a proof-of-concept and receiving positive feedback about the product.	The founder has conducted qualitative research with at least 5-10 broadly valid prospects and received positive feedback about buying intention.	They founder has only anecdotal proof that there is demand for this product.
Competitiveness	No other company offers a product like this.	One or two companies offer similar products but are new either to the market or don't offer the range of benefits we do.	Many companies offer similar products but don't have the combination of benefit we offer.	Many companies offer this kind of product and we do not have any unique benefits.
State of the Product	This product is commercially- ready and scalable.	This product is at the proof-of-concept stage, with detailed plans for making it commercially-ready.	This product is at the prototype stage.	This product is at the idea stage.
Disruptive Tech Impementation (Block Chain) (IoT) (VR) (Data) (GPS) (Ai)	At least 2 - 3 disruptive technologies with Data-productization	At least 2 disruptive technologies with Data-productization	At least 1 disruptive technologies	0 disruptive technologies

14-18 Points = Exceptional potential

10-13 points = likely to be accepted

<9 Points = Unlikely to be accepted

# BETA TEST

## CUSTOMERS



### Market

- Global vs Local
- Ease of Entry



### Partners and NOT Customers

- Understanding their pain early on is key
- Knowing how much they are willing pay
- Providing incentives and support



### Certification etc.

- Global vs Local
- Predicates
- FDA attorney



# Investor Readiness Programs



Market Research &  
Research Report



Creating a Stronger  
Value Proposition



Developing Your  
Business Strategies



Sales Planning Basics  
Sales Channel



A Cohesive Team



Early Adopter



4 Steps to Build



Full Start-up Program  
Package (4 Steps)

# THE SOLUTION:

## R&D PARTNERSHIP WITH HEADWAY IDEA LABS

### IMPROVE PRODUCT SUCCESS

Dedicated process for developing purpose-driven products with extensive feasibility and market studies.

### REDUCE CAPITAL INVESTMENTS

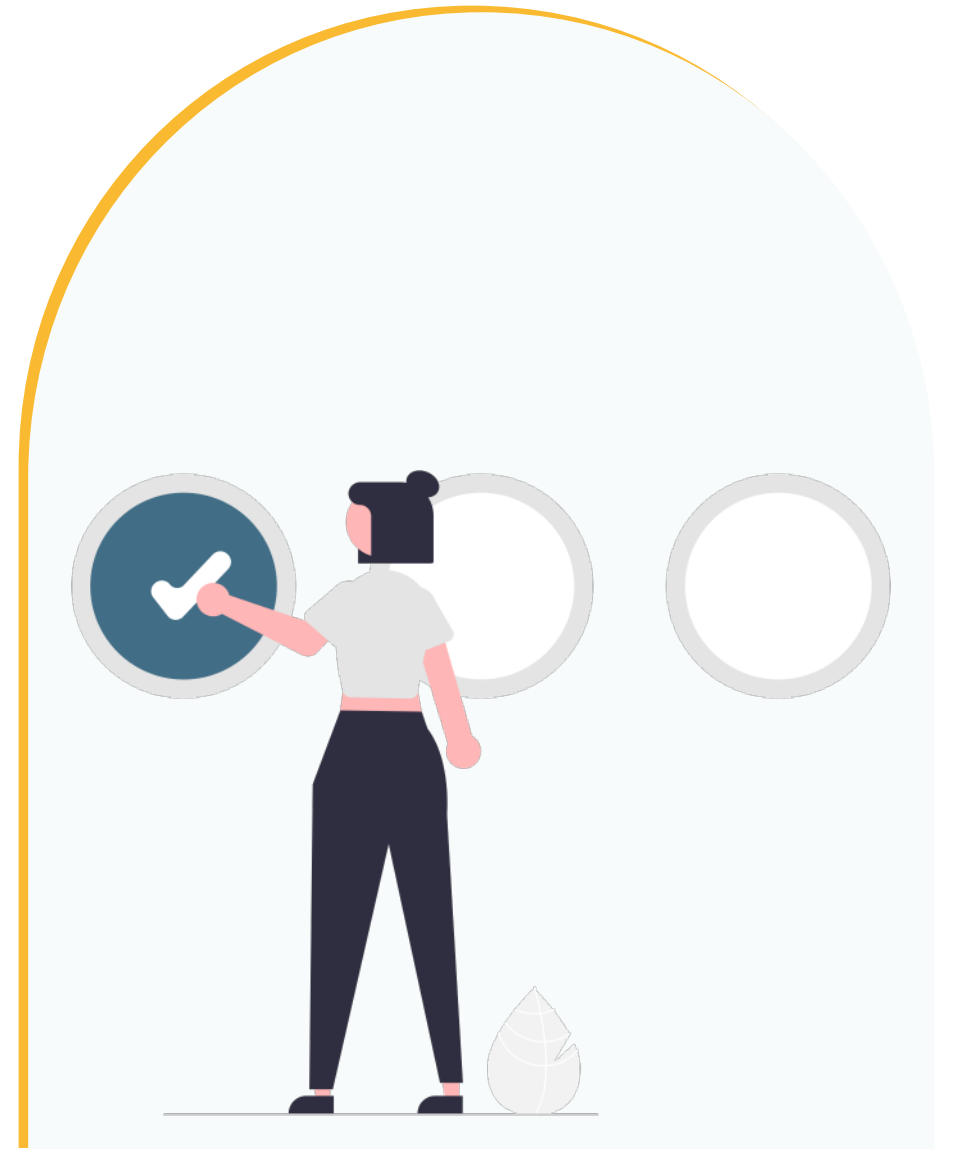
We have the tangible and intangible resources to develop your product so you don't have to allocate funds to a facility, equipment and personnel.

### BOOST INNOVATION


We work across various industries developing hardware and software products giving us a broader perspective on trends, technology uses, and emerging tech.

### FASTER MARKET ENTRY & INCREASE PRODUCTIVITY

With our R&D process, expertise and dedicated resources we focus on completing project so your business can focus on it's core strengths.



# Templates



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## My Mentor Company [Your Company Name]

At this time we suggest that you select 1-2 companies that you would like to learn from and possibly follow and adopt some of their practices.

**Learn and Answer the following:**

- 1 Who the Founder(s) are
- 2 The story behind the founders
- 3 The journey and when they started becoming stable

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## THE 14 VALUE-BASED QUESTIONS

- 1 If we're sitting here a year from now celebrating what a great year it's been for you in this role, what did we achieve together?
- 2 When have you been most satisfied in your life?
- 3 If you got hired, loved everything about this job, and were paid the salary you asked for, what kind of offer from another company would you consider?
- 4 Who is your role model, and why?

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## INDIVIDUAL PRODUCT MARKET SIZE

**Product Market Size Overview:**  
How large is the potential market for the individual product you are analyzing? This is essential to determine as early on as possible, because it will help you set the right priority on when and how best sell each particular product.

**Price Strategy**


- Price Acceptance Analysis – This determines what population size locally, nationally and/or globally is each product best suited for depending on the unique needs that your customers will have based on their demographics.

**Understanding Product Market Size:**

1. Product Market size refers to: who is your perfect customer for each product and why?
2. Product Market size also refers to: What is the population size of your profile customer (Not only the Early Adopter).
3. Estimating Product Market Size: This needs to be done based on your current sales and potential yearly sales based on your current Sales infrastructure.
4. Please see the "Product Profit Margin" exercise.



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## Product Overview & Analysis

**Your Name / Company Name** **Date**

**Purpose:** Pinpoint the product position, its value to people's lives, and create an overview of how your product impacts your target users and the community. Reference your Target Customer Analysis, Competitor Analysis, Story, Mission, and Vision in creating your Product Overview below.

What is the problem/pain point you identified that inspired your idea? Summarize this in 2-4 sentences using knowledge from your story and target customer analysis

How will your idea address and solve that problem? Summarize in 2-4 sentences. Describe your specific product, key features, applications it solves, etc.

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