



Product Development without a Blank Cheque!

CASS



Cass wondered if finding the end of a rainbow would be easier than finishing her product development.

Cass's Dilemma

Cass finds herself having an incomplete product development whilst receiving demands for further funds, despite having paid all that was initially asked of her! A common outcome for SMEs and developers, but it is not the result of malice, greed, or any other underhand tactic on the part of her suppliers: nor is it fault on Cass's part.

A staggering 80% of new clients arrive at JonJu's doorstep because of previous development relationships that have failed.

The larger development companies may offer all the functions alluded to in the sketch, and thereby claim to offer a turnkey service that will not suffer the roadblock, but the root causes of disappointment still apply, and such companies usually accompany their proposals with eye



watering quotes. Unless substantial financial resources are available such companies are rarely geared to support the small to medium sized product development company.

If any of the following ring bells keep reading (particularly **Cass's Answer** below):

- Silo mentality: the suppliers are adamant that all that is required has been done according to their respective disciplines and the mutually agreed specifications, but issues that bar completion remain, and the client is left to resolve them.
- Technical perspective: an unexpected factor, such as an environmental condition, is causing the device not to operate quite as required, and correction of the same is being put down to an unfortunate anomaly, rather than it being accepted that such factors nearly always occur and adapting a design for them should have been part of the original agreement.
- Operations: whilst a working prototype may have been provided, the necessary support to make the design manufacturable in volume has not been catered for.
- Wooden adherence to the contents of specifications stops the development evolving from the experience of iterative prototyping and market knowledge.
- Conditions of supply, for example a key chip in the electronics being unavailable and requiring re-direction of the project is being regarded as a fresh start with consequential costs.
- A supplier is not defining success in terms of the client's success, but rather simply delivering what has been agreed in a specification written at the beginning of the project.
- The list goes on but perhaps one of the above will chime with the reader.

Cass's situation is precarious because it is a point at which the most important feature of a development relationship is often lost: **trust**. Once trust is lost between the suppliers and Cass, all is lost. The only route forward is a mutually acceptable termination of the relationship/s. This brings us back to the original statement that 80% of relationships fail before they land on JJ's doorstep.

The consequences and predicament vary with each case, but the outcome is the same: that gut wrenching disappointment that casts a shadow over what is often a critical development.

So, what is the answer?

Cass's Answer

- **A good supplier will define its proposal in terms of Cass's success.** The supplier must identify with the notion that if Cass fails, it does too. This statement is not a slogan: it is a fact.
- **Trust:** no document, proof of performance, or specification will provide it. **Trust** must be built with suppliers such that a client doesn't feel perpetually threatened by a withdrawal of services unless greater funds are made available, and the supplier should feel confident that a dramatic change in circumstances can spawn a discussion about funding without it threatening the relationship. This is a delicate balance that requires mature relations between intelligent participants. It is challenging; but get it right and truly exceptional performance is possible.



JonJu Tech Ltd.

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- **Each supplier must have a good grasp of the functions of the others.** The suppliers must show that they will build bridges between the disciplines to ensure Cass's success. This requires mutual appreciation of the disciplines.
- **Right first time is a dangerous myth.** The successful product will result from 'fast iterating' design prototypes, learning and adapting at each go. After a while escape velocity will be reached and mass manufacture will result.
- **Fixed quote.** The opening proposal should cover full development of the product. Extra funds should only be necessary if truly extenuating circumstances occur, or the specification is turned on its head for some reason.

Power Breathe International Ltd are a company, among many others, that are delighted with the above approach (www.powerbreathe.co.uk).

'The inclusive manner with which JonJu Tech approaches product development is refreshing. JJ has championed agile project planning for the entire team, taken an active role in all product development tasks, not just those that directly concern JonJu Tech, and practices fast iterative prototyping which is the best way to get to market with the right product in the shortest time.'

Design Manager, Power Breathe International Ltd.

Why not take advantage of some free consultancy and contact: sales@jonjutech.com.

It is not always a complete product development that is required; perhaps there is a design that does not quite do what's required, but it is fundamentally right. JJ will have an unguarded discussion and not charge if it is obvious, perhaps with a little bit of research, what must be done to overcome whatever the problem is. Contact JJ via the email above, and JJ will do all it can to help.

About JonJutech Ltd:

JonJu Tech Ltd. is a leading-edge supplier of electronics product development services. It has completed numerous product developments in all major market sectors over the last decade, taking its clients from the earliest conceptual stages right through to manufacture in volume, with revenue. As well as providing this fundamental service, JJ is a formidable problem solver – not all requirements are for the full journey; some just need re-railing.