

Thank you for considering Burrell Innovation for your product development. We have the expertise and experience to deliver great results, and would be delighted to work with you.

## Working with Burrell Innovation

All good design solutions are based on a partnership between client and consultancy

### Credentials

Burrell Innovation has been operating as an independent design consultancy since 2010. We are a member of the British Industrial Design Association (BIDA), and have accumulated vast experience in the medical, industrial, consumer & communication industries.

Our clients include Warner Brothers, Plasma Antennas, Avonwood, BioBank, Buckingham Healthcare, Purehold, Precision Engineering Pieces, Evo Technical Solutions, WidgetCo, Minale & Minale, & IMIS.

### Design & Management Team

Our design & management team consists of the following core members;

- David Burrell (Director)
  - David is a talented product design engineer with 9 years of high end industrial experience. His involvement at the conceptual, prototyping and production stage has lead to high quality products reaching the market place. David holds a BSc (hons) degree in Product Design.
- Andy Beckett (Director)
  - Entrepreneurial management professional with 22 years of leadership experience directing technical innovation, laboratory, research and development, and technology transfer programmes. Track record designing and launching cutting-edge technologies into global markets, including the UK, the U.S., Australia, China, and Japan. Strategic problem solver with aptitude for cultivating relationships to place products with government agencies.

- Steven Reese (Senior Product Designer)
  - Steve inspires new and exciting concepts, produces refined styles, ensures ergonomic correctness, and maintains a solid view of the manufacturing processes. Steve has a BDes(Hons.) in Industrial Design and 10 years design and consultancy experience.

## Project Stages

In our experience, a full product development is likely to include the following stages:

Stage	Description <i>(See annex for detailed description)</i>
1	Project Planning & Research
	Concept Development
	DFMEA & Cost Analysis of Relevant Concepts
2	Manufacturer Identification
	Design & Engineering Development (3D CAD Simulations)
	2D Documentation (Engineering drawings & BOM etc.)
	Prototype Validation (Test house may be contracted here)
3	Process Optimisation (Improvements requested by the manufacturers)
	Pre-production Manufacture, Assembly & Approval
4	Pre-production Certification & Testing (Test house may be contracted here)
	Packaging
	Marketing Material

## Charges

In common with all professionally managed firms, we charge for our expertise and involvement in the above stages. Our standard design rate is £320 + VAT per day.

Please note prototypes, certifications, manufacture set-up & production will be outsourced. The associated costs should be anticipated as additional costs.



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### **Intellectual Property**

Any intellectual property owned by the client prior to the product development will remain their property.

Any intellectual property developed during the project for the *final design only* will be formally assigned to the client at the conclusion of the project.

All other intellectual property developed during the design process shall be retained by Burrell Innovation.

### **Guarantee**

We guarantee that if you are unhappy with our services, at any stage you may stop the project and we will refund any money paid in advance for incomplete services.

### **Payment Terms**

We request that payment for each stage is made in advance.

## Annex

### Project Planning & Research

#### Initial Research, Market Analysis

In order to deliver a comprehensive design service, it may be necessary to identify competitive products on the market, the end user, and their needs.

### Concept Development

#### Exploration of Solutions for the Brief

How the product could be used (usability), how the product could be manufactured, how the product fits with the user (ergonomics), and possible aesthetic ideas (styling) will be explored at this stage.

### DFMEA & Cost Analysis of Relevant Concepts

#### Selecting the Most Appropriate Concepts

DFMEA is an analysis of the concepts, and is implemented to identify if there are any risks involved with them. An estimate on the production prices is also useful to help identify the most appropriate route forward.

### Manufacturer Identification

#### Selecting Manufacturers, Cost Estimates, Time Scales

Identification of suitable manufacturers based on their ability to produce the parts to an acceptable quality, at an affordable price, and within an appropriate time scale.

### Design & Engineering Development

#### 3D Modelling, Production Analysis, Strength Analysis, Visualisations

The product will be developed in 3D to ensure it can be manufactured & assembled easily. The parts will be developed to ensure they are strong enough for the application, & photorealistic visualisations will be produced to demonstrate the intended aesthetic.



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## 2D Documentation

### **Part Number Assignment, Manufacture Drawings, Bill of Materials, Data Exchange**

Documentation of parts and assemblies so they are ready for production. Part numbers will be assigned to each component and assembly, drawings of each part and assembly will be produced for the manufacturers, a bill of materials will be produced to enable easy part ordering, and the data files will be organised.

## Prototype & Validation

### **Fit & Function Checks, Tests & Refinements**

Construction of prototypes to validate the form, function, assembly, ergonomics, and aesthetics of the design. These prototypes may indicate if amendments are necessary to improve the design.

## Process Optimisation

### **Manufacturer Feedback, Production Streamlining**

Feedback from the manufacturers may indicate areas that could be improved for efficient production.

## Pre-Production Manufacture, Assembly & Approval

### **Approval & De-bugging of Pre-Production Samples**

The first parts off the production line will be checked for accuracy. The size of the parts & their assembly will be checked & de-bugged if necessary.

## Marketing Material

### **Images for Marketing, Assembly Instructions, Packaging**

Production of images suitable for use in assembly instructions, brochures, web sites, emails etc.

Development of packaging suitable to protect the product.