



信息手冊

INFORMATION BOOKLET



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<https://www.innovationdriveshenzhen.com>

Introduction

There is an old adage that goes 'Build a better mousetrap - and the world will beat a path to your door. Which basically means, if you can improve upon an existing idea or solve a global problem, then you are likely to make a fortune out of it.

At Innovation Drive Shenzhen, we like to think that everybody has an idea for a better 'mousetrap' inside of them. Who hasn't ever sat back and looked at a task or a product and thought 'There's got to be a better / faster/ cheaper/ more fun way to do this'?

The problem is that many great ideas never get further than the sofa in your living room, or that toolshed in the backyard. This is because most people have no idea how to turn that crazy idea into a marketable, safe and well-made product.

That's where Innovation Drive comes in. Our dedicated team of business people, engineers, marketers and product specialists are dedicated to helping everyday inventors to turn their hardware ideas into viable products that can often be sold all over the world.

About us

We are the first Hardware Incubator and Accelerator program in China that takes on product concepts/ideas prior to having a prototype built. The company Innovation Drive was founded in Sydney in 2018 by Product development expert Sayee Ganjekar & Tech expert Omar Najjar.

In 2020, a second Australian team was added and Innovation Drive Queensland was launched, adding a Board containing some of Queensland's leading business people and entrepreneurs. And now Innovation Drive Shenzhen brings the program to China, with a first cohort in 2022.

Innovation Drive comprises a community of exceptional idea assessors, industrial designers, product designers, engineers, marketers and manufacturers who work together to produce high standard products ready for market, with consistently affordable rates. Existing support for inventors is fragmented. Our incubation program enables new markets to exist by offering comprehensive, smart, quick and transparent services that demystify the commercialisation process.

Innovation Drive focuses on supporting Hardware Startups through Prototyping and Manufacturing of innovative consumer electronics and connected Devices. Inventors come from all walks of life. Some are trained scientists or engineers who work for large companies. But most inventors are everyday people such as truck drivers, plumbers and nurses. People who look at a situation and come up with a solution that they think works better. People like you.

Why should you apply ?

You, the napkin-sketcher, the day job dreamer, the weekend warrior, the small business starter, the expert craftsman, the professional placemaker. Inside each of us, there's an idea waiting to be born, a passion ready to be explored, or a skill set to be learned.

We support you with realizing any product concept, as long as you have an idea on how you want to do it! We assist you in the beginning phases of developing your product idea, when you may not have a full team set up. Being hardware, it is a hands-on, immersive experience that's perfect for all kinds of founders – including those who have a day job or are studying.

Entrepreneurship is a beautiful journey. Start yours with the Innovation Drive Hardware Incubator program and enjoy the ride.

This part time program is valued at USD 5,900 but only costs Applicants USD 1,480 (Thanks to scholarships and sponsors) and includes 3 hours of weekly sessions; every Saturday for 14 weeks. Focused on helping hardware entrepreneurs jump-start by providing them with technical and business consulting. In addition to access to 3D CAD software, and training.

How is the Idea Stage Hardware Incubator different?

It's no secret that most hardware start-ups fail. Because Hardware is hard and we can't guarantee that your startup won't fail.

What we can guarantee is that taking your start-up through our pre-seed accelerator program significantly decreases your risk of failure. The program is created by entrepreneurs who have seen both sides of the coin and focuses on dealing with the most important risk factors before they become real issues.

Program Details

Innovation Drive's pre-seed incubator program is all about how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive framework that any hard-working person can learn and apply.

This 14-week part-time program will show you how to segment your market, design and build your product, find and attract the right customers, attract the right partners, utilise support tools to streamline your operations and methods on how to scale your business.

You will learn who your customer is, what you can do for your customer, how does your customer acquire your product, how do you make money off your product, how do you design & build your product and how do you scale your business.

The program will help you to



Define

Your idea



Find

A viable, scalable business model



Validate

Your product with your audience



Think differently

About what it takes to do something new



Pitch

Like a superstar with weekly practice



Week 1: Hardware Startup Landscape

At the start of the program we discover the state of the market for hardware startups, dividing it into four main product categories: connected devices, wearables and personal sensors, robotics, and designed products. It briefly examines the forces that have led to the recent growth of the ecosystem, including the history of the maker movement.



Week 2: Idea Validation and Community Engagement

This week begins by emphasizing the importance of validating the idea through conversations with distinct groups of people who will be critical to your success. Then intro to community building and customer development, discussing the different relationships that founders will form to help them along the path to building a company. These include the relationship between co founders, how to choose advisors, and how to reach potential early adopters.

Week 3: Knowing Your Market



This week, we cover techniques for market, consumer, and competitive-landscape research. It aims to help founders better understand where your products fit into a market ecosystem, which is important for idea validation, early brand positioning, and future fundraising. It also works through the basics of customer development interviews with an eye toward lean product development.

Week 4: Branding

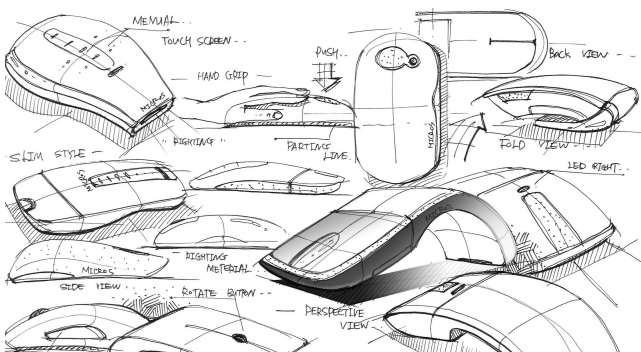


Introduction to brand development for hardware startups which covers the basics of brand marketing including brand identity, mission, and personality and the development of brand assets. This will help you, the founder, to craft your company's cohesive brand identity, which is a critical component of success for any physical product.



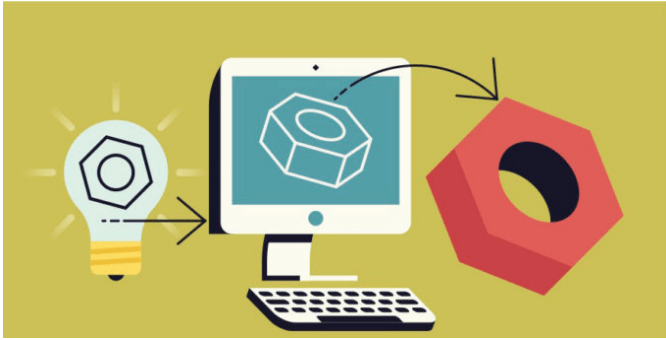
Week 5: Revenue

In this session, we explore how to sustain a company before receiving financing or revenue, identifying the most lucrative revenue source for business, testing different revenue sources with target customers, and more.



Week 6: Product Design

Main objective this week of product design is to create a product or service with excellent functional utility and sales appeal at an acceptable cost and within a reasonable time. The product should be produced using high-quality, low-cost materials and methods. We learn the process of imagining, creating, and iterating products that solve users' problems and address specific needs in a given market. The key to successful product design is an understanding of the end-user customer, the person for whom the product is being created.



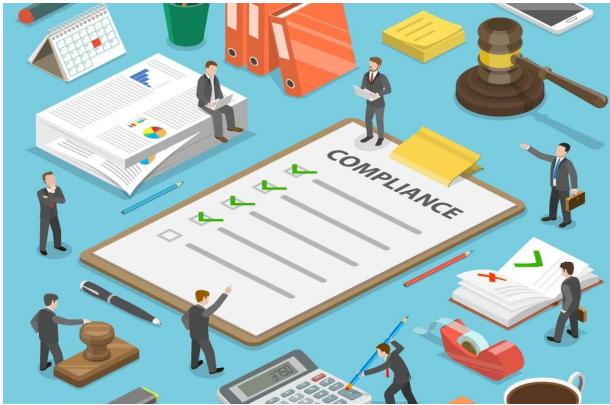
Week 7: Prototyping

Main goal for this week is to guide you from design to physical things, which include types of prototypes (including works-like and looks-like prototyping), building your engineering and design team, outsourcing versus insourcing, chip selection, software, and some common terminology specific to the hardware space.



Week 8: Manufacturing

We discuss the common processes and pitfalls startups face when moving to manufacturing. It covers when and how to choose a factory and supply chain, where to manufacture, testing and certification, and packaging.



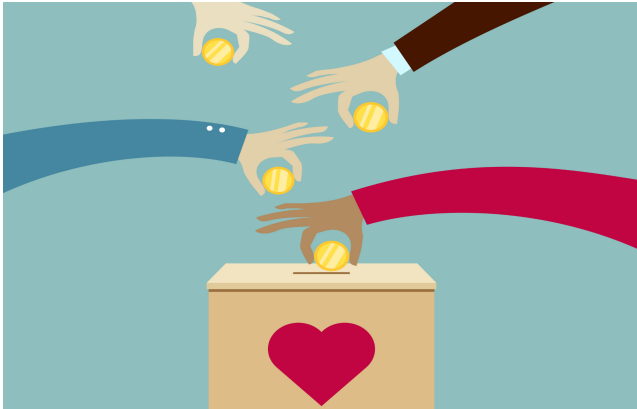
Week 9: Regulatory

All hardware products require some kind of certification to be sold. It's one of the most overlooked steps in the very early stages of bringing hardware products to the market. It's not uncommon to plan the early phases of the project with certification and other approval as a milestone. You will learn the steps to analyse regulations and dependencies.



Week 10: Crowdfunding

Crowdfunding platforms have made a dramatic impact on the ability of hardware-startup founders to take an idea to market. This week we cover best practices for running a crowdfunding campaign from start to finish: choosing perks, developing a pricing strategy, driving traffic, building community, and more.



Week 11: Fundraising

We cover how to navigate the fundraising ecosystem. We also examine the players who control capital—including angels, venture capitalists, and strategic investors—and the pros and cons of taking funding from each. It provides guidance on the strategies most likely to result in a successful fundraising, including when and how to reach out, how to create an ideal pitch deck, and how to structure a round.



Week 12: Go to Market

This week begins with a survey of business models and pricing strategies. Introduction to logistics and fulfillment best practices and evaluation of distribution channels, with special attention paid to margin and marketing considerations. You also learn the metrics that matter when evaluating the growth of a business. The emphasis throughout is on helping founders make the transition from product to company.



Week 13: Legal

Hardware-startup founders face unique legal considerations when building their products. They must navigate potential intellectual property issues, liability concerns, certifications, regulations, tariffs, supplier agreements, and more. This week we provide an overview of the pitfalls to watch out for and the type of legal support a founder will need at various stages of product development.



Week 14: Demo & Graduation

In this final session, you will celebrate with your peers, friends and family, as well as selected Mentors. Some Founders will also pitch to a live audience, and you will be officially onboard to all of the post-program resources and assistance that Innovation Drive provides.

Bonus Modules From Leading Mentors

As a member of our Shenzhen Cohort, you will also gain special access to presentations from some leading entrepreneurs and and mentors, including:

Corporate Structure & Leadership

Led by Mr Jim McKnoughly, Chairman Innovation Drive Queensland. Jim is one of Queensland's best known and active businessmen. He has successfully grown a number of large businesses as well as Chairing a number of government enterprises such as The Queensland Trust for Nature. You'll be gaining valuable insight on company structures, team building and developing partnerships with competitors for success.

Building a Brand From the Ground Up

Presented by digital marketing expert at Innovation Drive Queensland, Tony McAuslan. Tony has a background in Advertising & Marketing with some of the world's largest brands as well as founding a number of successful start-ups of his own. Tony has launched over 80 brands and will share the secrets that have made many of his ideas international award winners.

Resilience in the Face of Adversity

Presented by Sam Holtz, head of innovation at Innovation Drive Queensland. Having graduated as Dux of his class in Industrial Design at QUT, Sam has gained valuable hands-on experience by working in his family's own manufacturing business that now exports around the world. His presentation brings valuable insights on what it takes to make the jump from product ideation to actually getting your hands dirty and bringing a product to life. And how to keep going in the face of adversity.

Engaging Government for Sales & Grants

Even the best idea in the world won't get off the ground unless you've got money to fund it. This session, led by Mr. Troy Collings will teach you how to navigate the complex issue of applying for government grants as well as a good deal of insight on how to go about making the state or federal government one of your best customers.

Get Ready to Manufacture

A five hour workshop, led by Henk Werner of Innovation Drive Shenzhen. By the end of this workshop you will:

- know the fastest way to become recognized as a professional by manufacturers.
This is the most important step to ensure that you aren't wasting your money.
- create your must-have ready checklist for reaching out to any manufacturer.
This is the most important step to ensure that you aren't wasting your time.
- have the clarity to turn your project from a "danger" to a "safe" zone. And yes: you can do this EVEN if you aren't a professional project manager.

Application Criteria

You should have a hardware component or aspect but we love seeing innovative software behind the hardware as well.

- You **MUST** have an idea of your product and you should have a narrative of the invention showing and telling how it works. (this could be a video, pictures or a 3D animation, flow charts, etc.)
- We're looking for great teams, and while experience is great, first time founders are also welcome as long as you can show your "unfair advantage" in your sector
- Priority will be given to the most "innovative", "disruptive", "unique", and "scalable" startups
- You have passion

Upon Graduation

from Innovation Drive's program, you will have:

- Confidence in yourself
- Defined your idea and developed a viable, sustainable business model
- An understanding of the Lean Startup principles
- Conducted customer development and validation
- Created and learned how to use a Purpose to Impact Canvas
- Created and pitched your business and product to experienced mentors
- Know what to do & mainly what not to do
- Sense of community.

Continued support until you succeed

- The entire Innovation Drive Team is passionate about success, and we are there to both act as mentors and advisors, as well as offer assistance with raising investment capital, if appropriate.

How to apply

- Prepare information about your project and your team as described in "Application Criteria"
- Visit <https://innovationdriveshenzhen.com/start>
- Read the information on the page
- Fill-in the application form

"Successful entrepreneurs turn risk into opportunities by exercising discipline and determination while acquiring sufficient training to avoid traps that others overlook"

- Henk Werner -