

Innovation Group
pomm®

PROJECT DEVELOPMENT PROCESS

A Client's Guide

YOU ARE NOT ALONE!

Problem solving and product development are complex processes. From time to time we have clients that are surprised by the length of time it takes. We are confident this Client Guide will help answer some of your questions and make it easy to determine where in the ideation, design, development and manufacturing process a project is at a given time.

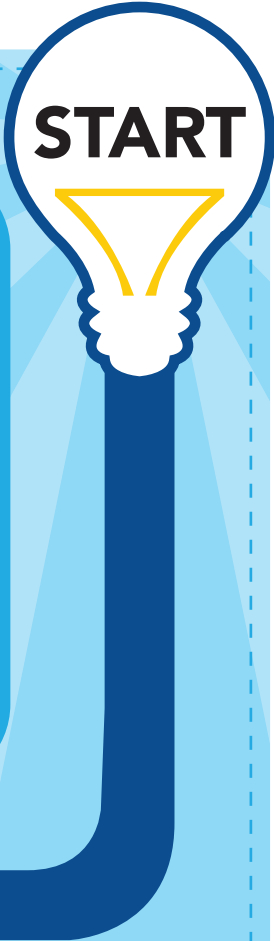
The Brief

PLEASE TELL US
WHAT



**YOU
WANT**

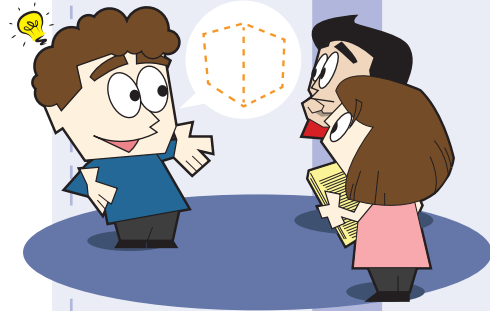
This is the initial discussion that takes place between our Strategists and you. It focuses on an in-depth assessment of your challenge. The small amount of time used working through the Brief with you saves hours later on in the development and design phases.



 **2 - 4 Weeks**

Ideation

Ideation focuses on collecting data and generating ideas in the pursuit of your business objective.



Discovery

Our strategists guide you through discovery & information gathering so you can precisely define your challenge vision and goal. They, along with a POMM Team Ideation Leader, distill this information down to **ensure your vision and goal are clear and concise**. We then define an overarching mission and purpose for the POMM Ideation and Development Teams.

You will now have the opportunity to determine how you would like to move forward on the project based on our proposal.



Team Selection

We now build a POMM Ideation Team using multidisciplinary members to inspire and generate ideas based on our mission and purpose.

Ideation

In this stage we “cover the walls with ideas”, analyze, filter, and refine the ideas and repeat this process again until we have some viable ideas. We then filter the ideas to select the most promising.



Re-Imagining

It's time for your team and ours to come together to select the single most promising idea you want to bring to life. We explore the reasons why you like the idea thus shifting the focus of our discussion from technology & features to the human design experience.



IMPORTANT

Your team now has the opportunity to conduct viability analysis, including technical and economic feasibility, end user/market assessments, capital expense and resource requirements, and anticipated user benefits. The promising idea that survives your formal assessment is then taken to the next phase should you decide to move forward.



4 - 8+ Weeks

Design & Development

Our focus turns to the most promising idea and bringing it to life, while ensuring your vision and goal are met.

Turning Point

This stage shapes the idea into a detailed product, service, or process specification. The teams explore design options and discuss potential changes.



Development Team Selection

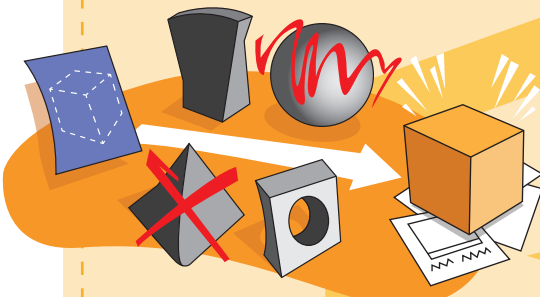
We now build a POMM Design and Development Team made up of industry experts, engineers, industrial designers, artists, copy writers, and other creative individuals to inject the idea with a dose of realism.



Evolution

The POMM Design and Development Team develop a preliminary design. Utilizing two- and three-dimensional computer modeling and pencil-to-paper efforts, the team creates a number of rough concepts.

This process validates whether the product, service, or process is technically feasible and meets your vision and goal before proceeding to take the idea from the abstract to reality.



Transformation

The POMM Team transforms the preliminary digital data into feasibility models and prototypes, conceptual perspectives and 3D illustrations, story boards, presentations, and more, if necessary.



Your team now has the opportunity to analyze, test and evaluate the idea for limitations. It also gives you time to obtain end user experience, so you can gain valuable insight before deciding to take the idea to the next level.



10 - 16+ Weeks

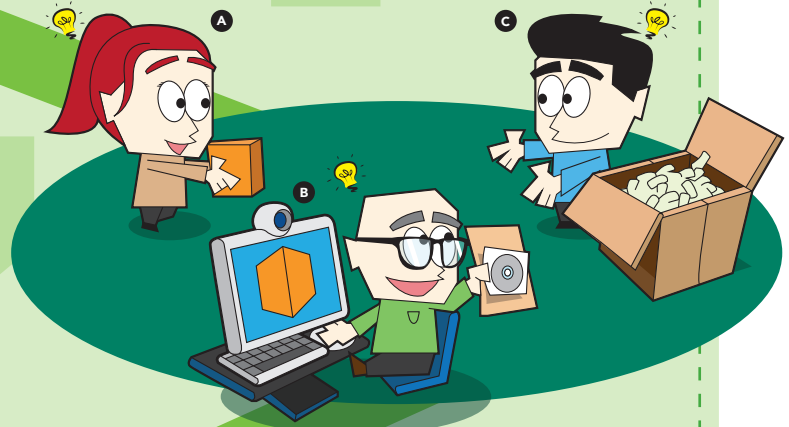
Production Readiness

This phase addresses areas requiring improvement and provides your decision-makers at all levels with a common understanding of the relative maturity and current risks associated with the idea.



Refining

This stage clearly refines tolerances, materials, finishes, styling, ergonomics and the overall look and feel of the product, service or process.



Detailing

Each component of the refined idea is identified, engineered and documented with digital drawings and specifications.



Confirming Goal & Vision

Prototyping, rapid iterations, components sourcing and user testing are conducted, if necessary. This gives all teams a chance to evaluate, confirm, run cost analysis and pricing modeling and approve the product, service, or process to ensure it meets your goal and vision and to obtain a consensus on the current state of production readiness.

The idea is now ready for implementation, pre-manufacturing processes, and/or launch.



8 - 12+ Weeks

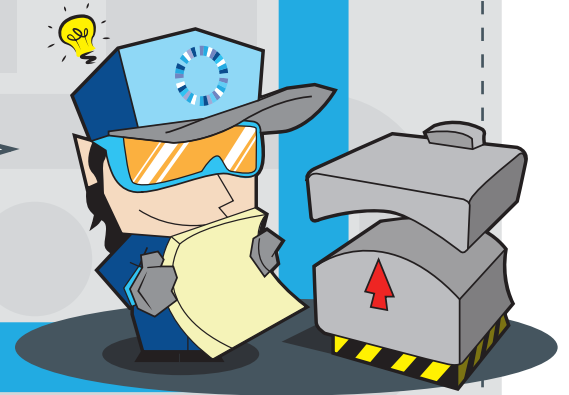
Manufacturing

If Product Focused Project

The idea is now ready to come to life! We offer complete manufacturing, packaging and logistics services.

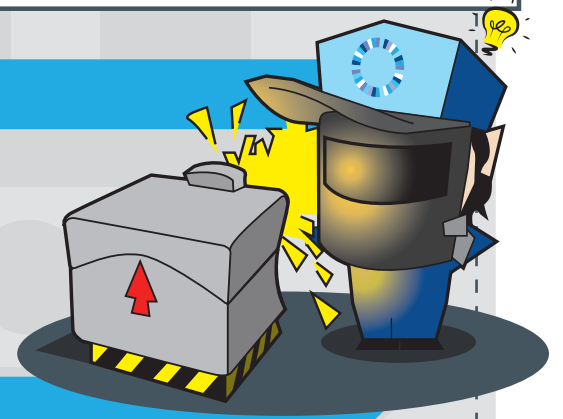
Tooling

Tooling for all components is designed & manufactured, tested & retested until it meets specs.



Initial Production & Evaluations

Initial limited testing run (T1) conducted and product assembled for evaluating fit, function, quality and integrity.



Tool Refining

The tool is refined and retested until it meets specs.



Production Approval

Additional small production runs are conducted to ensure the manufacturing process is efficient and the end product meet all specifications and your vision & goal have been realized.

Quality Assurance

Each production shipment is tested for quality (ongoing)

**READY TO
RELEASE TO
FULL
PRODUCTION**



10 - 16+ Weeks

Full Production

COMPLETE



TOTAL TIME:

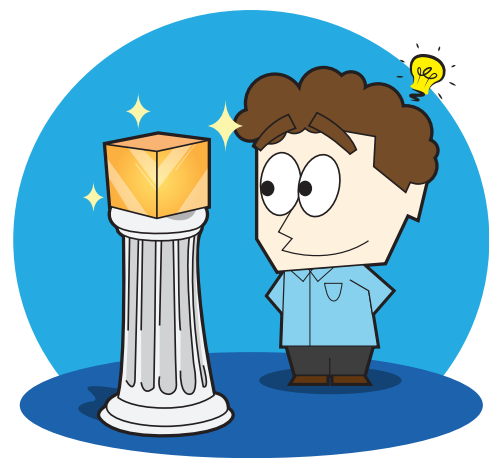
**34 - 56+
WEEKS**

*Total times are estimated and may be impeded or made unreasonably onerous by any circumstances beyond Spellbound's and or CrewSafe's reasonable control, including but not limited to war, acts of terrorism, labor conflict, riots, strikes, or similar internal disturbances, official requisitions, or other similar impediment caused by a governmental resolution, fire, flood, earthquake, hurricane, tornado, landslide, storms, extreme weather conditions, natural disasters, Client delay, or other circumstances of similar character and nature. We shall promptly notify Client on the intervention and on the cessation of such circumstances and shall make every reasonable effort to resume performance as quickly as possible.

Concluding Message

As much passion as we have for brainstorming and conceptualizing, our true contribution to our clients is our ability to innovate. Our ability and expertise in taking the most promising ideas out of the world of the abstract and in to something concrete is what helps our clients take hold of their future.

Through these Offerings, we provide a complete solution: from brainstorming to production. We are eager to take you on this journey. Our goal is to help you realize your organization's full potential, and to put you in a position to increase enterprise value, profitability, and consumer confidence.



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