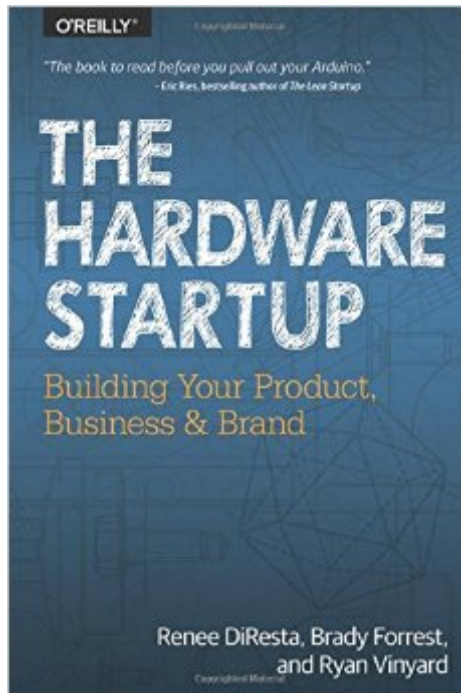


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# The Hardware Startup: Building Your Product, Business, And Brand



## Synopsis

Thanks to the decreasing cost of prototyping, it's more feasible for professional makers and first-time entrepreneurs to launch a hardware startup. But exactly how do you go about it? This book provides the roadmap and best practices you need for turning a product idea into a full-fledged business. Written by three experts from the field, *The Hardware Startup* takes you from idea validation to launch, complete with practical strategies for funding, market research, branding, prototyping, manufacturing, and distribution. Two dozen case studies of real-world startups illustrate possible successes and failures at every stage of the process. Validate your idea by learning the needs of potential users. Develop branding, marketing, and sales strategies early on. Form relationships with the right investment partners. Prototype early and often to ensure you're on the right path. Understand processes and pitfalls of manufacturing at scale. Jumpstart your business with the help of an accelerator. Learn strategies for pricing, marketing, and distribution. Be aware of the legal issues your new company may face.

## Book Information

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## Customer Reviews

In an age when it's easier than ever to build a one-off device, the number of hardware kickstarters, startups, and fledgling business is booming. But there's still a wide gulf between building something once and achieving success. This is a book from three people with deep experience on how to span that gulf: How to build the right product, how to go from a prototype to manufacturing, how to find

your customers, how to price, and generally how to go from a great idea to a successful business. Highly recommended.

This is a great book that combines data and a lot of practical experience. The authors have advised and analyzed a ton of successful (and unsuccessful) startups and they've distilled it into a ton of institutional knowledge. If you're doing (or even considering doing) a hardware startup, you'd be nuts not to take some hours out to get the benefit of their fast amount of research and experience, there are not more efficient ways to get a bit up the learning curve than by reading this book.

From cover to cover, this is the definitive guide to what you need to build a hardware company. Startups are difficult and hardware startups are like "expert mode", with all the usual challenges and then some. This book walks you through them. Your worst enemy at a hardware company is ignorance. "The Hardware Startup" is your best weapon.

Lean methods may be the de facto approach for software startups, but it's much more difficult to apply them to hardware products. Manufacturing adds complexity, rapid iteration is harder and pivoting even more so. There is significantly more risk in developing atoms compared to bits. This book is a clearly written, thorough and practical guide to all the issues involved in getting a hardware product to market. As a designer, I'm thrilled to see it emphasises the value of validating product ideas and concepts early with user research, low-fi functional and form prototyping. It also offers detailed advice on building an initial user base, branding, manufacturing, finding funding, accelerators, going to market and regulatory requirements. Many of my consulting clients are IoT startups and this book is a hugely helpful and practical guide to the challenges they face, and how to navigate them. Startup advice aside, it's also a useful guide to anyone from a software background as to how hardware products get made.

Ignorance is not bliss when it comes to developing a product, building a business and marketing a brand. This book is a succinct guide to the mechanics of doing just that. The writing is spare and to the point but still quite readable. It is well organized and practical. There are anecdotes from some fairly well known companies, including Misfit, Lumo and Tile. The coverage is broad and frankly, there is no sense in reinventing the wheel. They cover a lot of ground and include website addresses for further research. While not the be all and end all, it is definitely a good place to start if you are contemplating a hardware startup.

As someone who has spent the last couple years working toward building a business around consumer product development, I've spent a lot of time thinking about the very topics this book contains. This was an easy read, with some good excerpts and stories from other developers who have been down the same path I'm approaching right now. For the most part everything was to-the-point, which was greatly appreciated. Admittedly, I did rush through the read the first time through, my experience with books on this and similar topics is that there's really no new information, and just a lot of words to thicken the book without added value. This isn't the case here, and even the things I already knew were approached in ways that helped me gain a more solid understanding and start to "gel" some of the things I'd already been thinking. I'll reread it again soon, and hopefully have some more in-depth insights to share in this review.

This is a fine guide to aid you in building your hardware item. The book is written by one who's definitely been there and done that and now passes her advice on to you. All this is made easy to understand and will inspire you to get started in building your product. Definitely recommended.

This is reading that will not only help to start you up, it keeps the enthusiasm and drive going. Even before the first prototype, there are questions and considerations. No matter what the stage of development is for your product, this book has solid, real life advice and facts. It starts with a bit of history, and quickly morphs into outlining some of the current markets. That foundation being laid is important, it isn't something you want to skim over. The formatting of this book was carefully constructed, and you'll truly get the most out of it by reading every word, and in order. But fear not, ye hardcore skimmers! Sprinkled with fun stories that are artfully told, if the temptation to read ahead is too much, in all likelihood you will indeed go back anyway. Yes, certain things may not apply to your current plan. Maybe you have no need for importing. Yet! It's also about not wasting time and how everything can be a tangible resource. For example, how using crowdfunding is a research tool, just as much as a financial mechanism. If you are looking at this book, you already have that fire in you. Chances are you want things to happen yesterday, and the authors understand that. The above is just one example of fast tracking. But make no mistake, this book is about doing things right. It is about efficiency, not sloppy speeding. Make notes in the margins and have fun, and may you have GREAT SUCCESS!

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