

NEW YORK'S
NEXT TOP MAKERS

A PROGRAM OF FUTUREWORKS NYC

Product Startup Plan



Overview

The Product Startup Plan is a process for determining what to do and where to go next with your business based on the five workshop modules: Business Basics, Understanding Users, Legal, Designing for Manufacturing and Marketing & Storytelling. Each module and checklist of the Product Startup Plan can also be downloaded individually on each workshop page.

This comprehensive Product Startup Plan allows you to see how all five modules fit together. As you attend each workshop, the Product Startup Plan will walk you through a process to consolidate the priorities for each of the five modules. You may work on your Product Startup Plan at your own pace or in tandem with the workshops. We recognize that things will change as you move forward. This interactive document should serve as an anchor and a guide; learning and pivoting are encouraged. Please update your Product Startup Plan accordingly.

Pages 1-5 make up the comprehensive Product Startup Plan, while pages 5-8 are examples to provide additional inspiration.

Table of Contents

Parts of the Comprehensive Product Startup Plan

Thinking across five modules

A process to identify areas of focus, clear milestones and actions steps to achieve

- 1 Business Basics: How to Develop a Business Around Your Product
- 2 Understanding Users: Creating Products That Matter in People's Lives
- 3 Legal: Designing the Right Organization & Protecting Ideas
- 4 Designing for Manufacturing: Designing for Manufacturing: Understanding the Right Production Process
- 5 Marketing & Storytelling: Telling a Compelling Story & Connecting With the Audience

Appendix: additional help for filling out your Product Startup Plan

- 6 Sample Product Startup Plan: an illustrative demo to help you think.
Feel free to use any language you see fit in filling in your own Product Startup Plan

Comprehensive Product Startup Plan

The Company Overview questionnaire you should have already submitted provided a way for you to talk about your progress and enroll people and organizations to help. As you reflect on what needs to happen next to move your business forward, and as you attend the Community Workshops, use the space below to determine what is necessary to identify and fulfill priorities, including concrete action items, resources, milestones and due dates. If you need help identifying your priorities, Checklists for each module can help you think through your business needs and can be downloaded from the website. Fill in 2-3 priorities in the space provided. Enter 1-5 action items, resources, and milestones with due dates for each.

Priorities	Action items	Resources available	Resources needed	Milestones	Due date
Business Basics					
1					
2					
3					
Understanding Users					
1					
2					
3					

Priorities	Action items	Resources available	Resources needed	Milestones	Due date
Legal					
1					
2					
3					

Priorities	Action items	Resources available	Resources needed	Milestones	Due date
Designing for Manufacturing					
1					
2					
3					

Priorities	Action items	Resources available	Resources needed	Milestones	Due date
Marketing & Storytelling					
1					
2					
3					

SAMPLE PRODUCT STARTUP PLAN

This is an example of a Product Startup Plan to help you better understand the scale of milestones and action items you might choose, and the phrasing you might use, level of ambition, etc. Feel free to use your own language as you see fit.

Priorities	Action items	Resources available	Resources needed	Milestones	Due date	
Business Basics						
1	Update current Business Plan	Focus on identifying revenue sources beyond Etsy store	John Smith on revenue streams and Jane Doe on setting up own online store	Guidance on financial modeling to identify revenue opportunities	Draft of business plan update	Feb 14th
		Identify other distributors		Connections to distributors and guidance on how to work with them	Finalize business plan with 2 clear revenue sources to pursue	March 4th
2	Run crowdfunding campaign	Attend NTM Community Workshop to get feedback.	Get feedback on storyboard from other Fellows and workshop participants	Help choosing a video partner	List of potential online platforms to sell product	March 12th
		Storyboard campaign video	Review overall campaign with Mark (Content Expert)		Presentation and materials for approaching top 3 online platforms	April 15th
		Identify incentives and prizes and how to deliver on them			Draft final campaign	April 23rd
				Final campaign launched	May 2nd	
3						
Understanding Users						
1	Identify and verify who is my target user(s)	Talk to 20 potential users	Next Top Makers community members,	Guidance on research: questions for potential users,	Interview Guide Completed	Jan 20th
2	Iterate on my prototype and share with user	Take feedback and prototype	Connect with the first people who saw/interacted prototype, work with, Sasha Tomgren (Expert)	Space to host users for product testing	Prototyping Session Agenda	March 1st
3						

Priorities	Action items	Resources available	Resources needed	Milestones	Due date
Legal					
1	Own name of company and product(s)	Next Top Makers community members, Daniel Felds (Expert)	For both Priorities: Discuss process with Daniel Felds Get advice from other Fellows	Draft preliminary paperwork	Feb 1st
2	Begin IP identification process		Review with Daniel Felds Get advice from other Fellows		Feb 15th
			Submit trademark protection paperwork		Feb 20th
	Search to make sure that x, z, y component/process has not be patented		Draft preliminary paperwork		March 1st
			Review with Daniel Felds		March 15th
	File for patent on y component		Submit patent paperwork		April 2nd
3					
Designing for Manufacturing					
1	From works-like prototype to prototype for manufacturing	Next Top Makers community members, Stephan von Hosseldorf (Experts)	Resources to explore and compare materials and costs	Draft of BOM reviewed with Stephan	Jan 29th
	Identify potential manufacturers		Guidance on how to set-up a manufacturer partnership	Final BOM	March 20th
	Understand tooling options and constraints		Engineering and design support on specs.	Manufacturer partnership plan including which manufacturer to connect with	March 2nd
				Draft of engineering and design specs.	Feb 23rd
				Final engineering and design specs.	March 15th
2					
3					

Priorities	Action items	Resources available	Resources needed	Milestones	Due date	
Marketing & Storytelling						
1	Build social media following	Update website and create Twitter and Instagram accounts	Next Top Makers community members, Greg Sontag and Jessica Caliente (Experts), Friends and family,	Guidance on what social media platforms to use and when	Selection of social media platforms and editorial agenda	Jan 22nd
2	Figure-out pricing and positioning	Draft mission statement and identify brand attributes		Feedback on current mission and branding ideas	Updated version of mission statement and branding attributes as they relate to color, layout and tone	Feb 18th
		Research and compare prices and distribution of similar products on the market		Feedback on the current positioning and pricing strategy to identify next steps	Finalized pricing strategy to feed into business plan and presentations to online platforms	March 15th
3						

Timeline for Product Startup Plan

As you complete your Product Startup Plan, set priorities and define milestones, this timeline can help track growth and provide accountability. Here you will see a timeline that goes from January - May, to correspond with the duration of the Next Top Makers Workshops. We know you might have a different time schedule. Please feel free to adjust the timeline to the period that works best for you.

Priorities	Milestones	January	February	March	April	May			
Business Basics									
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Priorities	Milestones	January	February	March	April	May			
Legal									
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Priorities	Milestones	January	February	March	April	May		
Marketing & Storytelling								
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