“Vision without Execution is just Hallucination”
IDEA

Customer?

Cost?

Convenience?
IDEA

What?

Why?

When?

Where?

Who?

How?
PRE-LAUNCH

Upstream and Downstream
- Minimum channels
- Non scientific App

- 3D Design
- Wireframing

- T0 Units
- Beta Launch

- Fabrication
- MVP

IDEA TRANSLATION

DESIGN PROTOTYPE

PRE-PRODUCTION

FUNCTIONAL PROTOTYPE

TRANSLATION

DESIGN

PROTOTYPE

FUNCTIONAL

PRE-PRODUCTION
May 20 - 9:27 PM  01:44:34
Running → Yoga

May 20 - 9:27 PM  01:44:34
Running → Yoga

May 18 - 10:24 PM  00:05:32
Music

May 16 - 2:34 PM  00:02:31
Music → Dance

May 12 - 9:08 AM  02:35:07
Jog

May 2 - 3:26 PM   01:35:17
Meditation → Focus

Apr 28 - 6:24 AM  00:05:32
Meditation

Apr 14 - 9:27 PM  00:44:31
Jog → Focus

Nature Walk to calm the nerves

Exposure to nature, compared to busy urban environments, has been shown to reduce stress and improve people’s moods. Take a 10-15 min walk through a greenspace to calm your nerves.
• Dictates design
• Flexible pricing models

• Reseller models
• Licensing

• Safety Certifications
• Data Security

• Packaging/Ship ment
• iOS/Android

PRICING
SALES
COMPLIANCE
DISTRIBUTION
LAUNCH

Apple or Space X Moment
**HARDWARE**
- Production Units in Stock
- Supplier Check
- Sales and Support trained
- Marketing Collateral Ready

**SOFTWARE**
- Go/No-Go Testing
- Contingency Plans
- Sales and Support Trained
- Marketing Collateral Ready
POST-LAUNCH

Too little or too much feedback?
SURVEILLANCE
- Black box
- User metrics

RETURNS
- RMA
- Money back

DISRUPTION
- Supply Chain impacts
- Server outages

PLC
- Obsolete
- Browser support
<table>
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<tr>
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<td>48</td>
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Profile: 25% complete
EMOTIV
Open Your Mind