

Successful Product Development *from idea to implementation*

Motovated Design & Analysis, in conjunction with Development West Coast, is holding an informal and informative evening seminar for local businesses.

What's it about?

This is a practical workshop focussed on commercialisation that will help you develop your idea and ensure you have the best possible chance of success in the market.

This session will provide insights into:

- Identifying a winning product
- Protecting and leveraging your ideas
- Developing and engineering your vision
- Raising capital and finance

Who should come?

Entrepreneurs, business owners, investors, senior managers, designers, and engineers who are looking to understand the value of a robust development program and engineering rigor.

Want more information?

Contact Jonathan Prince at Motovated Design & Analysis:
phone 021 582 199 or email jonathan.prince@motovated.co.nz

How to register

Contact Nelia at Development West Coast:
phone (03) 768 1076 or email nelia@dwc.org.nz

WHEN

Thursday 2nd February 2012
Refreshments from 5pm
Seminar 5.30–7.30pm

WHERE

Rimu Room
Ashley Hotel
Greymouth

COST

\$30

TO REGISTER

nelia@dwc.org.nz

PRESENTER

Jonathan Prince



Managing Director of Motovated Design & Analysis, Jonathan has a highly successful track record of delivering sustainable, breakthrough products for some of New Zealand's leading design houses, including Formway Furniture, Tait Electronics, Right Hemisphere and InFact.

Jonathan's knowledge comes from his strong engineering background, exposure to several design processes, and broad experience in taking kiwi designed products to the international market.



Taking the stress out of engineering your vision!