

# Proposal Presentation

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Proposal Presentaion - The document is  
focused on presenting our services

more information about the project

Jan to Dec.

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Confidential

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# 1

## About our business

Lata Design is a creative agency specialized in product design that strives to understand and translate user needs to feasible products of tomorrow.

We believe that the design process should be at the forefront of product development and therefore we position ourselves in the centre of the process generating a close dialogue between product, brand and market.

Our design vision is established by our believe in co-creation, our tailor-made method insights and tools, the project experience we have gathered and the complementary expertise we have in our team.

The creative culture in our office is characterized by our dynamic and hands-on attitude, contextual approach, creative concepts, styling insights and visual translation.

We will explore the current market needs and trends and create a scenario of future technological and sociological needs and trends. Our plan will be focused on developing multiple points of view and channelling them to one single solid strategy for the client.

# 2

## Business Modules

### Quick START-UP?

The Quick START-UP Strategy explores the current market needs and trends and creates a scenario for a start up business where we can deliver compelling brand + product experience that helps the business establishing its identity in the market. This business module emphasizes on a high-concept stage helping the client to define which insights to implement on short or long term. We normally undertake these endeavours and work at cost to ensure a healthy eco-system of innovation and direct impact on the industry.

### Design Ventures

Looking for a partner to start ground-up building a brand or business with a small investment? Then this is the module for you; a true partnership between entrepreneurs in a scheme where cash fees are reduced in return for royalty/equity. By working in close partnership with entrepreneurs and take part of the risk we are able to make an impact on brand, product and business at a fundamental level, providing a very effective design-driven strategy for success. The economic model here is simple - we reduce our fees, we mark the reduction as an investment, and seek ROI on that investment via royalties and equity. Each partner company has a unique set of targets, goals and challenges, and we hand craft a business module to assure success.

### Strategic Design

The strategic design is based on collaborations with medium and large companies. Generally focused on consumer/market, strategy/brand evolution and/or new product development. We believe that product and brand are inextricably linked and all developments must bear the best know how of the company. The strategic design engages the corporate structure and methodology: we must ensure that we communicate and produce materials that can be well accepted and cultured in the company. The collaborations range from client-side strategy, research, marketing, design, engineering, operations and innovative solutions.

# 3

## Our Products

### 1st options

#### Design Feasibility

The Design feasibility service is our first stage of design it combines creating a clear strategy focused on developing multiple points of view and channelling them through clear Design parameters that determine cost and risk in the development.

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### 2nd options

#### Design Evaluation

Transforming product ideas into feasible concepts and then translating them into completely production ready parts. The approach to these critical aspects along with strategy, branding and product development, allows each to influence the other in a natural way.

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### 3rd options

#### Design for Production

The strategy is to bring together all the production processes - manufactory, pricing, brand management and consumer insight. Every detail can be key factors on a product development this raises a set of key challenges, and companies face some critical questions.

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We understand that different clients have different needs. We therefore offer our services in 3 stages, that can be combined or separate in order to seamlessly fit the project's and your needs.

# 4

## Our Fases

### 1st options Design Feasibility

Product strategy	Analysis Current Product Design Essentials Design strategy (portfolio, styling, competitors analyzes, scenario's)
User Analyzes	User research
Patent Research	Search for similar products or technologies in patent databases Draw total list of specifications, user requirements, customer requirements
Product specifications	
Meetings	Kick-off meeting, project meetings

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### 2nd options Design Evaluation

Ideation	Finding ideas, optimization, selection and morphology
Concept stage	Creating concepts with a focus on design, styling, functionality, feasibility
Concept 1	Ideation, Styling analyzes, Visualization
Teardown	Forensic analysis of existing products
Concept Validation	Implement the concept validation
Visualization	Build 2D/3D shell model, design, pre-engineering
Prototyping	Rapidly build models of existing parts to test foam model
User	Testing of models / operation interface
Components	Pre-selection of components, materials, finishes
Visual Presentation	Presentation material preparation
Meetings	Concept presentation, Design direction

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### 3rd options Design for Production

3D/2D CAD engineering	3D/2D CAD Development
Component selection	Final selection of components
Calculations and simulation	Calculations and simulations of strength, flow, force, etc.
Production	Requesting quotes from suppliers, concert producers, costing
Engineering Validation	Implement the Engineering Validation
Meetings	Twice consultation on the project, presenting solutions, choice
Design management	Design management, project management, cost calculations
Optimizations	Refine product design based on the test results
Sourcing consultation	Request quotes, tooling
Documentation	Documenting process manuals, assembly instructions
Safety	Safety CE documentation, drop tests
Production support quality checks	Manufacturing process, releases, audit tools, troubleshooting
assembly	
Transfer transfer of the final drawings	