You are receiving this email because you have expressed interest in joining CoMotion Labs, part of CoMotion, a multi-industry incubation system. Our mission is to support startups, helping them grow and thrive.

### Hardware-Enabled Services

Hardware-enabled services are changing the way we think about technology and business. In today's always-on, always-connected world, physical products are becoming increasingly important. The ability for connected hardware to provide value beyond its base function is becoming a differentiator in the market.

#### How to Start Prototyping Your Next Smart Hardware Product

Join us for this online webinar with Scott Heimendinger, Startup founder and microcontroller expert. We will discuss how to get started with Arduino and microcontrollers, and the steps along the way to make a functional prototype on a DIY budget.

**Date:** 8/26/20
**Time:** 2-3 pm

#### Designing and Developing Hardware for Manufacturing & Scalability

Learn where to start with ARM and microcontrollers, and the steps along the way to make a functional prototype on a DIY budget. We will discuss how to avoid pitfalls and reap the benefits of good hardware design.

**Date:** 9/9/20
**Time:** 2-3 pm

#### Business Models for Hardware Companies: An Investor's Perspective

Chrissy Meyer, Co-founder of Pensar, will share her perspective as an early-stage investor on business models for hardware companies, along with when and why they work. She will cover potential sources of revenue, the right product development process, and how to ensure smooth transitions to manufacturing.

**Date:** 9/16/20
**Time:** 2-3 pm

#### How to Start Prototyping Your Next Smart Hardware Product

Learn more about getting started with Arduino and microcontrollers, and the steps along the way to make a functional prototype on a DIY budget.

**Date:** 9/23/20
**Time:** 2-3 pm

#### Business Models for Hardware Companies: An Investor's Perspective

Join us for this online webinar with Chrissy Meyer, Co-founder of Pensar. She will share her perspective as an early-stage investor on business models for hardware companies, along with when and why they work. She will cover potential sources of revenue, the right product development process, and how to ensure smooth transitions to manufacturing.

**Date:** 9/30/20
**Time:** 2-3 pm

**LOCATION:**
CoMotion Labs, part of CoMotion, provides a collaborative innovation hub, or because you are associated with a startup not affiliated with the UW looking to seek venture capital funding. We also offer wraparound services to support startup success including training, mentoring, and networking, across all industries.

**MARK YOUR CALENDARS**

From raising capital to scaling to exit strategies, our seasoned guest speakers deliver valuable content designed to help startups and entrepreneurs thrive. Lectures are typically 30-40 mins, followed by open Q&A.

**EVENT TOPICS LINEUP**

- Designing and Developing Hardware for Manufacturing & Scalability
- How to Start Prototyping Your Next Smart Hardware Product
- Business Models for Hardware Companies: An Investor's Perspective
- Good Design. Bad Design.
- Hardware vs. Software
- How to Start Prototyping Your Next Smart Hardware Product
- Business Models for Hardware Companies: An Investor's Perspective
- Product Development Process: From Concept to Launch
- Manufacturing.
- GOOD DESIGN. BAD DESIGN.
- Hardware vs. Software
- How to Start Prototyping Your Next Smart Hardware Product
- Business Models for Hardware Companies: An Investor's Perspective
- Product Development Process: From Concept to Launch
- Manufacturing.
- GOOD DESIGN. BAD DESIGN.
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