



COMOTION LABS PRESENTS

FUNDAMENTALS FOR **HARDWARE** STARTUPS

MARK YOUR CALENDARS

Hardware is hard...so we gathered experts from the field to speak directly to hardware entrepreneurs about bringing a product to market, from breadboard to manufacturing.

Join us for a great lineup of speakers who will help you navigate the exciting, complex, and sometimes daunting journey that is being a hardware startup. Mark your calendars and RSVP to these sessions today.

EVENT TOPICS LINEUP

- 8/26 | Product Development Process
- 9/2 | Business Models for Hardware Companies: An Investor's Perspective
- 9/9 | How to Start Prototyping Your Next Smart Hardware Product
- 9/16 | Good Design. Bad Design.
- 9/23 | Hardware vs. Software is a False Choice - Hardware-Enabled Services is the Future
- 9/30 | Designing and Developing Hardware for Manufacturing & Scalability

PRODUCT DEVELOPMENT PROCESS: FROM DREAMS TO MASS PRODUCTION

With **John Murkowski**, Co-founder of [Pensar](#)



There are many steps in bringing a hardware product to market. From schematics to breadboards, from MVP to mass production, the right product development process allows you to iterate quickly without blowing your entire budget in the early days.

8/26/20
2-3 pm
Online

RSVP >



BUSINESS MODELS FOR HARDWARE COMPANIES: AN INVESTOR'S PERSPECTIVE

With **Chrissy Meyer**, Partner at [Root Ventures](#)

Chrissy Meyer will discuss common business models adopted by hardware companies, along with when and why they work. She'll cover potential sources of revenue, spanning everything from high-volume consumer products to low-volume enterprise hardware. Finally, she'll share her perspective as an early-stage investor on which business models are most attractive for those seeking venture capital funding.

9/2/20
2-3 pm
Online

RSVP >

HOW TO START PROTOTYPING YOUR NEXT SMART HARDWARE PRODUCT

With **Scott Heimendinger**, Entrepreneur and Inventor working at the intersection of food and technology



Hardware is hard, but getting started doesn't need to be. Startup founder Scott Heimendinger will show you ways to start prototyping your next great idea, without a massive bankroll. Through show-and-tell demos, you'll learn where to start with Arduino and microcontrollers, CAD and 3D printing, designing your first circuit board, and the steps along the way to make a professional, functional prototype on a DIY budget.

9/9/20
2-3 pm
Online

RSVP >



GOOD DESIGN. BAD DESIGN.

With **Phnam Bagley**, Creative Director and Co-founder at [Nonfiction](#)

In this talk, Phnam Bagley will debunk the myths, help you avoid pitfalls and reap the benefits of good hardware design. She will share how to ensure smooth transitions between idea, concept, product development and mass manufacturing.

9/16/20
2-3 pm
Online

RSVP >

HARDWARE VS. SOFTWARE IS A FALSE CHOICE: HARDWARE-ENABLED SERVICES IS THE FUTURE

With **Ryen Shimizu**, Director of Strategic Partnerships for Igor Institute



In today's always-on, always-connected world, physical products that are not connected are increasingly rare to find. The ability for connected hardware to provide incredible consumer experiences has led to the proliferation of hardware-enabled services, and highlights the promising future for hardware startups and entrepreneurs. This talk will focus on the benefits of hardware-enabled services and the impact they have on future innovation.

9/23/20
2-3 pm
Online

RSVP >



DESIGNING AND DEVELOPING HARDWARE FOR MANUFACTURING & SCALABILITY

With **Marco Micheletti**, Automation Director at [Fresh Consulting](#)

New rapid prototyping and manufacturing technologies have changed what it means to develop and build hardware at different product lifecycle stages and volume points. These advances include 3D printing, embedded computing, communication and sensor platforms, open-source software, and technology-enabled sourcing networks, to name just a few. Learn how the evolution of design for manufacturing now allows early-stage companies to shorten development timing and create more flexible manufacturing models, resulting in shorter time to market and a more agile supply chain.

9/30/20
2-3 pm
Online

RSVP >

CATCH UP ON YOUR FUNDAMENTALS

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

We film each and every one. Click below to watch!

WATCH PREVIOUS EPISODES >

ABOUT COMOTION LABS

CoMotion Labs, part of CoMotion, provides a multi-industry incubation system. Whether you're a UW spinout or a startup not affiliated with the UW looking to incubate close to the University, **we have spaces for startups in:**

LIFE SCIENCES, BIOTECH & HEALTH TECH
EMERGING TECH, MEDICAL DEVICES, ROBOTICS & HARDWARE
SOFTWARE, IT & FINTECH

We also offer wraparound services to support startup success including **training, mentoring, and networking**, across a variety of industries. CoMotion Labs removes barriers and increases connections to ensure our startups' optimal success in taking their innovations to impact.

LEARN MORE >

You are receiving this email because you have expressed interest in CoMotion, UW's collaborative innovation hub, or because you are associated with a UW department that often collaborates with us. You do not need to be affiliated with the UW or CoMotion to attend Fundamentals for Startups.

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