HALLSTEN
INNOVATIONS

IoT Napkin Dispenser

An Example Napkin Review by **Hallsten Innovations Ltd.**

Executive Summary

Background on Your Idea

Your Idea as We Understand it

Napkin Review Grading Assessment

(**Red** = 1 Point, **Orange** = 3 Points, and **Green** = 5 Points)

Overall Sniff Test

SCORE: 3 Points

Electronics Feasibility

SCORE: 3 Points

Software (Embedded, Mobile, Cloud) Feasibility

SCORE: 5 Points

Timeline Expectations

SCORE: 3 Points

Budgetary Expectations

SCORE: 3 Points

IP Opportunities / Competitive Landscape

SCORE: 1 Points

Business Model

SCORE: 3 Points

Market Readiness

SCORE: 5 Points

End User Understanding

SCORE: 3 Points

Scoring Summary

SCORE RANGE	RECOMMENDATIONS PER SCORE RANGE
38 – 45	Hmm… what are you waiting for? Put that napkin in a trophy case and start working on it! Only a very small % of our napkin reviews fall into this category.
28 – 37 ➡ **YOUR SCORE 29**	You have an idea with some promising, long-term potential, but some challenges will need to be overcome (challenges, are of course a barrier to entry for others.)
18 - 27	Your idea has some significant challenges that you will want to de-risk and thread carefully with if you move forward.
9 - 17	You might want to move on to the next great idea!

What We Really Liked

Top 3 Areas of Concern

# Lensing Your Idea through our Development Philosophy

Many design houses will tout their ability to serve up turn-key products on a silver platter with deep technical expertise. But when, as is the natural tendency, design resources rush headstrong into a project, they run the risk of losing sight of the big picture... which often results in budgets / timelines being missed and ultimately the end customer not being delivered an optimal solution.

It's How We Do It...

What separates us at HI from others is **HOW** we go about product development. We have a prescribed process methodology.

The HI iterative development process first goal is to place a working prototype into the hands of you and *your* customers *as early* and *as fast* as possible after first doing our homework. The best feedback is from the target customers who will ultimately pay for your product once commercialized and outlines continuous improvement paths towards an optimized solution.

We have specific meaning and organization behind all the elements of our "It's How We Do It" development process formula.
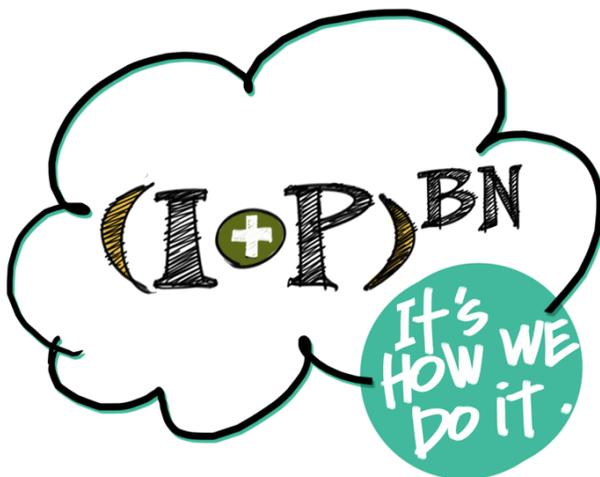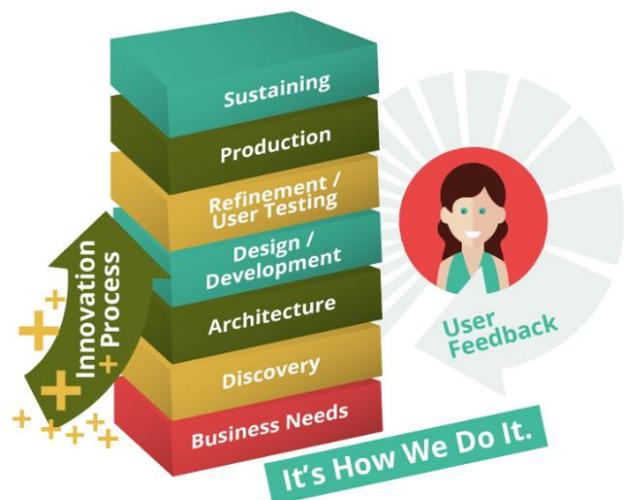
I - Innovation: Creative skill born out of continuous education, curiosity, varied hands-on experiences, invention, and well-placed application making the world better one step at a time.

P – Our Process: Continuous user feedback through our iterative design methodology – curated by project management driven by predetermined and accountable milestones.

+ **Innovation** and **Process** are *fused* together – the value of Innovation is only realized with Process, and the pathways of Process are worthless without innovative inputs! HI loves working through the balancing act of those two incredibly important interdependent aspects.

BN – Business Needs: Our approach is client-centric... your needs drive everything we do. The Voice of your Customer, your development budget, your market timing needs... all play into design constraints, must have features, and in the end, exceptional products that excite customers.

<div style="border:1px solid #000">

CUSTOMER QUOTE

"We presented Hallsten Innovations with a critical high-speed project that required innovative design, harsh environmental packaging, and interface to third party data networks. Our project came in on-time and on-budget. We have established a long-term partnership with HI."

- John Lauletta CEO, Exacter, Inc.

</div>

Why Us?

1. **We are a hands-on, owner-led organization.** Or, said another way, our owner's last name is literally in the company name and he plans to keep HI's great reputation intact ensuring personally that things get done right - no matter what it takes. We embrace the motto "Innovators who get things done right".

2. **We are an unapologetic user-centric design house.** In fact, we are so passionate about its important that we have given talks and written about it which can be found [here](#). We have proven over time that that user-centric design is good business and place *significant* emphasis on it. Nothing makes us prouder then when our client's well-designed, user-centric solution resonates in the market.

3. We have a **multi-layered depth** that is realized with deep skills, a deep resource bench, and a deep commitment. Most importantly, all of this is **wrapped in a proven development process** or as we like to say, "It's *HOW* we do it" that is critically important (see section above). Our process includes (above and beyond typical project management tracking) doing our homework before forging a design path, always keeping the big picture in mind, iterating fast with agility, and keeping the end users engaged throughout.

4. **We are thrilled to get involved at the early napkin stage of an idea or solution.** *Why?* Well, first, because we love having a front seat view in seeing an idea developed into an end-to-end solution that makes the world a better place (see blog and video [here](#)). However, *secondly*, and arguably even more important from a client perspective, the idea is early enough so that we have an opportunity to speak into it .and make it even better through HI's experience, innovation, and best practices.

5. **We are a team player who understands the importance of "WE".** No one has a monopoly on good ideas - the best solution will be the collective brainchild of numerous talented team members with varied backgrounds, life experiences, passions, and insights... professionally discussing and listening to each other with respect.

Next Steps
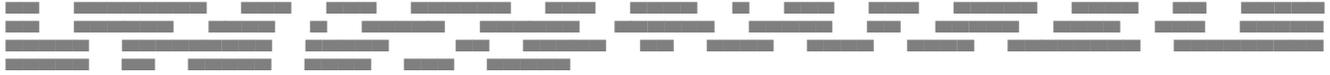
General Process Steps

PHASE	RESPONSIBILITY	EST. TIME (WEEKS)	NOTES
DISCOVERY	HI, CLIENT, & SMEs	TBD	See Next Step Description Above
ARCHITECTURE & REQUIREMENTS	HI, CLIENT, USERS, & SMEs	TBD	Requirements and Architecture per DISCOVERY Learnings
DESIGN / DEVELOPMENT	HI, CLIENT, USERS, & SMEs	TBD	Commercialization Intent Design Prototypes
REFINEMENT / USER TESTING	HI, CLIENT, USERS, & SMEs	TBD	Always Keep the Users Involved
PRODUCTION	HI, CLIENT, MANUFACTURER	TBD	Manufacturing Ramp-up
SUSTAINING	HI, CLIENT, MANUFACTURER	TBD	Sustaining Engineering

About Us

Hallsten Innovations is a custom technology development company focused on making good ideas into deliverable solutions that are built-to-spec, on-time, and on-budget... custom electronics, solid software, and connectedness (spelled "IoT") are our passions. With offices in Ohio, Chicago, and the UK, our team of talented engineers and developers bring diverse skills to your project... electronic, industrial, mechanical design; embedded systems software; wireless communications; mobile app design and development; cloud services; and full life-cycle support (napkin -> prototype -> production -> deployment -> scale -> maintenance).

We are not afraid of the complex, multi-faceted challenges and we listen before we act.

Got an idea on a napkin? Need to up your game with your existing technology products? Looking to deploy in the harshest industrial/outdoor environments? Want to add advanced diagnostics?

If **yes.**.. please bring us your napkins (we will review them for **free**), and we look forward to earning your solution partner trust.

Disclaimer

This document contains the opinions of HI after a baseline analysis and does not take into an account complete analysis associated with paid services such as a full technical, feasibility, marketing, intellectual property, or manufacturability review.