

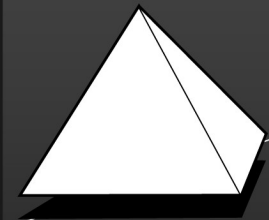
**Montie Design**

We Design Innovative Products and Services



You can't build a reputation on  
what you're *going to do*.

Henry Ford



Montie Design

400 Dominion Dr.  
Morrisville, NC 27560  
+1-800-722-7987  
montie@montie.com

[www.montiedesign.com](http://www.montiedesign.com)

# Welcome

## Presenter



### **Montie Roland**

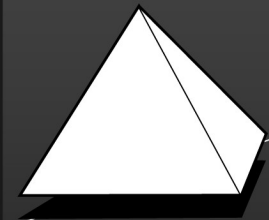
*President – Montie Design, Morrisville, NC,*

*President – RTP Product Development Guild*

*Secretary – Carolinas Chapter of the IDSA*

*President Emeritus – Carolinas Chapter of PDMA*

*Business Leader 2010 Top 50 RTP Entrepreneur*



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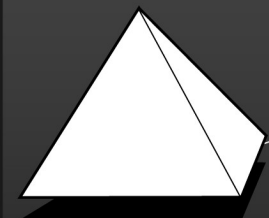
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Morrisville, NC 27560  
+1-800-722-7987  
montie@montie.com

[www.montie.com](http://www.montie.com)

[montie@montie.com](mailto:montie@montie.com)

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# Scale | Big

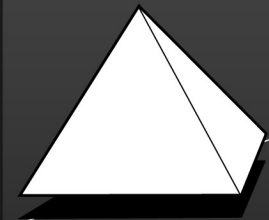


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**Scale | Small**

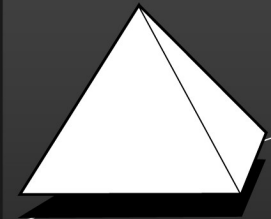


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# Presenting the X-Rest



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# Design Steps

## Fuzzy Front End

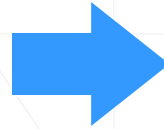
Market Research

Voice-of-the-Customer

Product Definition

Product Roadmap

Product Line Planning



## Industrial Design

Ideation

Concept Development

Sketches / Visualization / Rapid Prototypes



## Detailed Design

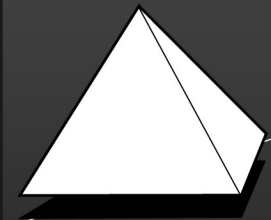
Core Design / Engineering / Prototype



## Documentation and Test



## Transition to Manufacturing



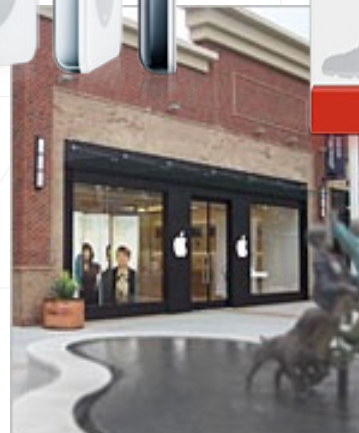
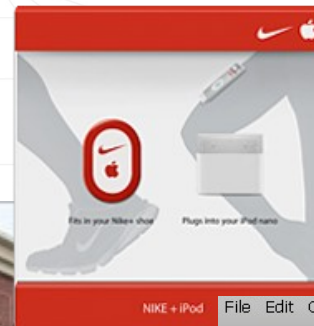
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# Achieving Product Success – iPod Case Study

- Why did the iPod Succeed? There are 5 Elements
- great product interface, including the “click wheel”
- Don’t forget iTunes, AppleCare, local showplaces (not just stores), and innovative follow-on products
- Part of these are services and part are extensions of the iPod interface. *They made use of an “extended product interface” to design a great user experience.*



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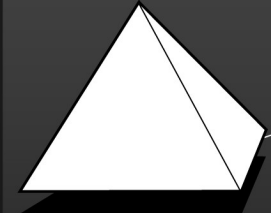
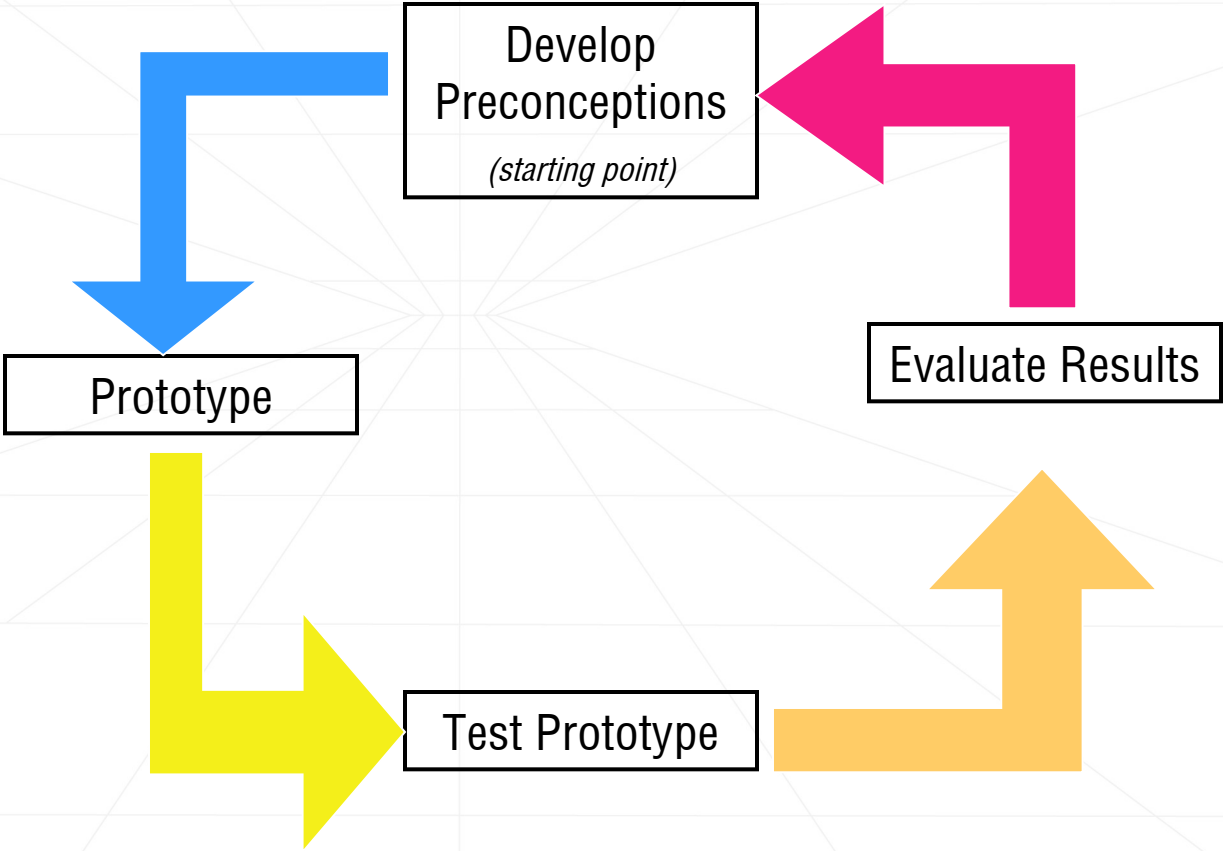




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# Iterative Design Process



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# X-REST

## DEVELOPMENT PROCESS

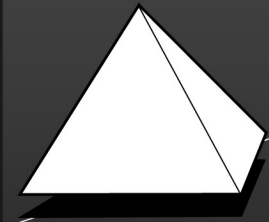
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# Product Core Values

- **First-class customer experience**
- **Fast, easy assembly** / take-down
- **Lightweight** in a market of heavy
- **Top quality**, even at the expense of mass market retailing presence
- **Made in USA**, preferably in NC!
- Heirloom longevity for the user
- Quality, design, and workmanship to reflect Montie Design's core values



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A man with a goatee and sunglasses, wearing a green polo shirt, is working with a large black pipe outdoors. He is holding the pipe with both hands, and it is positioned vertically. The background shows a light-colored building and some greenery. The text "Montie Design" is overlaid in large white letters across the center of the image.

# Montie Design

Montie

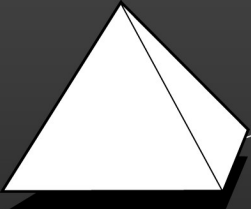
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# Product Line

X-Rest



AR-Rest



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# Why Create a Montie Design-branded product?

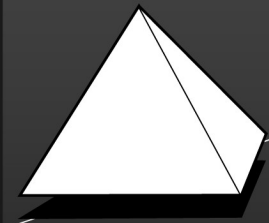


- The development process serves as a laboratory for institutional and personal learning beyond product design.

*“Let's think like our customers when they market and test products.”*

- The finished product is a showpiece that speaks powerfully to prospective clients.

*“If we can create a simple product in an elegant way, then imagine what we can do with your product.”*



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# Tools Used

Sketching / Ideation

Solid Modeling

Quick Prototyping

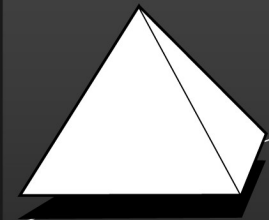
Computer-Generated Renderings

Press Releases and Product Images



# Strategies

- Use local vendors
- Engage testing for user feedback
- Solicit lead user-written reviews
- Distribute press releases on a wide scale with timely follow-up; provide samples for testing and evaluation
- Concentrate early PR efforts on Magazines, Websites and Associations



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# 2009 Development and Product Launch

## Prototype Stages

- slide
- finger catch
- pin (X-Rest)

Create  
press release,  
brochure, rendered  
images and  
animation(CGI)

Develop database of magazines, firearms websites /  
blogs, NC organizations, and NC gun shops

Send press releases to magazines and distributors

Follow-up / Send out T&E units

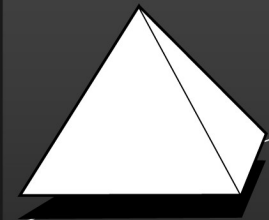
Releases to websites / blogs / lead users

Follow-up / Send out T&E units

Releases to NC gun shops / ranges

Follow-up / Send out T&E units

Photo shoot  
and video  
with actual  
production  
units



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## 2009 Development and Product Launch (cont.)

Review of customer and distributor feedback / reviews and internal testing

### Prototype Stages

- Lower-cost version of X-Rest for distributors
- Sniper Rest
- AR-Rest

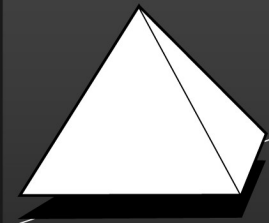
Provide units to local re-sellers and ranges for point-of-purchase and gun show sales

Follow-up with potential distributors and resellers

Release lower-cost versions of X-Rest to distributors for evaluation

Refine firearm blog / website / event database

Initiate paid advertising and send T&E Units to new websites / blogs. Provide units for charity and other events



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# Community Involvement

## *Local Vendors*

ADR Hydrocut

Triangle Coatings

Century Fasteners

## *First Re-seller*

Young Guns

## *Ranges for Testing / Feedback*

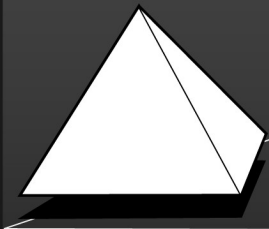
Sir Walter Gun Club

Wake County Firearms Training Center

Private range in Johnston County

## *Advantages of Local Involvement*

- Sense of community, in that local vendors become part of the design and marketing effort
- Ease of communication
- Local sellers become highest-value vendors (not lowest-cost possible vendors) which spurs them to contribute feedback for design and functionality improvements



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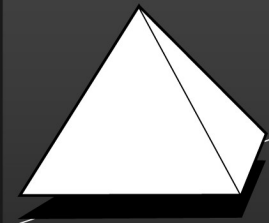
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# Lessons Learned

- 1) Don't rely on computer renderings—take **photos** of production models as soon as possible.
- 2) Understand that **distributors** are not looking for the “best” product, they are looking for products that increase their ROI and meet their core values.
- 3) Use **public relations** as a strategic weapon. Press releases are effective, especially with a timely follow-up phone call. Distributors and magazines see press releases for thousands of new products each year—ensure your presentation is succinct and well-written.
- 4) Provide units for **testing and evaluation**, and get them in as many hands as possible. Ask for articles and reviews in response.
- 5) Adhere to your product's **core values**, but accept feedback for next-round improvements.
- 6) **Start early!** Magazines often take up to six months to respond to your submission with an article. Speaking with the news contact for the magazine often prevents your submission from remaining in the pile.
- 7) Seek out **national associations, websites and blogs** relevant to your product. They are always looking for industry news. Often, they will run your press release verbatim.



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**Questions?**