

*“I have a valid idea and I kind of know what I want but it would be great to speak with an expert to decide next steps.”*

This one-hour engagement starts with a **non-disclosure agreement**. While we have one of our own you can use, our clients usually prefer to provide theirs – either way, not a problem.

We will learn a little bit about your company, idea, and target market. We will actively listen, ask engaging questions, and vet the opportunity identified providing feedback and commentary to its feasibility from a marketing and design/development perspective. We will decide if the idea is a good fit for Hallsten Innovations and advise accordingly with recommended courses of action.

Whether it is a napkin sketch, a document spec, or just a concept in your mind’s eye, a dialog around your product concept will help us understand your vision and the target users of your product. We will ask defining questions like features, expected budgetary questions, product size, expected usage, even battery life. Additional questions will reflect the expected mechanical, environmental, software, data, and cloud ecosystem user-centric, and market-readiness perspective, crafting into an initial feasibility review.

This conversation allows us to craft an overview of a design roadmap as Hallsten Innovations understands it – from product specification, continuous testing, and manufacturing. This overview includes tidbits on the pitfalls that a product team should prepare to avoid.

Overall, this one-hour opportunity is an idea vetting platform consisting of verbal guidance and direction along with a written e-mail follow-up with pricing guidance.