

# Essential Steps in Product Development

Have you a product idea that you would love to see on the market?  
Do you know the steps involved in launching a new product/brand?

FREE Training Course  
Thursday 14<sup>th</sup> February 2013  
9.30 - 12.30pm  
Invent DCU

To register email: [maria.johnston@invent.dcu.ie](mailto:maria.johnston@invent.dcu.ie)

Invent DCU will host a half day course in new product development and how to get your product to market. This training is open to people from established businesses, start-ups and entrepreneurs with an idea for a new product or anybody who is interested in the steps involved in developing a product, from idea to market. The course will be delivered by award winning product development team 'Spear Product Design'.

Within the course you will learn about:

- Planning and Market Research for your Concept
- Concept Design Generation
- Product Design and Prototypes
- Patents & Intellectual Property
- Packaging & Branding
- Manufacturing your Product & Product Costs
- Routes to Market for your Product

SPEAR  
PRODUCT DESIGN

