The Hardware Startup: Building Your Product, Business, and Brand

Renee DiResta, Brady Forrest, Ryan Vinyard

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Thanks to the decreasing cost of prototyping, it's more feasible for professional makers and first-time entrepreneurs to launch a hardware startup. But exactly how do you go about it? This book provides the roadmap and best practices you need for turning a product idea into a full-fledged business.

Written by three experts from the field, *The Hardware Startup* takes you from idea validation to launch, complete with practical strategies for funding, market research, branding, prototyping, manufacturing, and distribution. Two dozen case studies of real-world startups illustrate possible successes and failures at every stage of the process.

- Validate your idea by learning the needs of potential users
- Develop branding, marketing, and sales strategies early on
- Form relationships with the right investment partners
- Prototype early and often to ensure you're on the right path
- Understand processes and pitfalls of manufacturing at scale
- Jumpstart your business with the help of an accelerator
- Learn strategies for pricing, marketing, and distribution
- Be aware of the legal issues your new company may face

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