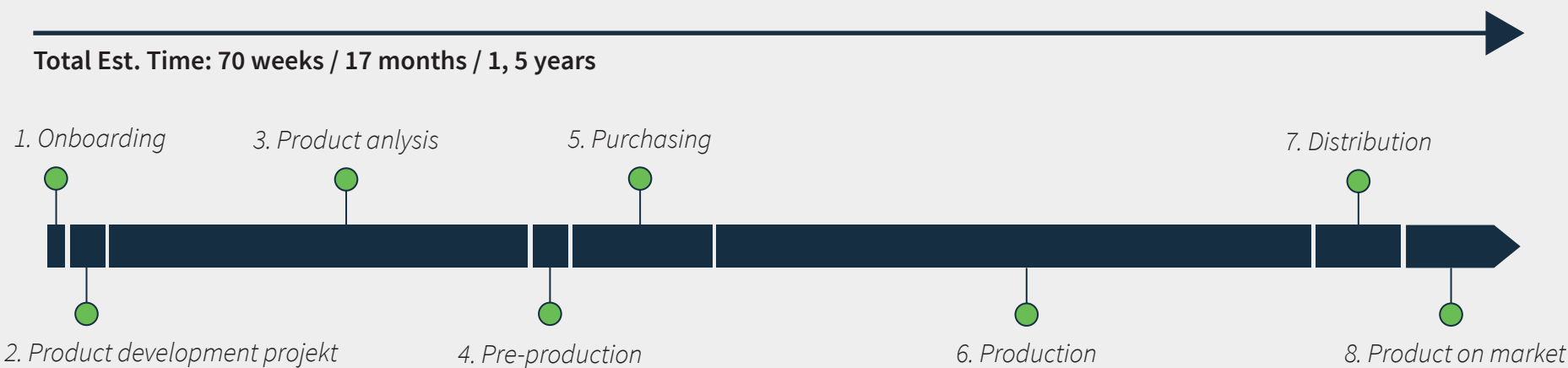


From idea to finished product

Bringing a product to life is an exciting journey, and we're here to support you at every stage. From the initial spark of an idea to seeing your finished product on the market, each step is crucial to ensuring success.

Our Customer Journey Chart outlines the complete process - from concept development and design to production, warehousing, and delivery. Explore the steps ahead and see how we together will bring your product to market efficiently and successfully!

Timeline



What affects the timeline?

The journey from idea to market-ready product is an exciting process, but various factors can influence the timeline. Here's what can impact how quickly your product moves through each stage:

- **Product complexity** – A standard product with readily available formulations and packaging will move faster than a unique, custom-designed product that requires special formulations, testing, or bespoke packaging solutions.
- **Prototype rounds** – The number of iterations needed to perfect the product affects development time. If we nail it in one or two rounds, the process moves quickly. However, if multiple adjustments are needed, the timeline extends accordingly.
- **Analysis & testing outcomes** – Product testing, stability studies, and regulatory compliance checks must be passed before moving forward. If any results indicate the need for reformulation or adjustments, additional time is required.
- **Supplier availability** – If raw materials, packaging components, or key ingredients are in stock, production can proceed smoothly. However, if there are shortages or delays from suppliers, it can extend the timeline significantly.
- **Manufacturing lead times** – Depending on production capacity, scheduling, and demand, the time required to manufacture the final product can vary. Custom products or complex packaging may require additional lead time.
- **Regulatory approvals** – Some markets require specific certifications or approvals before a product can be sold. The speed of these approvals depends on the governing bodies and how quickly any required adjustments can be made.
- **Logistics & distribution** – Once the product is ready, shipping, warehousing, and final delivery play a role in the timeline. Unexpected delays in transportation or supply chain disruptions can affect launch schedules.

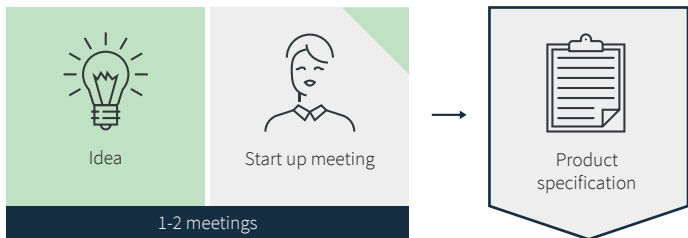
Each of these factors plays a role in how long it takes to bring your product from concept to reality. Our goal is to anticipate and navigate these challenges efficiently, ensuring a smooth journey to market.

Customer Journey Chart

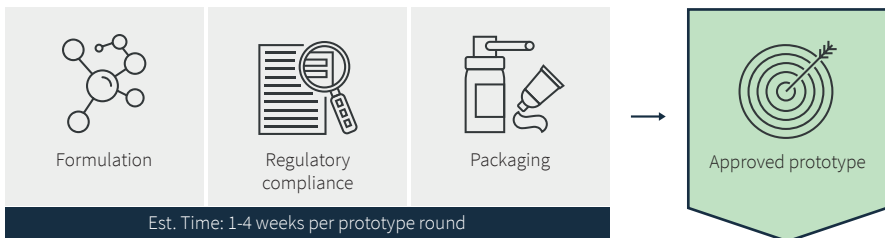
COLOUR REPRESENTATION



1 ONBOARDING



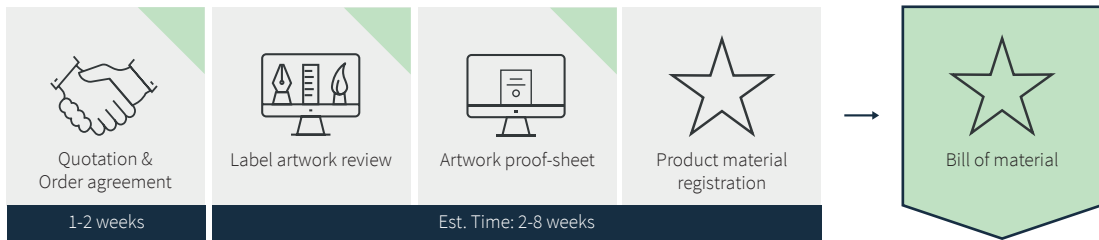
2 PRODUCT DEVELOPMENT PROJECT



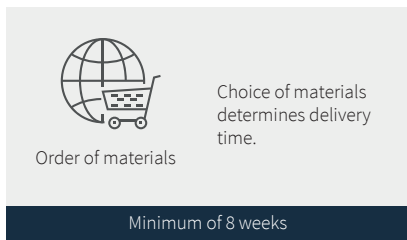
3 PRODUCT ANALYSIS



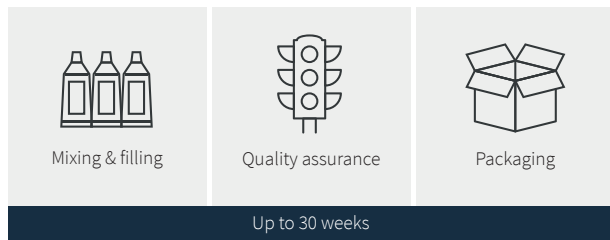
4 PRE-PRODUCTION



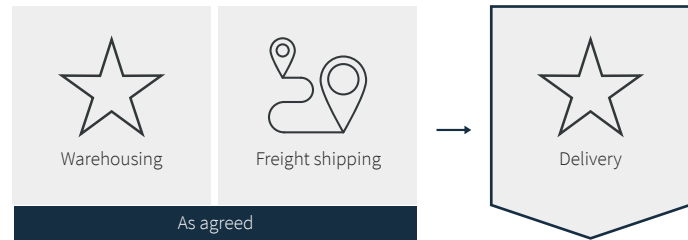
5 PURCHASING



6 PRODUCTION



7 DISTRIBUTION



8 PRODUCT ON MARKET



TOTAL EST. TIME: 70 WEEKS/ 17 MONTHS