Product Development
Laser for Japan

- 100 units pre-sold
- “simple” technology
- Experienced sub-contractors
- Experienced management
- Patient customers
What went wrong?

- Product housing could not be manufactured
- Electronics not reliable
- Software bugs (never resolved)
- Mechanical engineering issues
Lessons learnt

- Invest in a product specification
- Work with manufacturers early in design process
- Listen to warning bells...go with your gut feel
- Make sure that contractors stick to what they are qualified to do