Failure 101

How and Why We Failed at Everything (So You Don't Have To)

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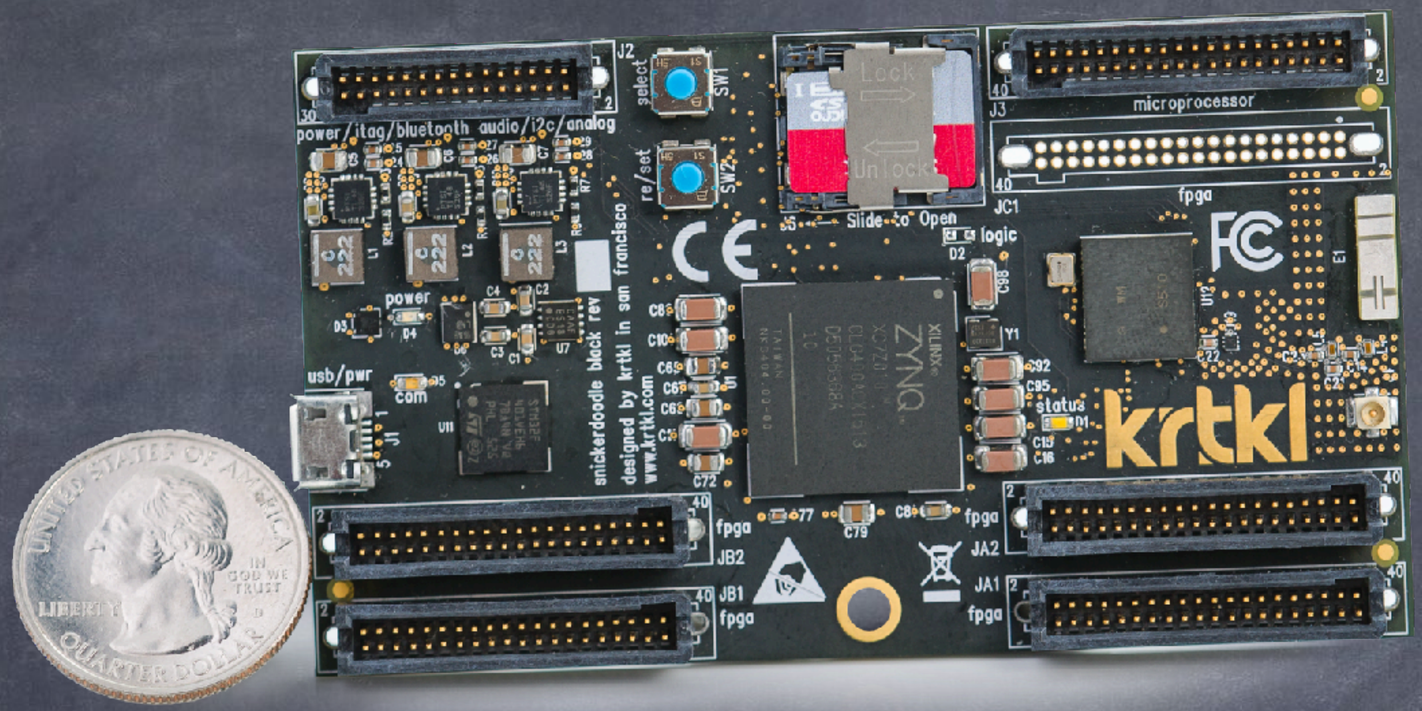
@ryancous



snickerdoodle

ARM | FPGA | wireless

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Lesson Plan

- Technical Conundrums
- logistical Clusterf*$%s
- Financial Catastrophes
- Logical Calamities

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Technical Conundrums

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General Design Considerations

Act with (Signal) Integrity

Design for Emissions

Pro-Tip:
Use Software Controls

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Layout

When in Doubt, Add Layers

Get That Stackup FIRST

Mind Your Pin 1's

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Emissions

Do NOT Procrastinate

Don't Forget Your Wallet

Know You're Already Wrong

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Technical Reviews

Early & Often

Be Inclusive

Pro-Tip:
Get a Pre-Fab Assembly Report

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Logistical Clusterf*$%s

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Supply Chain

Nobody Loves You

Everybody Wants Your Parts

Prepare to Wait...and Pay More

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Sales Channels

The Sale is Just the Beginning

Distribution v. Direct

Everyone Drinks Your Milkshake

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The "Little" Things

It's My _____ in a Box

From Your Warehouse to Their Porch

Policies, Returns, and Exchanges - Oh My!

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Financial Catastrophes

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Money

No, You Don't Have Enough

You WILL Need Multiple Revisions

Never Forget: Time = Money

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Pricing

You WILL Underprice Your Product

Remember What They Say About Assumptions...

Hidden Costs Add Up

Expect Surprises

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Investors

You Have a Sound Business Model

You Have a Product and Customers

The Answer is Still "NO!"

Get Money First

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Crowdfunding

Increase Your Goal. Period.

Dial Back Your Ambitions

Once You Jump Out of the Plane...

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Logical Calamities

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How to Launch and Why

Bad Publicity DOES Exist

Niche v. Mass Market

Scale + Margins = You're Screwed

Sales Arent Always Good

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How to Pay the Bills

Contracting: There Will Be Blood

Don't Get Trapped

Don't Trap Yourself

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Thank You

Questions?

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