


STARTUPS

**DEVELOP AND LAUNCH  
A STAND OUT PRODUCT  
IN 5 STEPS**



# WHAT IS A STAND OUT PRODUCT?



“ It starts with the determination not to fall into the trap of just making things different. Because when a product has been highly regarded there is often a desire from people to see it redesigned. I think one of the most important things is that you change something not to make it different but to make it better.

— Jony Ive

Former Chief Design Officer of Apple Inc.  
Current Chancellor of the Royal College of Art in London

A stand out product has the power to deliver transformative human experiences that enrich lives and provide a positive global impact. However, moving from ideation to reality can be profoundly challenging.

According to a report by INC.com, 30,000 new products enter the market each year — but [95 percent of them fail](#). Within a year only [a fifth of successful product launches](#) survive in the marketplace.

Given the cost to create and market a new product, combined with the failure rate, being able to successfully bring a new product to market is an indisputable skill set for companies and more so for emerging, cash-strapped startups.

At the same time, the rise in purchasing power and customer savviness has increased demand for products that can improve the human experience or facilitate a more efficient business or industrial process. From Smart-Farming and Environmental Technology to Mobility and Aerospace, technological advances are changing the way the world eats, breathes and moves.

Despite the layers of complexity involved in developing a new product and getting it to market successfully, companies cannot afford to stand still. They must overcome these challenges or risk losing market share.

With the right tool set in hand, companies are developing and launching successful stand out products to support their product development process.

**Let's explore the possibilities.**



## PART 1: RIGHT THE FIRST TIME

Startups, emerging tech companies and multinationals are all developing game-changing products and technologies at a mind boggling rate with the fervent hope that consumers will respond.

With [U.S. consumer spending](#) forecasted to trend around 13325.00 USD Billion in 2021 and 13592.00 USD Billion in 2022, purchasing power parity is not the issue.

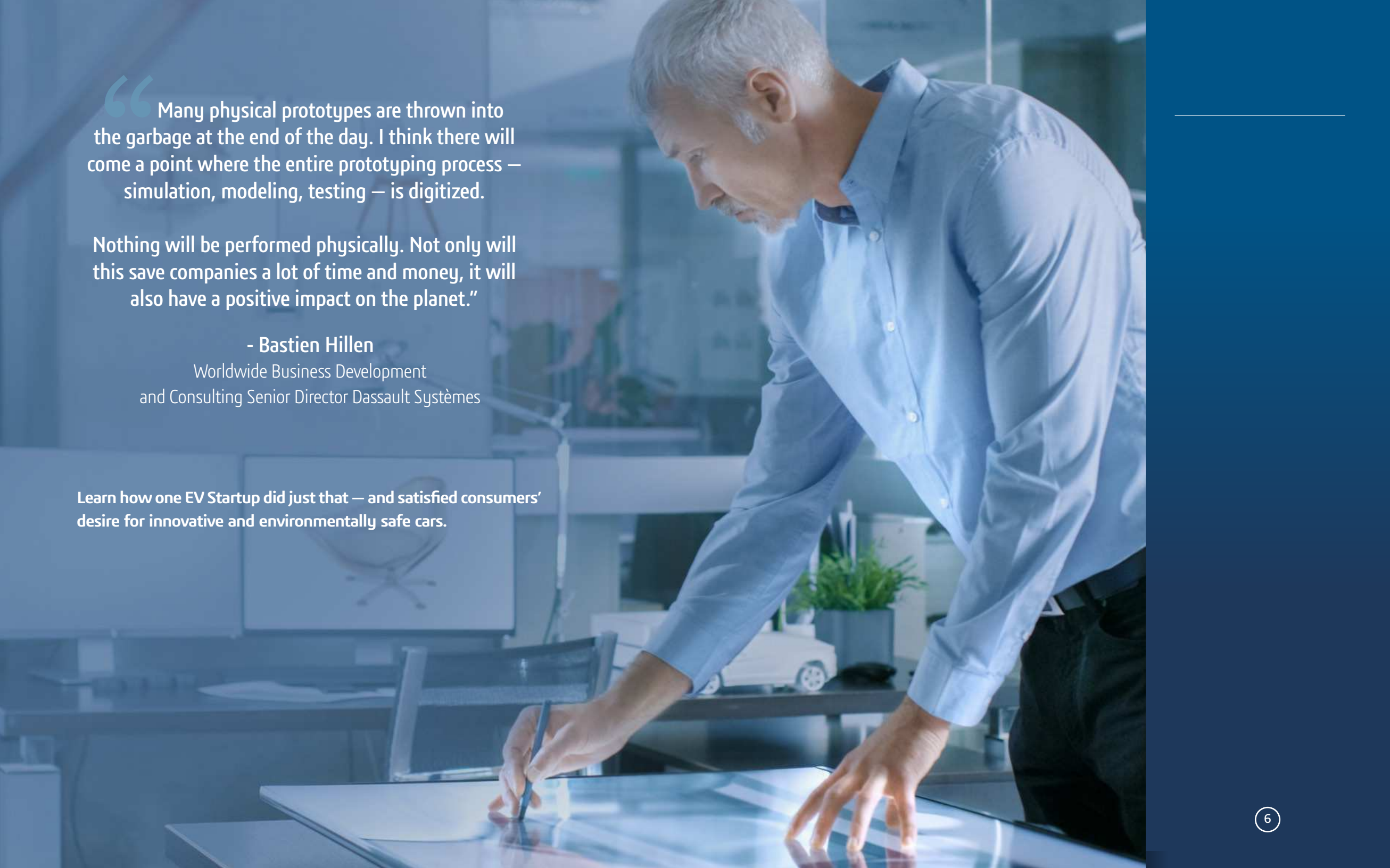
While good news for companies, it also poses a challenge for those struggling to keep up with the changing expectations of empowered consumers.

Consumers want limitless innovation in their products; they want their products to be complex and originative, but also easy to use. Most importantly, they want this combination in a package that offers value for money.

Product development is never a linear process. Creators may need to revise their design and prototyping stages multiple times. While standard development cycles range across industries, the product lifecycle can take years - a period long enough for technologies and customer expectations to change.

Unfortunately, product development is often lengthy and complex, where failure is essentially — and expectedly — the bulk of the product development cycle.



A man with grey hair, wearing a light blue button-down shirt, is leaning over a large, illuminated digital display. He is holding a blue pen and appears to be interacting with the screen. The background shows a modern office environment with desks, chairs, and a small white car model on a desk. The lighting is soft and blue-toned.

“ Many physical prototypes are thrown into the garbage at the end of the day. I think there will come a point where the entire prototyping process — simulation, modeling, testing — is digitized.

Nothing will be performed physically. Not only will this save companies a lot of time and money, it will also have a positive impact on the planet.”

- Bastien Hillen

Worldwide Business Development  
and Consulting Senior Director Dassault Systèmes

Learn how one EV Startup did just that — and satisfied consumers’ desire for innovative and environmentally safe cars.

## Customer Spotlight: Electric Car Startup Canoo

In 2017 [California Startup Canoo](#) had a vision to create a world “where cities are greener, more livable and less stressful” by creating electric vehicles that were “easier to access and a more sensible option for people living in cities”.

Canoo is not only reimagining just what a vehicle is, but also the business model for how it steers its way to drivers’ hands. The buy-or-lease vehicle ownership model prevalent today leaves drivers responsible for burdensome capital outlays, insurance and maintenance. Canoo’s EV by subscription is more sustainable - both environmentally and financially.

To fulfill that vision – and an ambitious go-to-market target of 2021 – Canoo relies on Dassault Systèmes’ **3DEXPERIENCE**® platform on the cloud as its global collaboration platform for digital design and engineering.



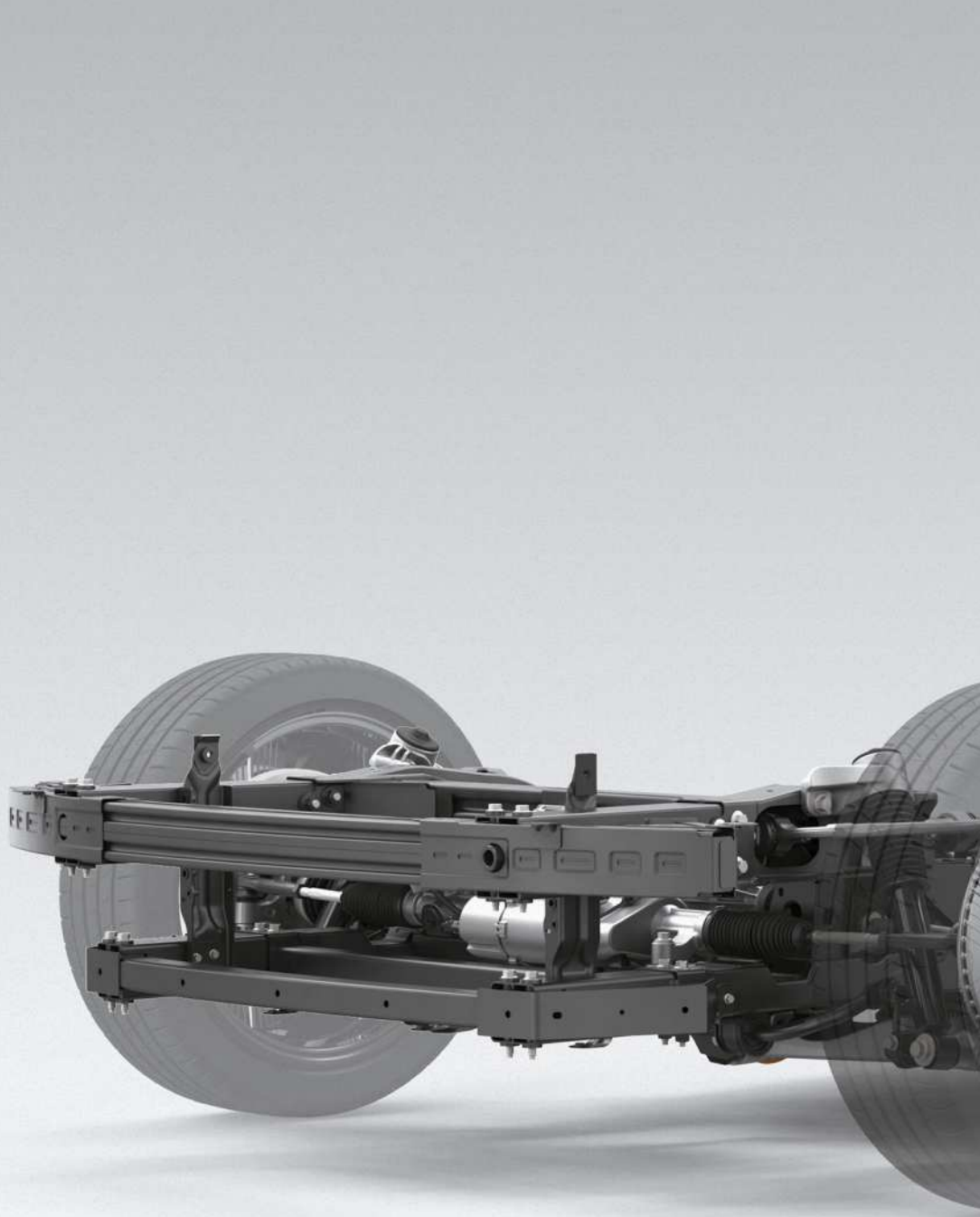
“If you create innovation, you need your digital platform to work. In the end, I can really say that Dassault Systèmes’ **3DEXPERIENCE** platform is a super good platform to create these types of innovations that we are working on.”

- Stefan Krause

“We’ve used **3DEXPERIENCE** on the cloud ever since we started up in a garage [in 2017],” Krause said. “With our time-to-market goals, we didn’t have six months to get back-end

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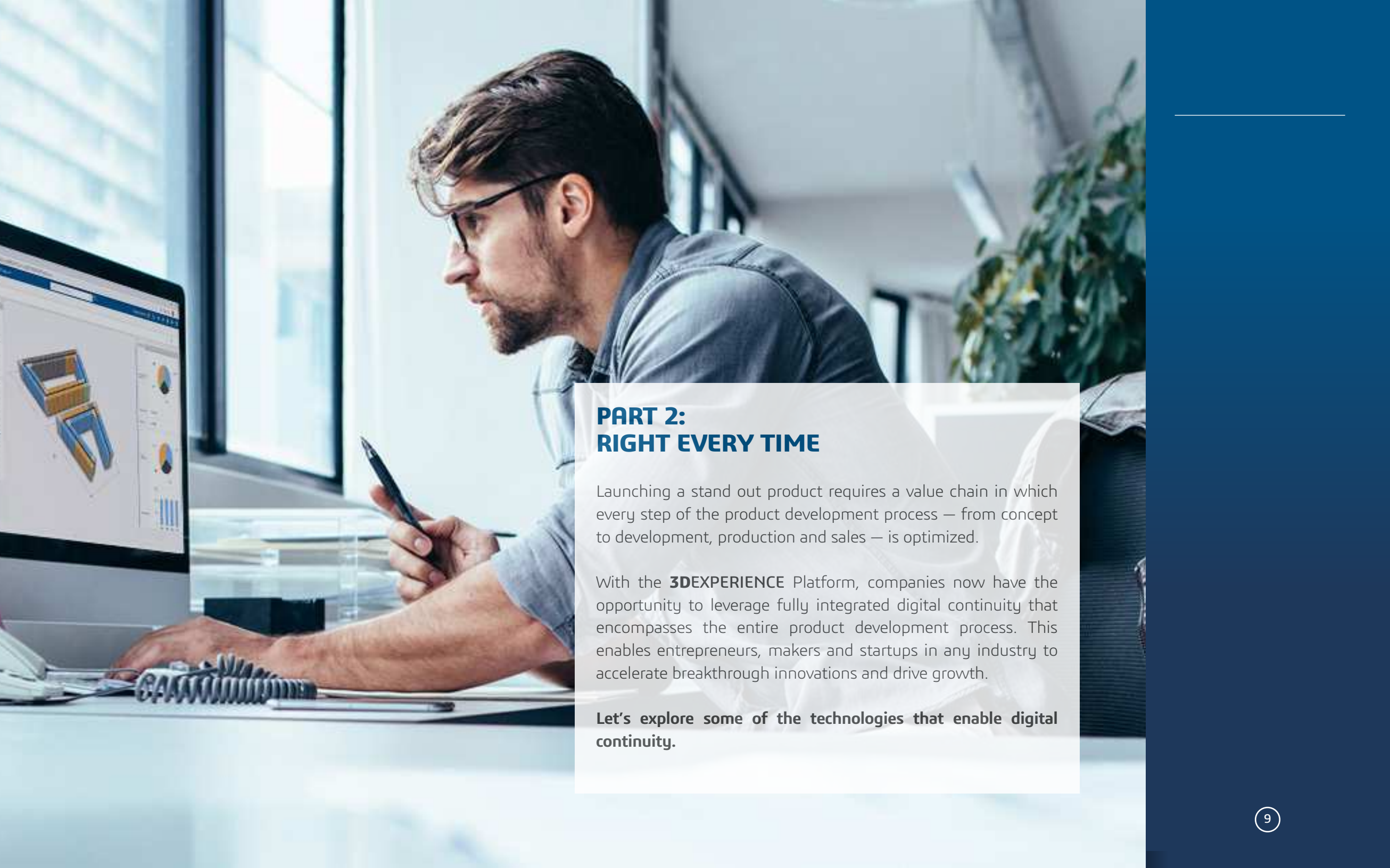
computers to work. The cloud-based system has been fantastic, and it's worked seamlessly for us through multiple moves and expansions. You put your computer on the table and you're immediately able to collaborate efficiently around the world".

Canoo started with five users on the **3DEXPERIENCE** platform on the cloud, thinking it might have to move to an on-premises deployment when the number of users reached 30. Not so. Today, Canoo easily supports more than 150 users worldwide on the cloud. "It is a huge relief not to have to manage servers or infrastructure," said Matt Sommer, in charge of methods at Canoo. "The cloud model also simplifies license management while keeping us on the cutting edge of technology upgrades." With fewer resources dedicated to the IT infrastructure and backend systems, Canoo can focus on product development and interaction among the engineers.

Canoo's biggest innovation challenge is to quickly combine diverse design and engineering disciplines provided by experts around the world, says Alexi Charbonneau who is in charge of Skateboard and Cabin at Canoo vehicles.

"The main benefit of concurrent design and engineering is to leverage expertise that resides in different companies, or on different continents, and have them all feed into one product," Charbonneau said. "Designing on the cloud improves time to market. There are no more files to be exchanged with suppliers, so we can work in the same database."

Leveraging the design, engineering and collaboration power of the **3DEXPERIENCE** platform, Canoo is on track to revolutionize how people think about, acquire, drive and pay for vehicles.

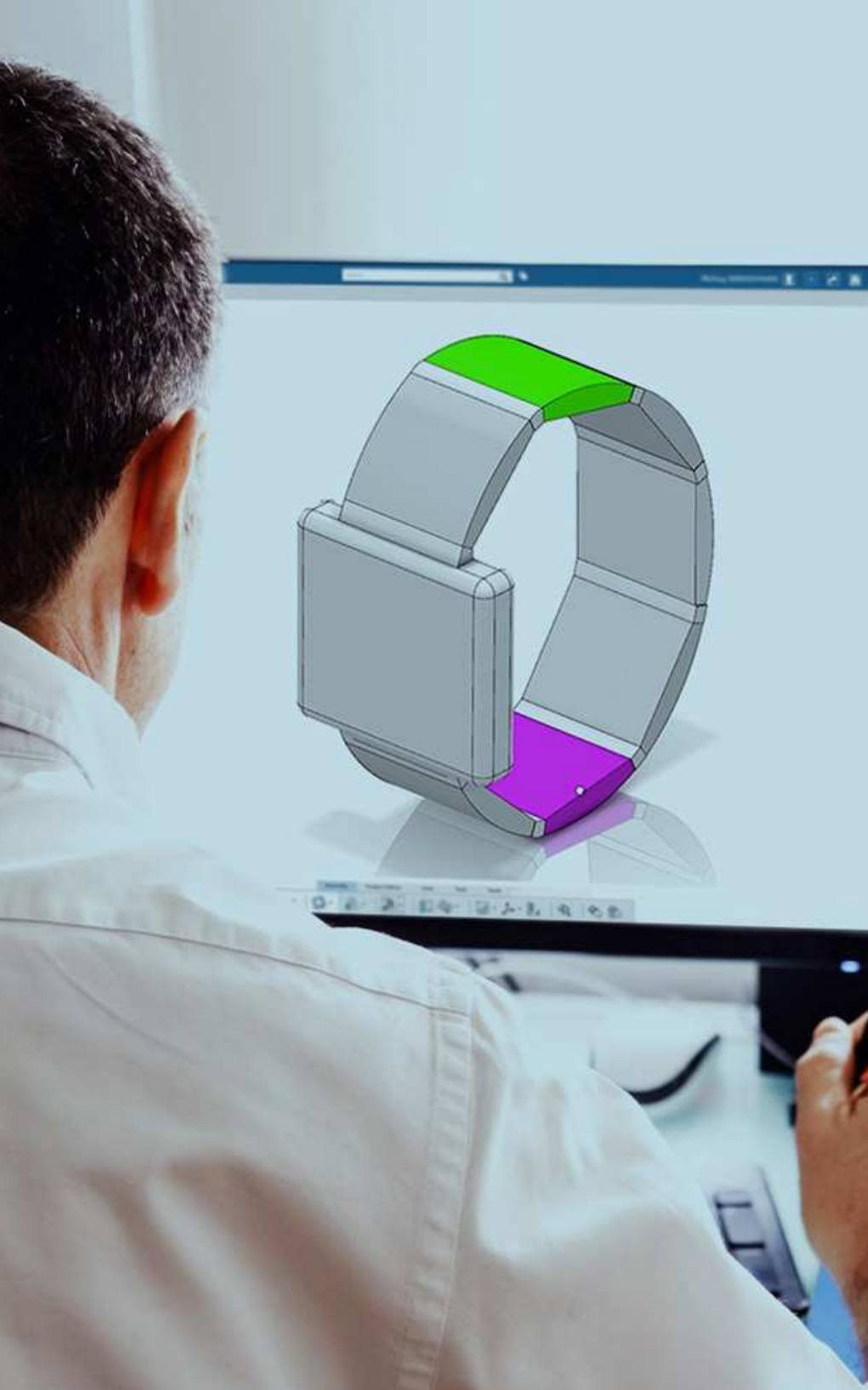


## **PART 2: RIGHT EVERY TIME**

Launching a stand out product requires a value chain in which every step of the product development process — from concept to development, production and sales — is optimized.

With the **3DEXPERIENCE** Platform, companies now have the opportunity to leverage fully integrated digital continuity that encompasses the entire product development process. This enables entrepreneurs, makers and startups in any industry to accelerate breakthrough innovations and drive growth.

**Let's explore some of the technologies that enable digital continuity.**



### 3D Design

Stakeholders can now expand the parameters of a simulation when designing a virtual model within a 3D workspace. Instead of being limited by the parameters of a physical product simulation — stresses between joints, weight displacement and so on — designers can now bring system behaviors and even real-world customer input into the innovation loop.

By involving these parameters at the design stage, design iterations can be made quickly and cost-effectively. Modifications to the design can also be as granular or as expansive as needed without incurring additional development time and costs.

Digital continuity allows changes to be viewed and adapted by the entire value network in the same virtual workspace. An added benefit is the opportunity to research new design options that can potentially improve the functionality and efficiency of the product. **We will explore this aspect in more detail later in this ebook.**

## Virtual Simulation

Traditional simulation workflows require manual transfer of 2D design into 3D simulation. This adds additional time to the development process.

If the simulation requires a new update or additional permissions before changes can be implemented, designers would have to repetitively and manually key in the changes, thereby restarting the process.

For instance, if a company needed to accurately measure the decibels generated by the motor of an aircraft engine, the development team would need to create a physical jet engine and test in remote areas outdoors and indoors in a test facility. Any changes to the design would require a trip back to the drawing board — a costly and time-consuming affair.

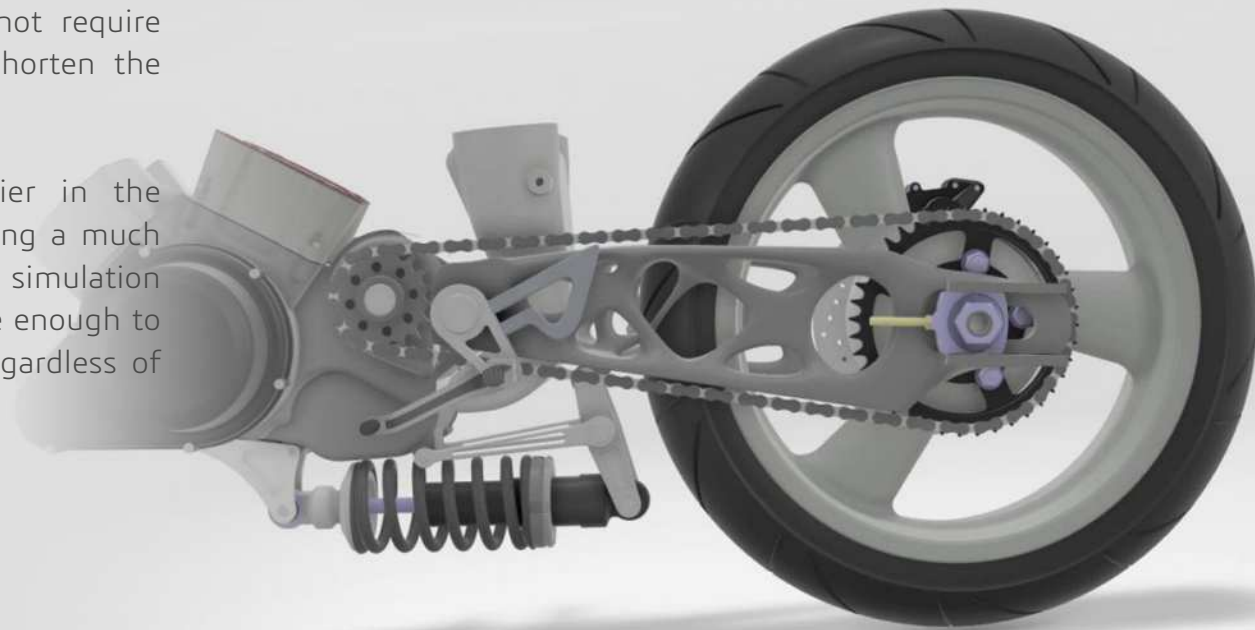
Now that we can expand the parameters of a simulation by combining physical product simulation with system behaviors and external data, product development does not require detailed physical prototype models. This can shorten the production cycle by up to 50 percent.

Simulations can now be utilized much earlier in the development process to validate concepts, creating a much smoother integration between the design and simulation stages. The solution is also powerful and intuitive enough to provide control and functionality to the user, regardless of their skill level.

## Additive Manufacturing

Additive manufacturing has evolved since its introduction more than 20 years ago. Today, it is a mix of design, simulation and manufacturing. Additive manufacturing defines and optimizes the shape and design of the product, while taking into account relevant specifications and physical constraints. The user can now input all the specifications and physical constraints of the product into the design itself, and let the solution optimize the initial designs and input data.

From here, the user can accurately produce physical prototypes with 3D printing — a much faster and less costly way to test designs. An additional benefit of 3D printing is the freedom to generate complex, organic shapes that cannot be achieved through conventional machining.



## Virtual Twin

Creating a virtual twin of your product is the key to unlocking the full potential of an integrated digital business platform.

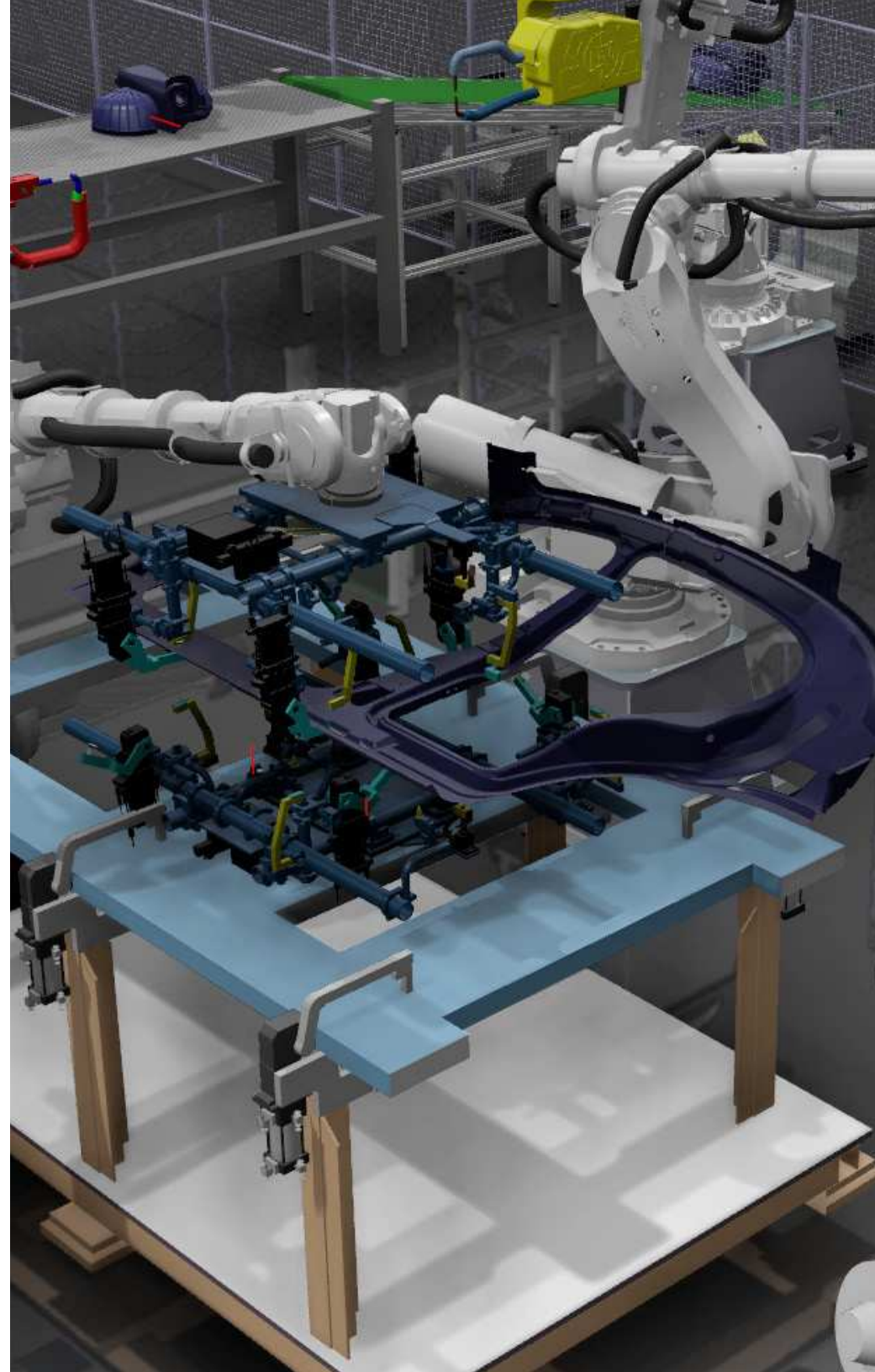
It is more than just working in a digital environment with all your stakeholders; it connects companies with a variety of real-world data inputs, such as information from sensors and IoT devices, to create a digital representation of a real product.

This creates a continuous circle of innovation and value creation that's based on real-world activities. Iteration and experimentation can take place more quickly. All variables can be modified, and the consequences of changes can be viewed in real time.

This ultimately results in a higher quality digital model that translates to a more mature and fully realized physical product that better fulfills customer demand.

With this comes real-world feedback that can be fed back into the digital business platform, serving as another data input that provides a richer feedback loop of innovation and value creation.

**Digital continuity has helped an Israeli Aviation company design and build an electric airplane that is cost-effective and environmentally friendly on an aggressive time schedule.**



## Customer Spotlight: Eviation Aircraft

Israeli based [electric aviation company Eviation](#) is “changing the way people travel regionally through affordable, sustainable aviation”.

Imagine flying on demand, from the nearest airfield, for the price of a train ticket. That’s the option that Omer Bar-Yohay, CEO of Eviation Aircraft, wants for every traveler: a better regional travel experience that avoids congested roads by providing an affordable and eco-friendly air travel solution.

“We all struggle with transportation,” Bar-Yohay said. “Today, if we want to travel 800 kilometers and there aren’t any trains to take us to our destination, we are stuck in our cars for many hours. We want to change all that.”

Bar-Yohay’s solution? The Eviation “Alice,” a nine-passenger, 100% electric-powered plane with a cruising speed of more than 240 knots (approximately 280 miles per hour / 444 kilometers per hour).

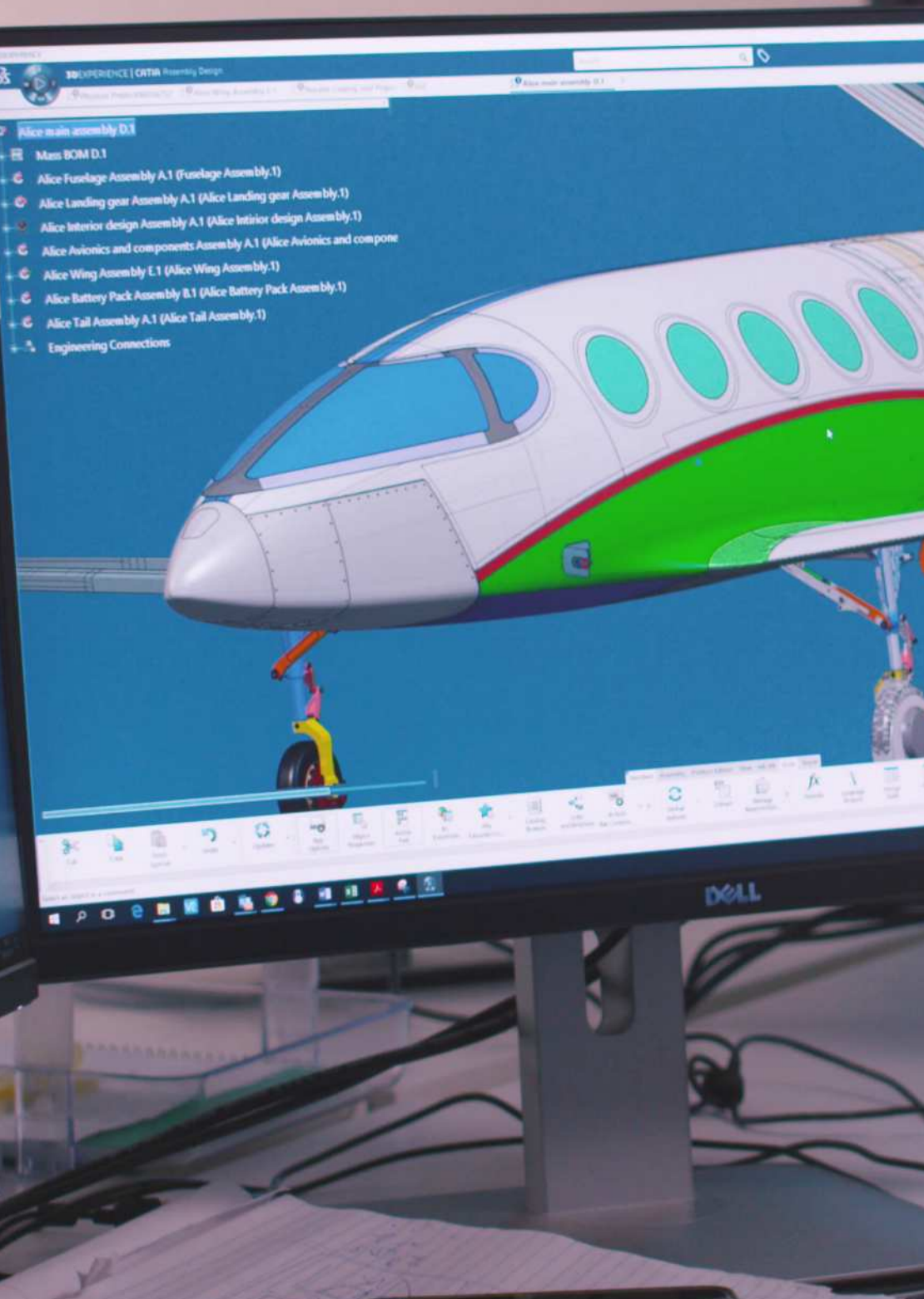
“Because electric engines offer higher propulsion efficiencies and lower maintenance costs, they reduce the cost of flight by 90%,” Bar-Yohay said. “Electrification doesn’t only make us eco-friendly; it makes it possible for everyone to fly regional distances for an affordable fee.”

Creating the Alice would have been a monumental task for any company, and even more challenging for Eviation: more than 160 suppliers and partners located all over the world collaborated on the project.

“The propellers are made in the US, the plane’s molds in Indonesia, the landing gear in Italy, other components in France,” Bar-Yohay said.



EV I A T I O N



“Working with the Dassault Systèmes technologies enabled us to go from concept to prototype very quickly.”

To link its far-flung stakeholders, Bar-Yohay chose the **3DEXPERIENCE** platform on the cloud for its design and simulation applications, and powerful work-from-anywhere collaboration capabilities. Thanks to the platform, the company’s contributors could exchange ideas, share knowledge and know-how, and collaborate across disciplines in resolving system interface issues as if they were located in a single room.



“The **3DEXPERIENCE** platform on the cloud is a scalable platform. [...] We can count on its scalability to accompany our growth. It’s the key to continuous innovation.”

- Omer Bar-Yohay  
Co-Founder & CEO, Eviation Aircraft

The **3DEXPERIENCE** platform’s plug-and-play format helped Eviation’s team ramp up quickly, and gave the company access to all the latest software enhancements as they were released. Contributors also could work from anywhere and at any time, on demand.

Adopting the **3DEXPERIENCE** platform on the cloud also eliminates the need for Eviation to invest in time-consuming and costly maintenance for an IT environment. With no upfront IT hardware investments, no software to install and implement and nothing to maintain, the company pays only for the computing power and applications it needs and uses. Furthermore, by moving to the cloud was able to benefit from an added layer of data security and IP protection.



## **PART 3: RIGHT ON TIME**

Whether it's an enhancement on an existing product or a brand new one, there is always a cost to create, develop and launch a new product to market.

The potential return on investment will affect the cost and scope of the change. If the overall result is a development process that's faster, cheaper and more innovative, your product is developed with a higher quality — albeit with a higher price tag.



**“With Dassault Systèmes’ solutions, we can make a modification and quickly see the impact on the global structure and the components’ placement.**

**— Andrea Viti**

Aerodynamic and Aerothermal Engineer, XSun



To deliver truly amazing products and experiences, the entire product innovation process — from ideation to final delivery, usage, support and beyond — must take place in an integrated digital environment.

It's no longer about a linear start-to-finish product development process; the secret ingredient is a continuous cycle of innovation and value creation that brings all disciplines together into a collaborative workspace.

The **3DEXPERIENCE** platform enables this by creating a single source of truth from ideation to final delivery. All departments have access to the same knowledge set using a common data model. Rich insights across the value network can be captured and verified digitally before actual production commences.

This scenario illustrates the new 'business as usual' for a car manufacturer on the **3DEXPERIENCE** platform:

- Automotive designers create a customized chassis according to specifications.
- Engineers subject the 3D model of the chassis to the full suite of product tests.
- Changes are propagated to the engineers, designers and simulators in real time, and modifications can be made quickly.
- This iteration loop occurs until the final model satisfies all requirements and is validated by all stakeholders.

## Customer Spotlight: Globe Trailers

Founded in 1982 and headquartered in Bradenton, Florida, semi-trailer manufacturer Globe Trailers solidified its reputation of quality, value and customer satisfaction. In 2004 Globe Trailers was purchased by the Walter's family whose 60 year history as the world's leading Manufacturing and Engineering of Welding and Cutting replacement components gave them the expertise to greatly improve upon existing trailer designs.

At the time of the sale, the company was making 30 trailers a year. Within six years that number has risen to 400 trailers, and today's industry demand is driving Globe Trailers to double its year-over-year production volumes. All trailers are made in the company's 60,000-square-foot, state-of-the-art facility in Florida. However, its engineering team is international, and to facilitate global collaboration and increase time to market, Globe Trailers relies on Dassault Systèmes' **3DEXPERIENCE** platform, including the Single Source for Speed industry solution experience.

“Globe Trailers chose the **3DEXPERIENCE** platform on the cloud because we have a globalized engineering team now,” Walters said. “We’re trying to double production every year, and that’s difficult. We needed a software platform that would support our progress instead of hindering it.”

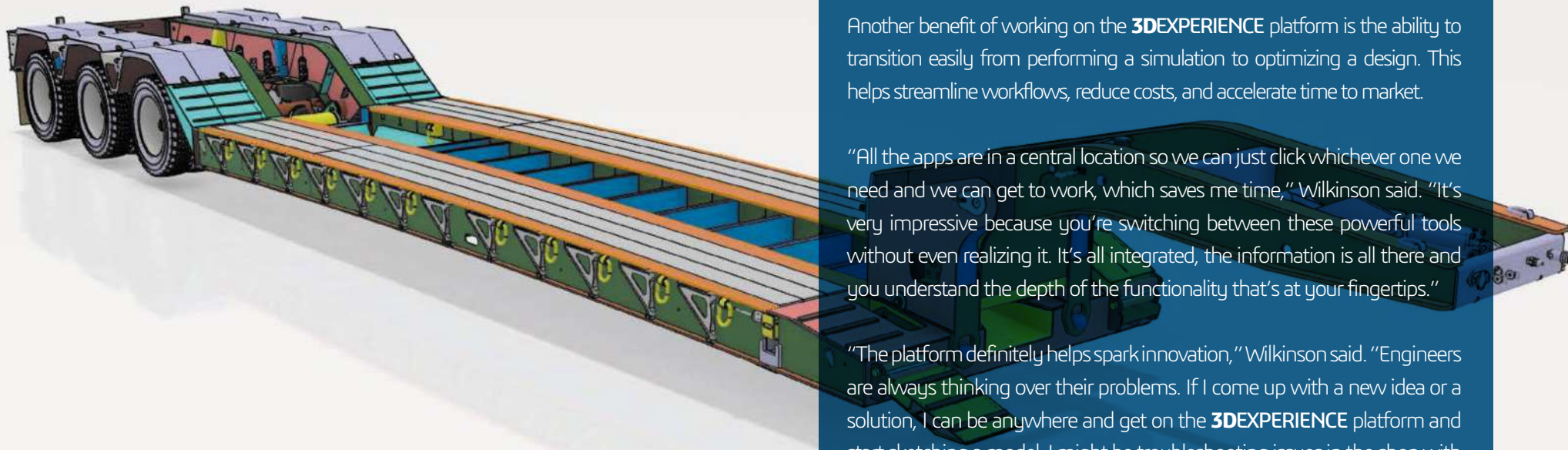
- Jeff Walters

VP of engineering, Globe Trailers

The **3DEXPERIENCE** platform powers global collaboration by providing integrated project applications and data available in real time and worldwide on cloud.

Globe Trailer's Senior Mechanical Engineer Brock Wilkinson, who is based





in the Bradenton office, reaps the benefits of the cloud solution.

"If I'm at home or if I'm abroad, the platform is always accessible," Wilkinson said. "When we work with users in other offices, having the information on the cloud makes it much easier to collaborate. In the past, I would have to export analyses, transfer the files – which could be very large – and then they'd have to import them. The **3DEXPERIENCE** platform makes workflow much smoother. It is easier to share information, and to collaborate quickly and effectively." But the biggest business impact of the **3DEXPERIENCE** platform is that Globe Trailers doesn't lose information.

"We burn, bend, saw, cut, and machine our own parts," Walters said. "People don't realize the thousands of parts that go into a trailer. In a normal conventional system, you have your 3D data, you have your 2D drawings, and everything else and it's spread out over a bunch of different folders. But in the **3DEXPERIENCE** platform, it's all in one place. There are no corrupt files, no downtime, and no product failures. We're working from one sheet of music and it's very powerful".

Another benefit of working on the **3DEXPERIENCE** platform is the ability to transition easily from performing a simulation to optimizing a design. This helps streamline workflows, reduce costs, and accelerate time to market.

"All the apps are in a central location so we can just click whichever one we need and we can get to work, which saves me time," Wilkinson said. "It's very impressive because you're switching between these powerful tools without even realizing it. It's all integrated, the information is all there and you understand the depth of the functionality that's at your fingertips."

"The platform definitely helps spark innovation," Wilkinson said. "Engineers are always thinking over their problems. If I come up with a new idea or a solution, I can be anywhere and get on the **3DEXPERIENCE** platform and start sketching a model. I might be troubleshooting issues in the shop with my tablet or I might be at home and log-in from the cloud. It's always accessible, with the data I need."

## PART 4: RIGHT FOR THE PLANET

In the past, sustainability was never a part of the conversation when it came to product development. However, consumer demand for more sustainable products and experiences has led companies to begin integrating sustainability into the development lifecycle.

A recent study from Centrica Business Solutions showed that between 2017 and 2019 "being socially and environmentally responsible" jumped from sixth to third place in terms of priorities for companies surveyed in Europe and North America.

But, sustainability is more than just the search for new materials. Companies across all industries must consider sustainability more holistically.

**How can you make your stand out product sustainable? Let's have a look.**



### **Modularity in Design**

With [modularity](#), companies benefit from production scale by reducing the number of product variants, complexity and associated costs along the value chain. This also allows companies to offer more personalization and customization to consumers without incurring additional expenses.

An additional benefit of modularity comes at the end of the product life cycle. A [modular product can be disassembled](#) into smaller discrete parts which can then be recycled or refurbished. By implementing this design methodology into the product development process itself, companies can extend resource utilization and reduce waste, energy requirements and other environmental loads.

Modularity also allows consumers to enhance their original purchases or give them additional value. Companies can produce new modules that replace existing modules on the original product. This not only offers more choice over time, but also nurtures a 'reuse and upgrade' mindset.

### **Virtual prototyping**

The prototyping process is becoming digitalized, and this is good news for the environment.

A fully modeled virtual prototype will allow designers to cut down on the need for physical prototyping and validation. They can also research new and potentially more efficient product designs that reduce resource use without compromising on the product's functionality.



## THE RIGHT DEVELOPMENT PLATFORM

The **3DEXPERIENCE** platform is the best choice to launch your stand out product. It enables you to determine your entire product development process from concept to development, production, consumption and beyond.

With the **3DEXPERIENCE** platform, you have the agility to quickly execute winning decisions across your entire value network, regardless of potential shifts and disruptions in your industry.

Win the race to market with the **3DEXPERIENCE** platform. Learn more about how you can deliver unforgettable experiences:

<https://discover.3ds.com/3dexperience-startups>

Special thanks to our experts **Bastien HILLEN**, Senior Director for Business Consulting at Dassault Systèmes, and **Jean-Luc LE CONG THUAN**, Business Consultant Director at Dassault Systèmes.

### Our **3DEXPERIENCE**® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 250,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

