

## Concept to Commercialization: 4 Steps To Getting Your Product To Market

Innovation is a competitive asset critical to business growth and success. The excitement of having the next big idea can lead companies to rush product development in order to get ahead of the competition. The lack of a strategic plan creates disjointed processes that cause major challenges to product development.

Strategic outsourcing partners can help take you from concept to commercialization. Leveraging the established processes and specialized expertise of an outsourcing partner creates a streamlined, efficient and cost-effective approach to product development that can get you to market without sacrificing the quality and integrity of your product. Unsure of where you are in the process of getting to market? The following steps will give you a better idea:



### 1. Big Idea

Think you have the perfect idea for your company's next product? Does your idea fulfill customer needs in a unique way? Work on validating that there is market viability to support your big idea.



### 2. Research, Design & Prototyping

Work with internal or external engineering teams to design a plan to produce your product, identify what materials will be needed, and determine the cost to get to market. Next, develop tooling and functional prototypes to test the integrity of your design and validate the components. This step will allow you to make any necessary modifications to design and allow you to see how your product will perform in a real world setting. Crossroads maintains an extensive network of vendor partners that can assist in developing the design of your product.



### 4. Production

At Crossroads, we have the people, processes and equipment to take your validated idea into production efficiently. As an ISO 9001 certified manufacturing partner, we consistently uphold strict standards through our established process controls and quality systems. Whether you're an entrepreneur launching your new product, an established company looking to scale production, or a government entity seeking broader support, we offer a custom array of solutions to take you to that next step in getting to market.



### 5. Marketplace

When it comes time to meet your customers' orders, you need an outsourced partner who can ramp up quickly to meet those demands. With our 68,000 square-foot Indianapolis facility and qualified employees, Crossroads maintains capacity for low- to mid-volume orders. We offer just-in-time contract services to meet all of your packaging, fulfillment and shipping needs so that you can focus on growing your business.

Outsourcing partners can help you ensure cross-functionality and coordination along all stages of production to help you get to market quickly. If you're stuck on how to get your next product manufactured and to market then contact us today.

### The Crossroads "Sweet Spot"

We're happy to see how we can support you and connect you to our network of vendors who can assist you during the design stages of production. Our services and capabilities are broad, but our specialty is assisting businesses within the Production and Marketplace phases of the commercialization lifecycle.