

# YOUR FIRST PRODUCT

*How to Leverage the Power of the Internet to Create and  
Sell Your Own Physical Products*



## **Your First Product Resource Sheet**

The web is an amazing tool for business and a great equalizer. Thanks to its power, it's now possible for small businesses and even individual entrepreneurs to compete with large corporations like for like. This extends to physical products too and using a number of different tools, it's now possible to create all kinds of items without much investment or even technical knowledge!

This page will share those tools so you can quickly get started...

### **Crowdsourcing Ideation and Design**

Idea Bounty ([www.ideabounty.com](http://www.ideabounty.com)) – A great site where you can get people to submit suggestions and ideas for how to create your products. Big brands use this site!

CrowdSpring ([www.crowdspring.com](http://www.crowdspring.com)) – Get everything from your 3D model to your BOM handled by experts and again, only pay for the ideas you like.

CADCrowd ([www.cadcrowd.com](http://www.cadcrowd.com)) – Very similar to Crowspring.

Blender ([www.blender.org](http://www.blender.org)) – The free tool for creating your own 3D models.

Cadsoft Eagle ([www.cadsoftusa.com](http://www.cadsoftusa.com)) – An example of a CAD program for creating circuit boards.

### **Parts and Components to Use**

Raspberry Pi ([www.raspberrypi.org](http://www.raspberrypi.org)) – The very cheap and famous circuit board you can use for all kinds of products.

Chip ([www.getchip.com](http://www.getchip.com)) – Like Raspberry Pi but even cheaper at \$9. Small enough to fit into a wearable device too!

FLORA ([www.adafruit.com/flora](http://www.adafruit.com/flora)) – Practically a ready-made wearable device.

Gumstix ([www.gumstix.com](http://www.gumstix.com)) – Get custom computers and boards.

### **Prototyping**

Shapeways ([www.shapeways.com](http://www.shapeways.com)) – For prototyping, or even selling cheap things like smartphone cases, try Shapeways.

iMaterials (<https://i.materials.com>) – Similar to Shapeways but a competitor.

Makerboat ([www.makerbot.com](http://www.makerbot.com)) – This is a company that makes 3D printers you can own yourself. These are small enough to sit on a desktop and one day, everyone will own one!

## **Creating**

Makers' Row ([www.makersrow.com](http://www.makersrow.com)) – This is a site that lists numerous different manufacturers, including many specialist factories. Great for finding someone to work with but not free.

Alibaba ([www.alibaba.com](http://www.alibaba.com)) – Another site that you can find manufacturers through. Not free though, unfortunately.

Thomas's Register ([www.thomasnet.com](http://www.thomasnet.com)) – One more repository!

## **Funding**

Now you have your design and your manufacturer, you just need the money...

PayPal ([www.paypal.com](http://www.paypal.com)) – PayPal do a very good business loan that is only chargeable through your PayPal payments, meaning it's very hard for you to potentially lose money.

Kickstarter ([www.kickstarter.com](http://www.kickstarter.com)) – The premier crowdfunding platform that helped launch Oculus Rift.

Indiegogo ([www.indiegogo.com](http://www.indiegogo.com)) – Like Kickstarter but has more diverse projects. Also, unlike Kickstarter, Indiegogo lets creators keep their donations even if they aren't successful in reaching their goal.

Angel List ([www.angellist.com](http://www.angellist.com)) – A site for finding angels to back your business.

Seedrs ([www.seedrs.com](http://www.seedrs.com)) – Another place to find investors, this time members of the general public will be able to invest in your business.

## **Selling**

Amazon Launchpad ([www.amazon.com](http://www.amazon.com)) – A good initiative for helping creators get their ideas made *and* sold. You can create a product page telling your story and that way find start-up accelerators and crowdfunding.

Brookstone Launch ([www.brookstonelaunch.com](http://www.brookstonelaunch.com)) – Another initiative that helps creators by providing engineering and design then pushing your idea into stores.

## **Other Options**

Remember, there are many other options if you want to find other ways to get your product made. One good example is licensing!