

## Case Study:

# Building Client Kit to Ensure Market Success

Create Something Disruptive with Us

## PROJECT SNAPSHOT

**CLIENT:** MASS SPEC IMAGING CUSTOMER

**INDUSTRY:** Photonics and Proteomics

**SERVICE PROVIDED:** BOM Development/Kit Design for new disruptive Mass Spec tissue imaging.

### RESULTS:

- » BOM Development uncovered shipping and hazardous material issues that would greatly affect cost.
- » Kit Design services re-envisioned the kit to have ease of use for the end-user and remove shipping hazards.

### BENEFITS

- » Process resulted in a more robust and user-friendly kit.
- » Significantly reduced raw material and shipping costs.
- » Enhanced scalability and commercialization.

## CLIENT TESTIMONIAL

*"The white glove treatment provided by LaunchWorks development department enabled a roadmap for scalability and ensured high quality reproducibility for our kit. I would highly recommend utilizing LaunchWorks development expertise and expect the same expertise when we go into full production with them."*

## Conclusion

Based on the results of the kit re-design, the customer achieved appropriate market pricing and grew its forecast.

We are grateful to have provided this high-level service. Explore our full service offerings [here](#).

## The Challenge

- » Customer is a biotech company that produces pioneering photonic technology. It prides itself on offering in-house imaging services for advanced tissue and array scanning.
- » The company faced a challenge trying to find a partner that could verify the scalability of their latest imaging kit.
- » The consequences of not being able to scale would limit their market share and ultimately the success of the product.
- » The company was open to Bill of Material (BOM) development services to get them to a scalable commercialized product faster.

## The Solution

- » The client chose LaunchWorks for its ISO certification and depth of knowledge of the development and production teams.
- » By enlisting the Development team for BOM development – LaunchWorks was able to greatly improve raw material and Production costs, and ultimately the success of the product.
- » The company was open to Bill of Material (BOM) development services to get them to a scalable commercialized product faster.

## Technology and Acceptance Criteria

- » Raw Material costs reduced by 43% - passing that saving onto the end-user while also being able to reinvest greater profit margins.
- » Shipping costs reduced by 65% - offering additional savings to pass along to the end-user, but also a more environmentally friendly shipping option (less waste).
- » The kit re-design allowed for much greater throughput in manufacturing, which reduces overall cost but also allows for greater scaling.