



PRODUCT FEASIBILITY & DESIGN

SQUARE-1 DESIGNS, DEVELOPS AND DEMONSTRATES SUCCESSFUL PROTOTYPE AIDING CLIENT IN GOAL OF CAPTURING MARKET SHARE BY OFFERING A UNIVERSAL DELIVERY DEVICE WHICH CAN BE APPLIED TO ANY COMPETITORS DEVICE AT A LOWER COST

SITUATION

Customer sought to capture market share from competitors by offering a novel, universal delivery system allowing end user to utilize one delivery system for all procedures, regardless of OEM

TASK

Compile existing competitor data & technology, formulate design approach taking into consideration clinician usage while developing a universal system which offered consistent, superior results at a lower cost

ACTION

Reverse engineered competitors distal & proximal end delivery systems while integrating new design features offering advanced ergonomics & COGS reduction

RESULTS

Successfully designed universal delivery system, proving feasibility and consistency of use, received end user approval, while giving customer 'first-mover advantage' in the marketplace

SME TEAM:

Sr. Mechanical Designer, Subject Matter Delivery Device Expert and Project Manager