



60
Expert

Creator

如何精准对接供应链资源

Rorschach.Sun 孙卿智 | 供应链开发总监

rorschach.sun@hwtrek.com

深圳

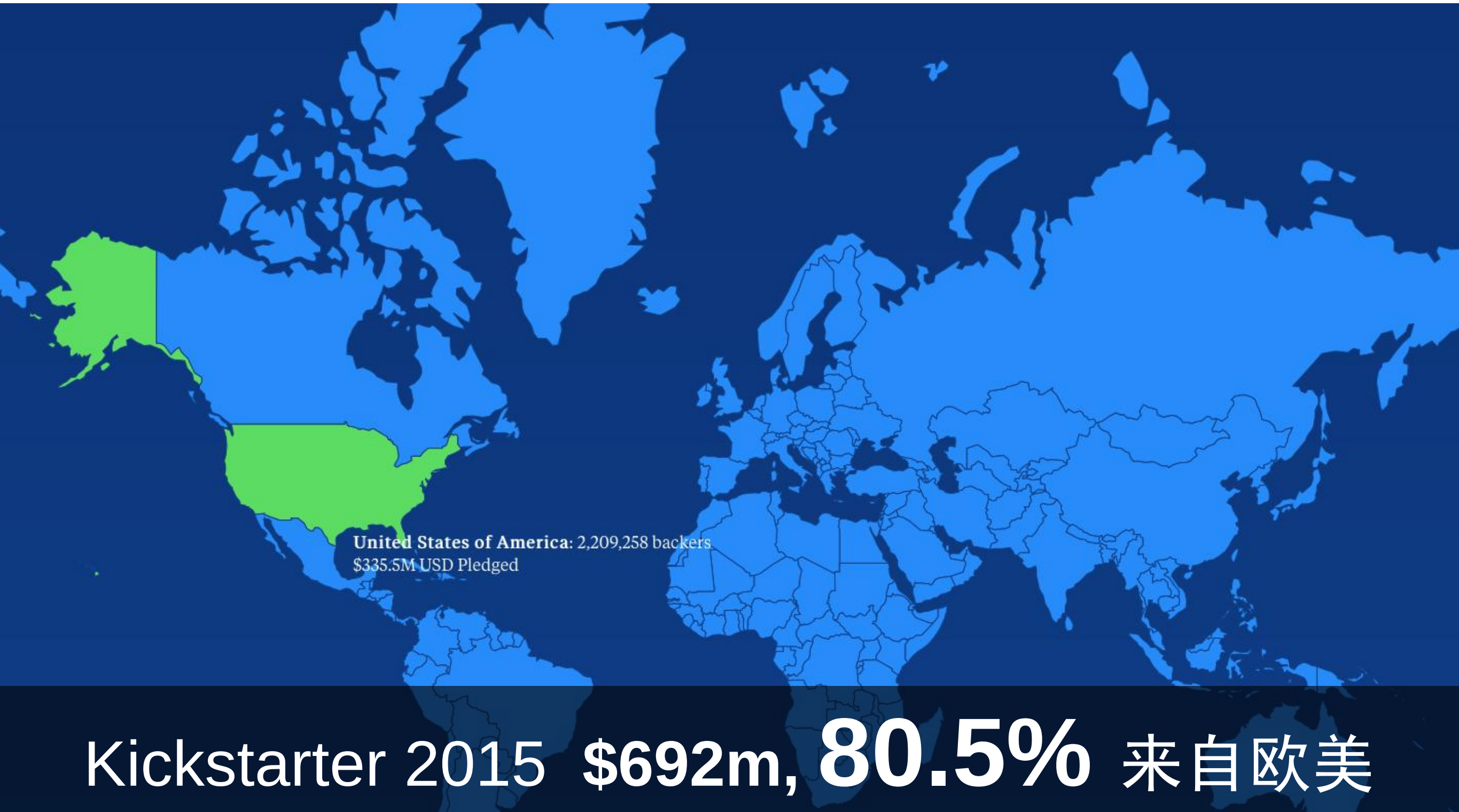
 HWTrek



目 录

智能硬件市场前景	3	供应链的坑与经验	21
精益创业	5	如何解决	23
MVP	10	HWTrek简介	30
创业者面对的问题	18		

从消费端来看



数据来源: Kickstarter 2015年数据

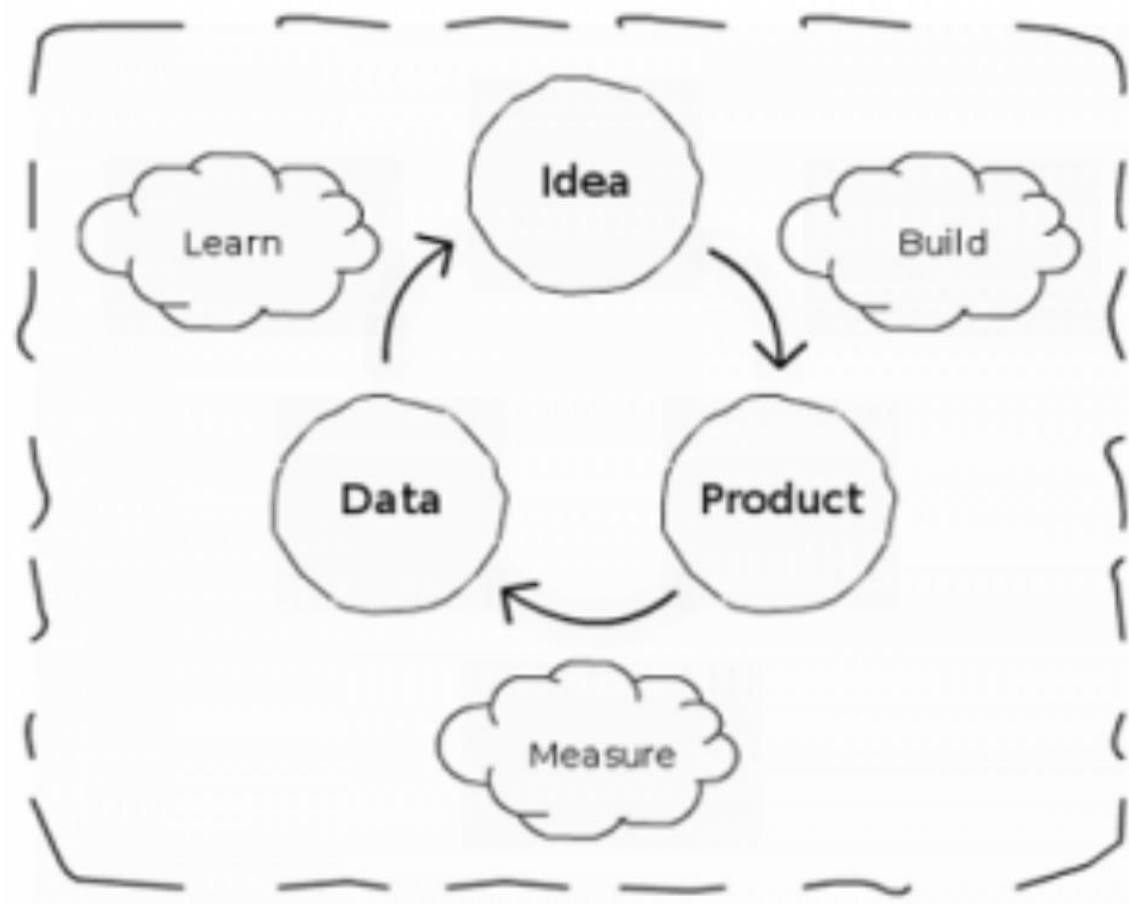
从创客活动来看



遍布全球的创客活动

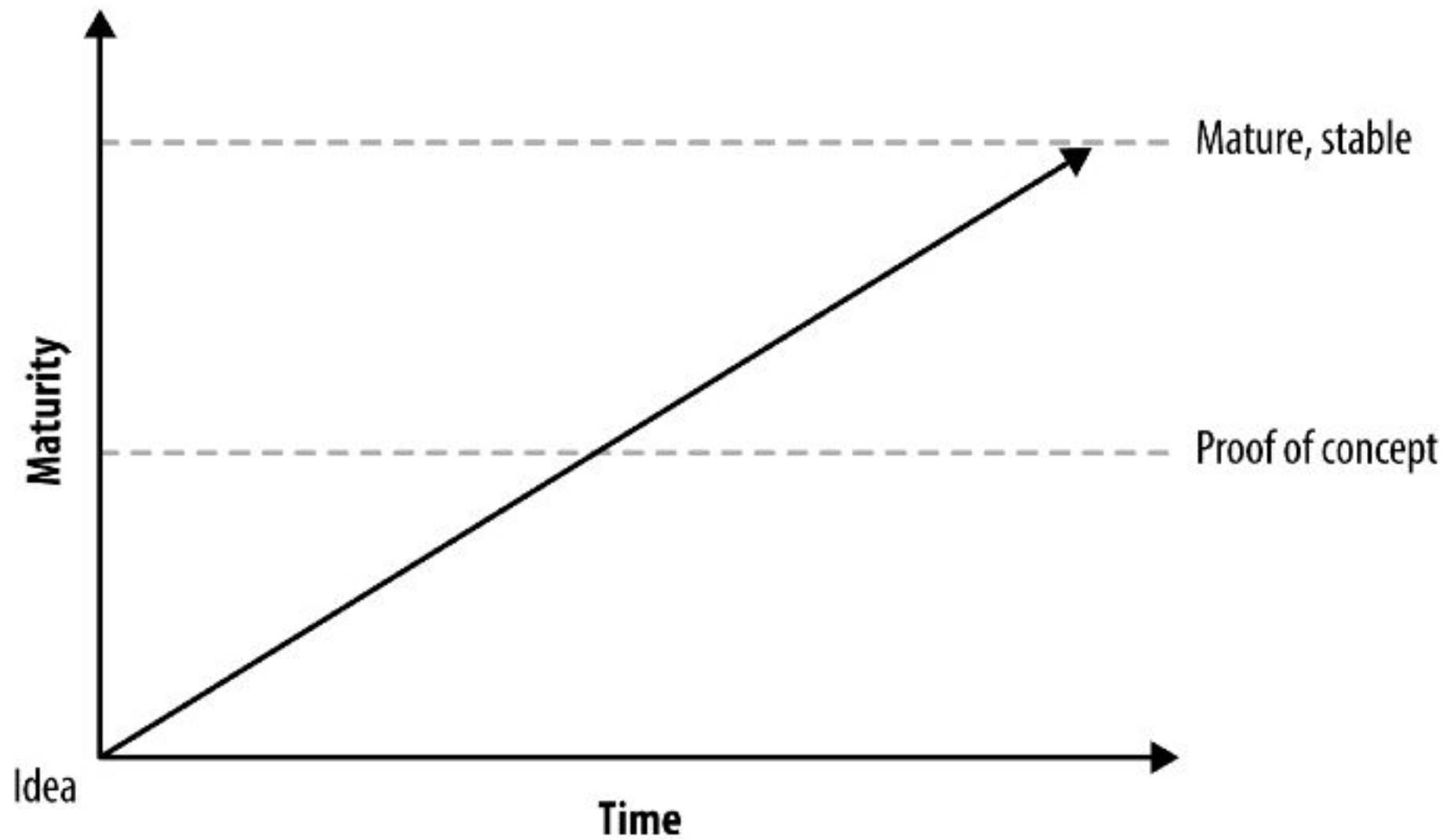
数据来源: <http://makerfaire.com> 2015年10月数据

精益创业 (The Lean Startup)



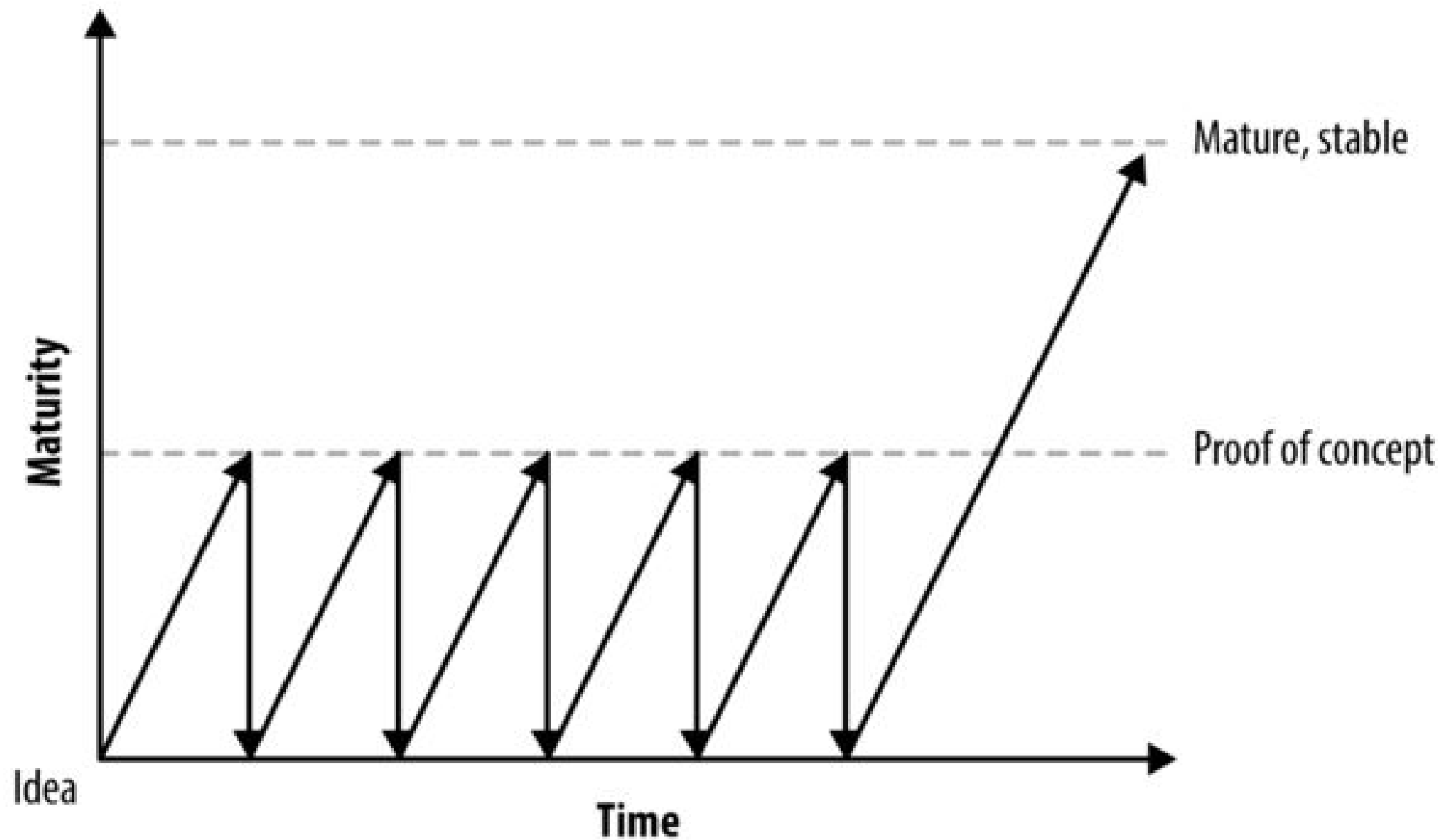
MVP:
Minimum Viable Product
(最小化可实行产品)

大部分认为精益创业是：



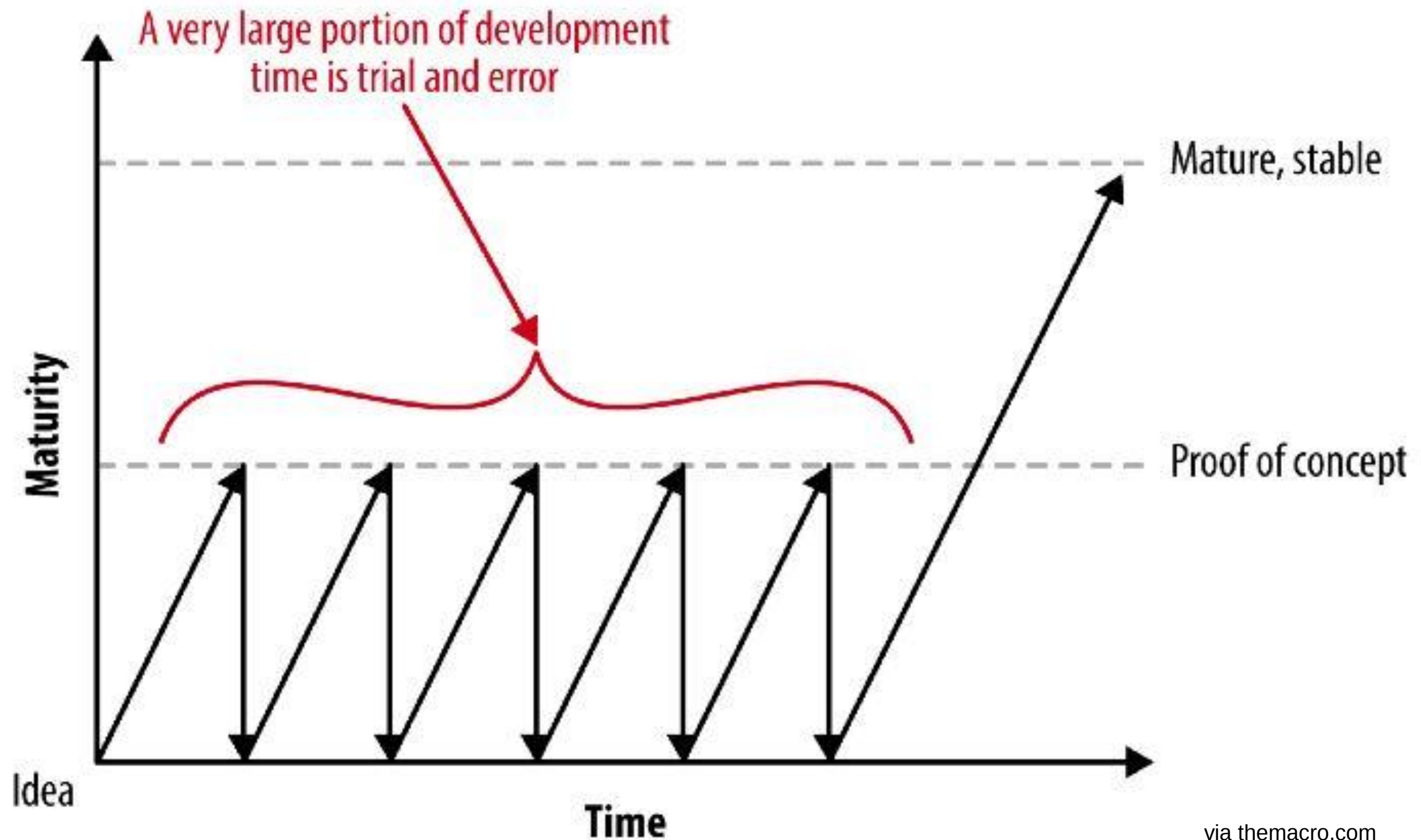
via themacro.com

实际精益创业是：



via themacro.com

实际精益创业是：



via themacro.com

实际精益创业是：

Pebble 2, Time 2 + All-New Pebble Core

by Pebble Technology



pebble + alexa

WE'RE ON KICKSTARTER

▶ PLAY

52,201
backers

\$9,919,855
pledged of \$1,000,000 goal

27
days to go

[Back This Project](#) [★ Remind me](#)

This project will be funded on Thu, Jun 30 2016 1:00 PM AWST.

📍 Redwood City, CA 🛠 Product Design ❤ Project We Love

MVP-Mnimum Viable Product



善用“工人智慧”

从小处开始

专注于你的核心价值

让分享和邀请越简单越好

简单为上策

研究实际使用情形

Fake It Till You Make It — 善用“工人智慧”



Niche First, World Later

— 从小处开始



Funded! This project was successfully funded on August 30.



A video player showing an orange cooler with a blender on top, blending a green smoothie. The cooler has the brand name 'Coolest' on it. A 'PLAY' button is overlaid on the video.

62,642
backers

\$13,285,226
pledged of \$50,000 goal

0
seconds to go

Project by
 Ryan Grepper
Portland, OR

2 created · 27 backed

 Ryan Grepper 91 friends

 coolestkickstarter.com

 Share 386,547  Tweet <> Embed

[See full bio](#) [Contact me](#)

Help Users Tell Their Friends

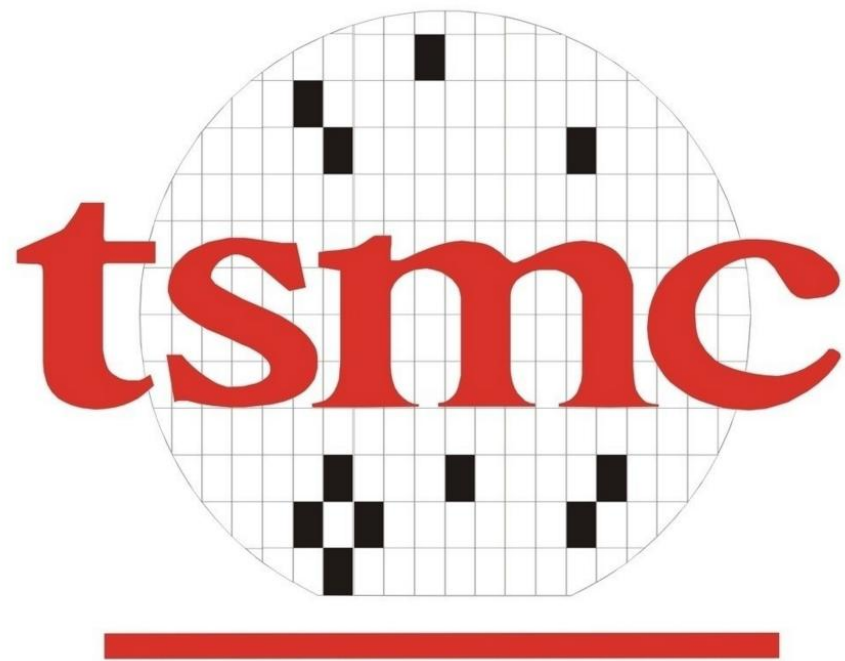
— 让分享和邀请越简单越好

SeeU Smart Glasses

Share your vision and happiness



Do a Few Things Really Well
— 专注于你的核心价值



Every 10% Easier, 50% Larger Audience
— 简单为上策



The Way Your Users See The Product

— 研究实际使用情形

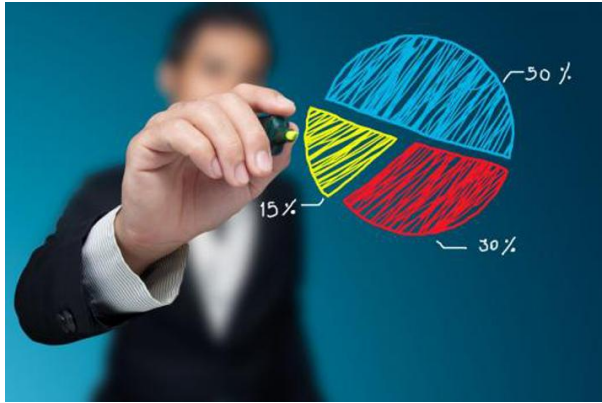
GARMIN 佳明



所有的商业计划书都可能被客户否决

所有的硬件开发计划都可能被厂家否决

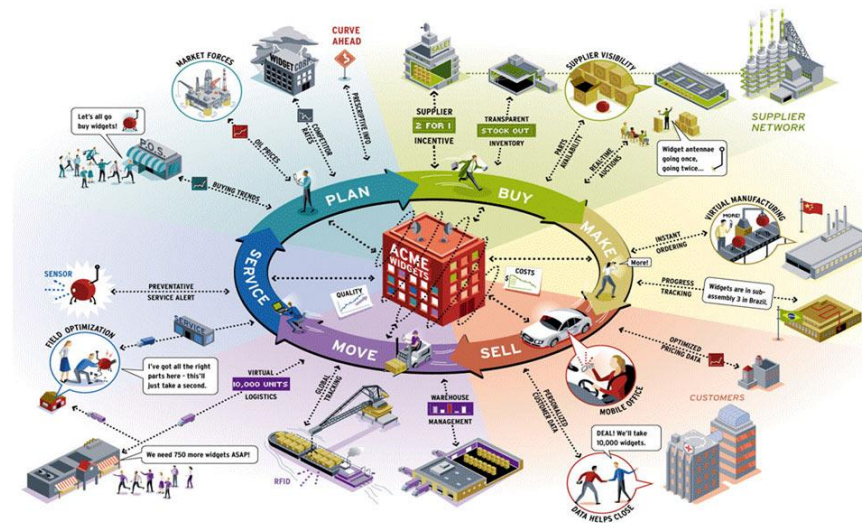
硬件创业者面对的问题



市场营销



资本基础



精准的供应链

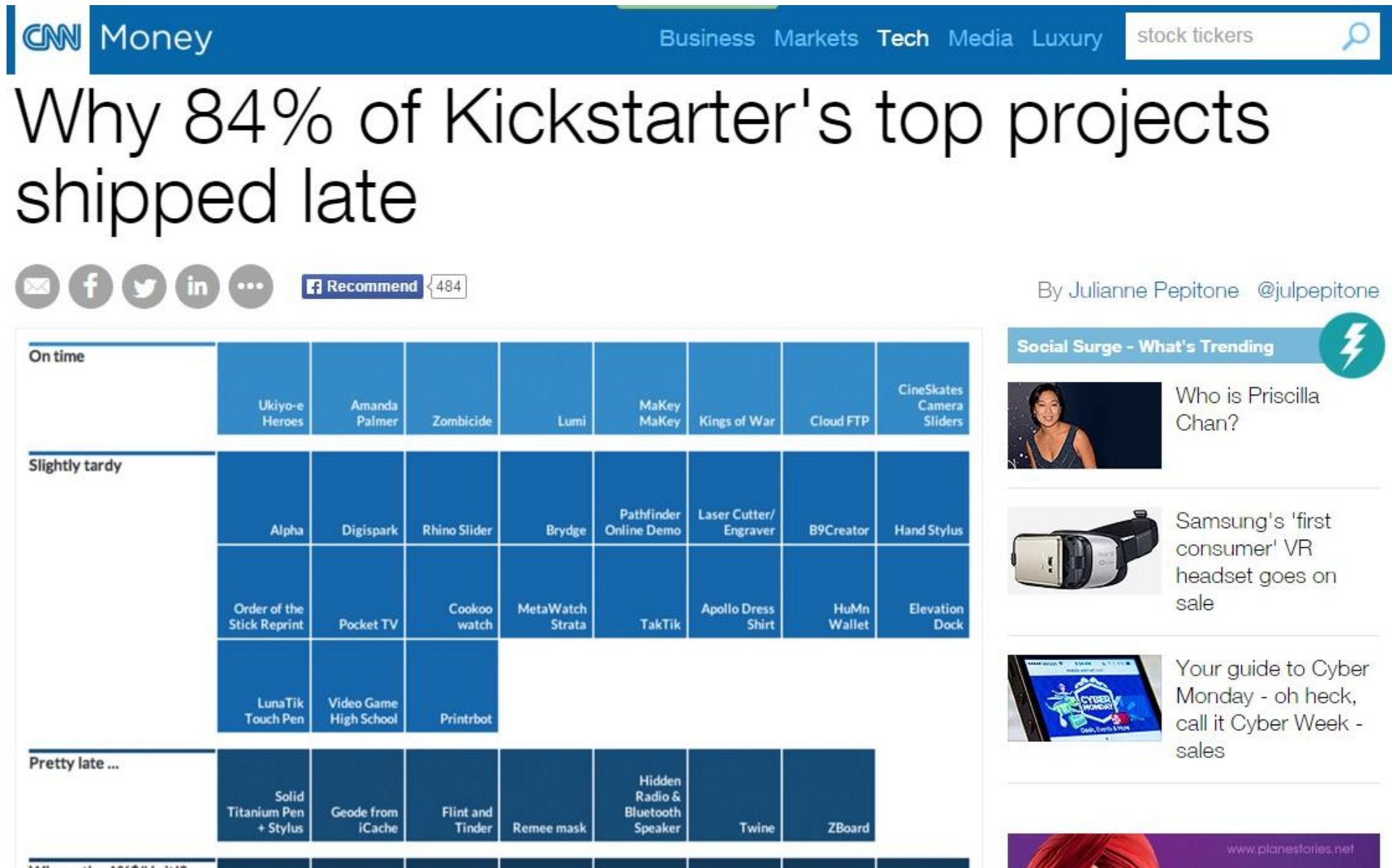


人才资源



渠道推广

供应链上都是坑，怎么能不跳票



Click the image for a breakdown of Kickstarter's 50 top-funded projects and when they shipped.

If you pledged cash for a crowdfunded product, be prepared to be very, very patient: A CNNMoney examination of the top 50 most-funded projects on Kickstarter found that 84% missed their target delivery dates.

Social Surge - What's Trending



Who is Priscilla Chan?



Samsung's 'first consumer' VR headset goes on sale



Your guide to Cyber Monday - oh heck, call it Cyber Week - sales

www.planestories.net

Did **you** know that **100,000 flights** arrive safely every day?

planestories IATA

供应链上都是坑，怎么能不跳票



Pebble 在Kickstarter 公布产品原型引起风潮。目标在4个月内完成产品及运送。

实际上，历时8个月后才正式完成交货。

供应链上的坑和几点经验

- 不迷信迭代，不要乱改规格
- 选择正确、标准的组件去设计
- 找可量产的原型更重要
- 好合适的工厂、搞好工厂的关系
- 过于积极的市场承诺

中国的生产制造资源



中国智造：资源集中，成本控制，灵活高效

数据来源：Google map，在广东区域搜索‘factory’

真正的供应商？



真正的工厂？



如何精准对接供应链资源？

门当户对，嫁入豪门
志趣相投

门当户对

创新与制造的相亲
需求和能力的匹配

- 成本
- 经验
- 质量
- 时间
- 支持力度.....

门当户对

BLOCKS - The World's First Modular Smartwatch



The strap is made of several modules, each with their own function. Choose the modules you want to build a smartwatch unique to you.

Pre-Order NOW

Created by
BLOCKS Wearables

BLOCKS

5,063 backers pledged \$1,613,874 to help bring this project to life.

BLOCKS



看工厂看什么？

- 设备
- 规模
- 工程师
- 保密机制
- 以往记录&合作客户

嫁入豪门的幸福

GTP

High precision manufacturing
in a short time frame

- Program Wizard

flex

Ease into production with
first-rate consulting

- Program Blacksmith

 **NexPCB**

Get a 10% discount on quality
PCB solutions

- Program Pathfinder

 **LITEPOINT**

Get test solutions from a top
Silicon Valley company

- MangoFire

LKK

An award-winning design
service for taking your
Project to China

- Program Marco Polo

MEDIATEK

Get a leading cloud service
with dedicated support

- Program Rainbow

 **Linkers**

Match & connect with your
perfect partner in Japan

- Seamless Partnering

CECport

Superior engineering
consulting for your Project

- Program Faraday

 **华强PCB**

Verify your PCB design in a
very short time frame

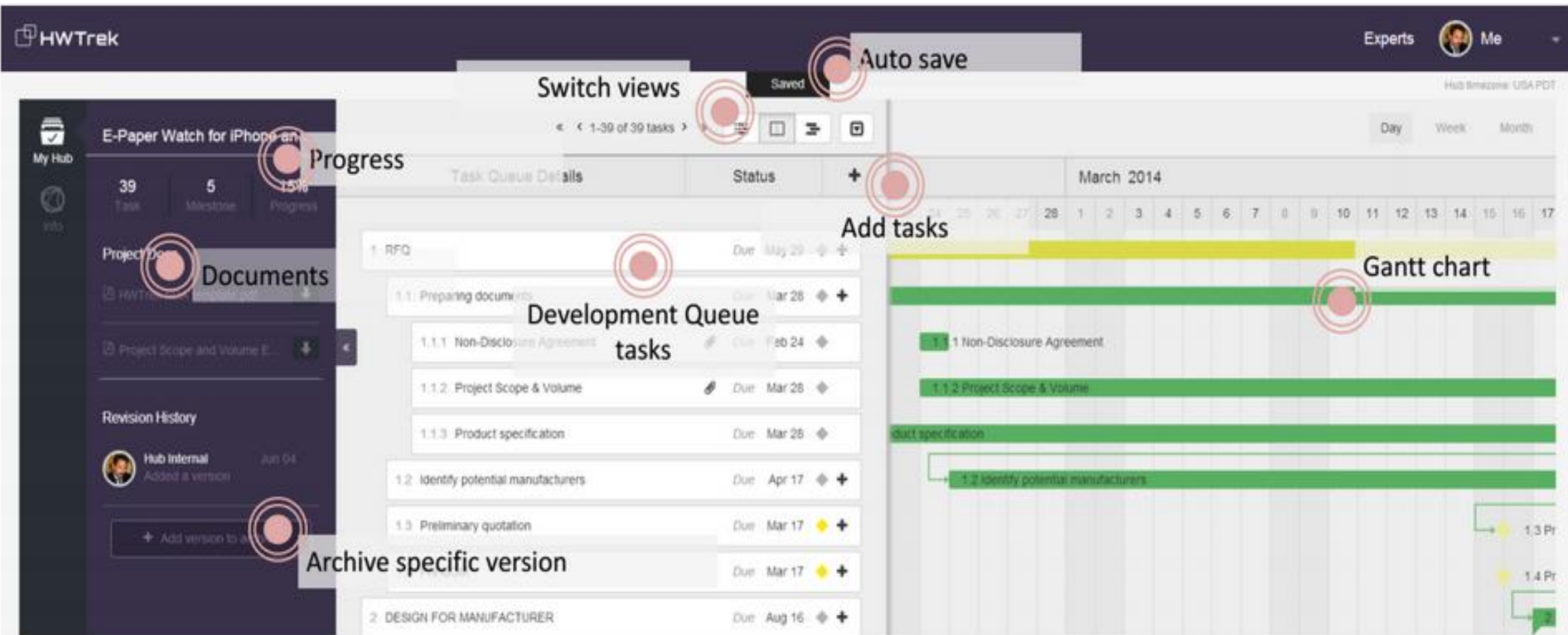
- Program Flash

KINGBROTHER

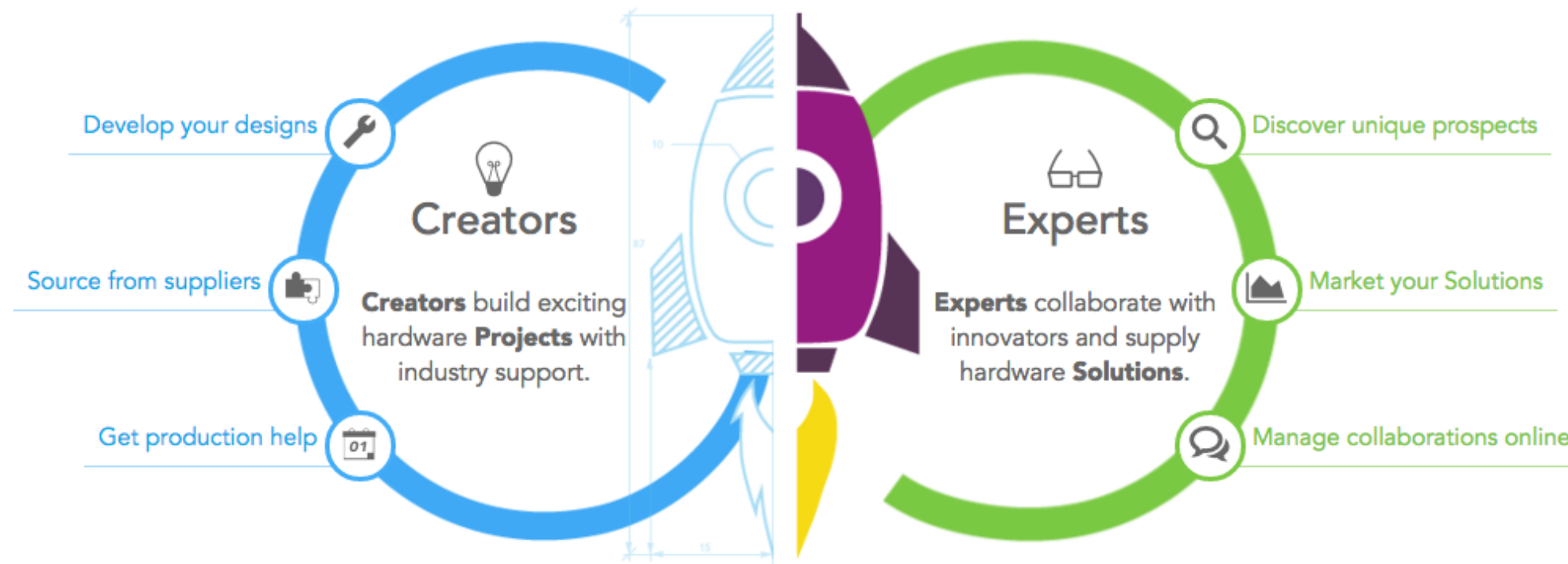
Save time & money on
getting your PCB

- Program Rapid PCB

做好计划、协同、沟通



连接 & 扩展你的全球创新IoT网络



企业级创新营销

全球创新硬件项目

线上平台全程协作

HWTrek是一个全球硬件创新平台，精准对接供应链行业专家（Expert）与IOT创新者、中小企业（Creator），实现创新智能硬件项目从原型到量产的全过程。

HWTrek创立于2014年，致力于加速全球智能硬件开发，由来自26个国家的新创企业共同参与，搭建值得信赖的物联网生态系统。

HWTrek独有线上软件工具，让你随时与全球的硬件创新中小企业对接、协作，获得更多客户资源与生意机会，进军高新产业，创造成倍的经济和市场效益

COMET LABS

联想之星

HOPE
Haier Open Partnership Ecosystem

GB | Global Brain

MORG

MAKERS
BOOT CAMP

AUTODESK®
FUSION 360™

Microsoft
BizSpark
Network Partner

RUNWAY

BH BiTHOUSE

京东 JD+

startupbootcamp
IoT | Connected Devices

Brookstone
LAUNCH

B2B 网络 Experts

HWTrek 上注册的硬件供应链专家 Expert 为 Creator 提供公司的专业服务。从前期咨询、设计、生产制造到硬件创新项目最终走向市场。供应链专家 Expert 可以在平台上精准获得符合自身优势和期望的最佳商业合作机会

成为专家

数字看HWTrek



600+
解决方案 Solutions



1,200+
行业专家 Experts



6,000+
行业专家社群



1,800+
硬件项目 Projects



6,500+
硬件创新者 Creators



40,000+
硬件创新者社群



20,000+
平台月度访问量



2,500+
通过HWTrek成功对接的需求



10,000+
社群月度覆盖

45% 的项目来自北美 **25%** 的项目来自欧洲 **90%** IOT相关项目 **20-40** 每周新增项目数

联系我们， 获取海外硬件项目最新趋势



立即注册成为专家



HWTrek微信公众号