

POWER FREE TECH PRODUCT INNOVATION SESSION HOUR



MAKE IT Power Hour session

Unlock Your Product Development Potential fast!

 [versão em Português](#)

What is it?

m: We are not just giving away free sessions, we are investing in your potential. It is not for dreamers, its for doers. If you're serious about success let's create some serious value together.

Our team will examine your tech product idea, offer insights, identify challenges, and provide actionable advice. It's ideal for startups or SME seeking to validate concepts and technologies. If you are turning your idea into a market-ready product, this Power Hour session is for you.

**→ APPLY
NOW**

Don't miss out! Only 2 sessions this year - apply by November 27th

▼ Why we're making it?

At MAKE IT, we've conducted countless sessions with our clients, who consistently provide positive feedback about the tangible improvements to their products and business. That's why we decided to make some free tailored sessions, for selected participants, helping them overcome critical challenges and accelerate their path to market success.

It's a win-win: you receive high-value guidance and actionable insights while we share our expertise, and who knows? Maybe we'll work together on the next big thing.

We're all in—let's create serious value together.

▼ **How to apply?**

Are you a doer? If you are let's create some serious value together.

We'll do 2 session this year, apply until 27 November

1. **Brief Us:** Fill out a short questionnaire about your product idea (don't worry, we'll keep it confidential - we can sign an NDA).
2. **Wait for our contact:** If you are one of the selected ones we will schedule a session slot that works for both
3. **Attend the Session:** Meet with our experts virtually or at our lab. Bring your core team members.
4. **Receive Follow-Up:** We'll send you a summary of key points and recommendations.

Free product development Session

We're not giving away free sessions, we are investing in your potential. It is not for dreamers, its for doers. If you're serious about success let's create some serious value together.

We offer a Tech Product Session for startups and companies creating tech products. It's designed to provide immediate value and showcase our expertise.

Whether you're a startup with a new concept or an established company expanding your tech horizons, this is your chance to leverage our knowledge and experience.

Let's turn your tech product dreams into reality.

What you'll gain?

- ✓ Guidance drafting a Product Roadmap
- ✓ Pros/Cons on the Best technology that solves your problem
- ✓ Get some templates to help product process management
- ✓ A list of pitfalls to avoid a Fuckup ([learn more here about Fuckups](#))!
- ✓ Insights about how fast prototype can help you get the next investor

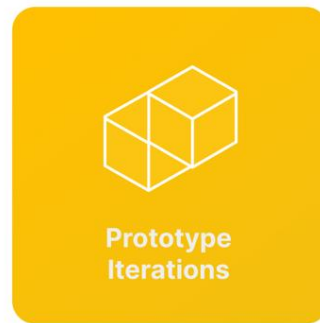


Which Stage Are You At?

▼ At MAKE IT, we follow a product development process with three main stages: Ideation, Prototyping, and Industrialization. Each stage focuses on different goals and milestones:

- **Ideation:** Problem research and definition, and create proof-of-concept prototypes
- **Prototyping:** Wireframes, and works-like and looks-like prototypes, Create specifications, and develop hardware and firmware/software
- **Industrialization:** Refine through engineering prototypes, validation tests, and prepare for mass production

We can tailor a session to fit your needs, depending on which phase you're in.



Ideation phase and Proof-of-Concept

During this phase, companies or entrepreneurs typically seek to validate the technical feasibility of their ideas or develop a Proof-of-Concept to secure the next round of investment.

Validate market - we can help you validate your market (market fit)

What we can do:

- Identify what technologies suite your needs
- Plan a Proof-of-Concept to validate technology or user interaction
- Identify roadblocks and pitfalls in your product development (risk assessment)



Prototype

A prototype is not a improved version of the proof-of-concept! It's time to define the MVP.

This stage may involve developing a series of prototypes until all product requirements are met and then we have a industrial prototype.

What we can do:

- Guide you in the features and requirements definition (find the MVP)
- Draft a product roadmap
- Identify roadblocks and pitfalls in your product development (risk assessment)



Industrialization

During this phase companies or entrepreneurs have a industrial prototype and aim to put it into the market in scale. Process like DFA and DFM comes in to optimize for cost and quality, also certification process are completed.

What we can do:

- Show you the road map to transform a industrial prototype into mass production
- Guide you into creating a RFI (Request For Information) and RFQ (Request For Quote)
- Identify roadblocks and pitfalls in industrialization (risk assessment)



FAQ



▼ "Is one hour really enough?"

We dedicate an entire morning to your project, providing a focused, high-energy workshop. This isn't just advice—it's collaborative problem-solving and strategic planning. In this short time, we aim to deliver weeks' worth of value, using proven tools to analyze your project, identify challenges, and develop solutions. Our goal: give you

clear, implementable steps to rapidly advance your project. This session is your first step towards that.

▼ **"I have a great idea but I'm not sure if it's technically feasible. Can you help?"**

Absolutely! Our Power Hour session is designed to assess the technical feasibility of your ideas

▼ **"How can this session benefit my team if we're already experienced in product development?"**

Even experienced teams can benefit from fresh perspectives. We can offer insights into technologies, identify potential blind spots, and share our experience with similar projects

▼ **"I'm a solo entrepreneur. Is this Power Hour suitable for me?"**

Yes, it's perfect for solo entrepreneurs! We can provide the expertise and guidance you might be missing without a full team.

▼ **"We have a tight budget. Can you help us estimate costs and optimize our R&D spending?"**

Certainly! Providing an exact quote for a highly innovative project can be challenging, but we can assist you in identifying the cost structure, uncovering hidden costs, and comparing the relative costs of different components. This way, we can help optimize your R&D spending effectively.

▼ **"Our product is almost complete, we just need help with the final stages. Is this session still valuable for us?"**

Yes, absolutely. MAKE IT has extensive experience across all stages of productization. Many of our clients have engaged us specifically for tasks such as RFI (Request for Information) and RFQ (Request for Quotation). However, industrialization goes far beyond that, and we can add significant value to ensure a successful market-ready, including Quality Control (QC) and Quality Assurance (QA).

▼ **"We're struggling with defining our product roadmap. Can you assist with that?"**

Yes, we can help you create a clear product roadmap. Our expertise in product development processes can guide you in prioritizing features and planning your development stages.

▼ **"How can you help us navigate regulatory requirements for our product?"**

That area is highly specialized and involves a mix of technical and legal aspects, best handled by specialized partners who identify the norms, criteria, and tests required for product compliance. MAKE IT has experience in helping clients create a certification roadmap, guiding them through the process, and developing the product in accordance with these regulations.

▼ **"We're having trouble translating our idea into concrete technical specifications. Can you guide us?"**

Absolutely! This is one of our core strengths. We can help transform your ideas into clear requirements that guide the engineering team in defining technical specifications. Our expertise bridges the gap between concept and development, ensuring a smooth transition from vision to execution. What sets MAKE IT apart is that our engineering team is highly experienced in both system design and development.

▼ **"What are the selection criteria?"**

While we don't have rigid selection criteria, we prioritize projects where teams show a clear understanding of their problem space. Whether you're in the early stages or further along, what matters most is your ability to articulate your challenges and your readiness to tackle them with expert help.

What they say about us

"MAKE IT helps entrepreneurs and established companies in all phases of product development..."

"Portugal is developing an innovation ecosystem that is producing some of the most exciting companies in the World, both in software and hardware. MAKE IT is a vital component of that ecosystem. Founded by experienced pioneers in 3D printing and including hardware, software, and design experts..."

António Camara

Professor at Universidade Nova de Lisboa,
Researcher at CENSE



"Make IT comes in as a specialized and highly competent partner, essentially an extension of our R&D team at the highest level."

Diana Pires

Founder and CEO of ihcare - innovation hospital care, S.A.



▼ More are saying about us...

"Convidámos a Make-It a desenvolver um sistema de automação muito complexo. Não só aceitou o desafio com entusiasmo, como desenvolveu um modelo que superou as expectativas!"

Gabriela Almeida

Founder and CEO of Nitrogen Sensing



"We contacted several companies, but I made my choice immediately after seeing your product development process."

André Santos

Co-Founder | CTO | Triple Idea



"Where others had failed in the past, MAKE IT was able to execute our vision brilliantly."

"With strong experience in R&D, entrepreneurship and prototyping, they are benchmark in the European ecosystem. They started as our suppliers, evolved into partners, and will stay as friends."

Tiago Bandeira

Product Manager @ 8x8 | Innovative Solutions for Business Growth



"MAKE IT has shown time and again to be able to effectively and efficiently develop and deploy devices for their clients..."

Developing novel IoT devices and physical products is hard and prone to all sorts of problems. And these often lead promising startups and projects to fail. ...

..., and that is why they are my default recommendation for startups in this field.

David Carvalhão



Disruptive Tech Expert | Startup Mentor | Public Speaker

"Working with MAKE-IT is like to bring a wide scope vision and development inside the company."

"MAKE-IT foreseen high-performance solutions to avoid future potential failures."

Miguel Martins

Head of Engineering (R&D) / Fusion Fuel



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FUSION-FUEL™



About MAKE IT

MAKE IT Product R&D helps innovators develop smart products offering a comprehensive approach to turning ideas

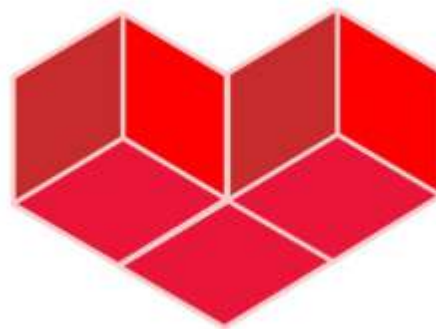


into market-ready solutions backed by dozens of projects done.

MAKE IT's founder has a track record of success. He raised 3M€ for a groundbreaking product, managed a 30+ person team, and launched a multi-award-winning tech product globally.

MAKE IT was born from this expertise. Our mission: help innovators develop smart products. We've been pushing tech boundaries since our first AIoT product in 2020.

In your Power Session, you'll meet our CTO and an experienced R&D engineer. They bring unparalleled technical knowledge to the table. Together, we turn your vision into reality.



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PRODUCT R&D

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