

**VERITY**  
Product Development



## John Terlizzi

Principal  
Product Development & Operations Professional

- **Location:** Austin, Texas
- **About Myself:** Passion for creating & expediting client success. Forward thinking with personal interests in economics, psychology, music & film.
- **Notable Projects:**
  - Apple (Computer)
  - Nike (Footwear)
  - Amazon (Second Alexa Device)
  - Samsung (Wearables)
  - Refa (Hairdryer)
  - Peloton (Fitness)
  - Motorola (Second Android Phone)



# Overview

### Highlights:



Market Value  
**\$3B+**



Units Shipped  
**13M+**



Collaborators  
**30+**



Years of Service  
**15+**

### Clients:

flex

amazon

NIKE



BOSE

ReFa

SAMSUNG



JUMP

PELOTON

andis

Helen  
of Troy

ESTÉE  
LAUDER

poppin.

ABInBev

# VERITY

Product Development

- **Harness** the full spectrum of our global services to enhance your competitive edge, with seamless integration of design, manufacturing, and strategic consulting that ensures top-tier execution from concept to consumer.
- **Access** our pool of world-class design and engineering talent to elevate your product development, ensuring innovative, precision-engineered solutions.
- **Leverage** our expansive global network to maximize manufacturing flexibility and capacity, ensuring you can rapidly respond to global market demands and logistical challenges.
- **Initiate** a strategic partnership with us to tailor the best solutions to fit your needs, optimizing cost-effectiveness and mitigating risks in your supply chain.

# Global Flexibility



## Capability

- Global Services
- Design & Engineering
- Manufacturing

## Certifications

- FDA Registered
- ISO 13485
- ISO 14001
- ISO 45001
- ISO 9001
- UL/ETL/CE

- **Diverse** solution landscapes navigated to drive financial success, ensuring profitability and strategic market positioning.
- **Successful** outcomes consistently achieved by adhering to core engineering principles, embodying a commitment to innovation and excellence delivered with discipline execution.
- **Attention** to market trends maintained with strategies adjusted to mitigate risks and ensure business resilience.
- **Honest** communication fostered to enhance reputation for reliability and maintain market leadership.

# Product Expertise



Personal Care  
Refa



Fitness & Motion  
Peloton | Jump



Footwear  
Nike



Audio  
Amazon | Bose



Wearables  
Samsung



Computing  
Apple



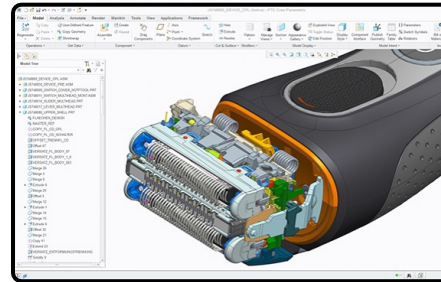
Mobile Devices  
Motorola



Beverage  
ABI

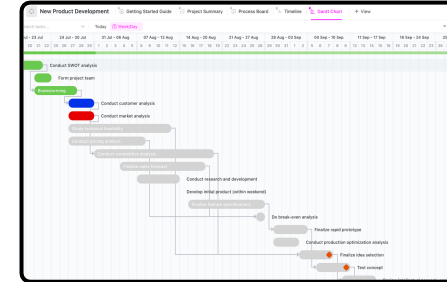
# Service Offerings

- **Experience** tailored business growth through strategic consultation, continuous improvement, and budget controls that drive profitability and operational excellence.
- **Achieve** excellence with solutions that resonate with your core values, harnessing innovation and sustainability to craft a future-focused landscape.
- **Elevate** your operations against market volatility with preemptive risk management strategies, securing your business against unforeseen challenges and competition.
- **Benefit** from transformative services that not only redefine industry standards but also solidify your reputation as a visionary leader from concept to market realization.



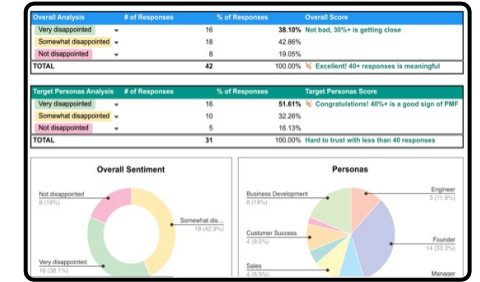
## DESIGN & ENGINEERING

- Concept Generation
- Innovation Solutions
- UX/UI Design
- Product Architecture
- CAD Modeling & FEA Simulation
- Material Selection
- Design for Excellence
- Value Engineering
- Failure Analysis
- 3D Printing & Prototyping



## PROGRAM MANAGEMENT

- Stakeholder Engagement
- Risk Mitigation
- Resource Optimization
- Schedule Control
- Budget Management
- Procurement Management
- Quality Assurance
- Change Management
- Performance Monitoring
- Continuous Improvement



## BUSINESS DEVELOPMENT

- Strategic Planning
- Market Analysis & Research
- Value Proposition Development
- Competitive Analysis
- Pricing Strategy
- Supply Chain Development
- Partnership Development
- Sales Pipeline Management
- Product Portfolio Analysis
- Revenue & Margin Optimization

# Technology Solutions

## MATERIALS & SURFACE FINISH



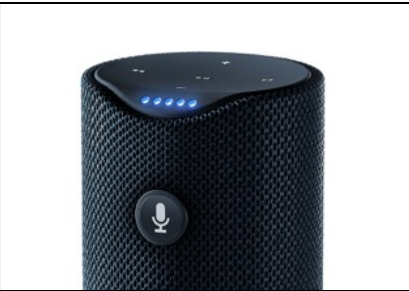
## ELECTRO MECHANICAL



## LIGHTING, COSMETICS, & UX/UI



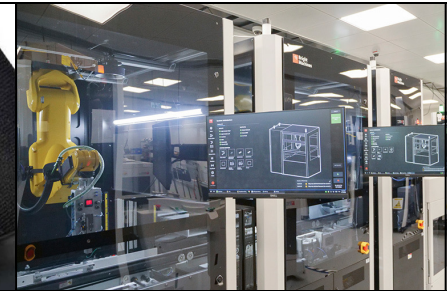
## AUDIO & ACOUSTICS



## SOFT GOODS



## ADVANCED MANUFACTURING



Sheet Metal

CNC

Extrusions

Injection Molding

Low Pressure Molding

Welding

Liquid Paint

Powder Coating

Anodizing

Texture

PCBA

FPC

Displays

Cameras

Sensors

IOT

Connectors

Wires

Terminals

Light Pipes

Wave Guides

Capacitive Touch

Resistive Touch

Haptic Feedback

Tactile Buttons

Dead Fronting

Physical Vapor

Disposition

Vacuum

Metallization

Speaker Selection

Microphone Array

Acoustic Design

IP67 Sealing

Noise Cancelling

Compliance

Advanced Knitting

No-Sew Adhesive

Die Cutting

Laser Cutting

Yarn Selection

Robotics

Conveyance

Gantries

Dispensing

Fastening

Automated Assembly

Vision Systems

IIOT

# Launch Methodology

## Product Life Cycle



## Select Critical Activities

<ul style="list-style-type: none"><li>• Ideation</li><li>• VOC</li><li>• Business Case</li><li>• Market Analysis</li><li>• Strategic Planning</li><li>• Risk Analysis</li><li>• Innovation</li><li>• IP Filing / FTO</li></ul>	<ul style="list-style-type: none"><li>• Teardowns</li><li>• Industrial Design</li><li>• Product Architecture</li><li>• Product Requirements</li><li>• CMF</li><li>• WBS</li></ul>	<ul style="list-style-type: none"><li>• Prototyping</li><li>• DFX</li><li>• 2D/3D CAD</li><li>• CBOM</li><li>• Tolerance Analysis</li><li>• FEA</li><li>• Sourcing</li><li>• Test Planning</li><li>• Reliability Planning</li><li>• Quality Planning</li><li>• Capex Planning</li></ul>	<ul style="list-style-type: none"><li>• Engineering Validation</li><li>• Reliability Test</li><li>• PPAP/FAI</li><li>• DFMEA</li><li>• Control Plan</li><li>• ECO</li><li>• Process Flow</li><li>• Automation</li><li>• GR&amp;R</li></ul>	<ul style="list-style-type: none"><li>• Design Validation</li><li>• Reliability Test</li><li>• PPAP</li><li>• PFMEA</li><li>• Control Plan</li><li>• ECO</li><li>• Certification</li><li>• Capex</li></ul>	<ul style="list-style-type: none"><li>• Production Validation</li><li>• Reliability Test</li><li>• PPAP</li><li>• PMFEA</li><li>• Control Plan</li><li>• ECO</li><li>• Certification</li><li>• KOI Reviews</li><li>• Ramp Planning</li></ul>	<ul style="list-style-type: none"><li>• Sustaining Operations</li><li>• ORT</li><li>• SPC</li><li>• Forecast Reviews</li><li>• Control Plan</li><li>• Process Improvements</li><li>• KOI Reviews</li><li>• Quote vs Actual</li></ul>	<ul style="list-style-type: none"><li>• Closing</li><li>• Warranty Repair</li><li>• Lessons Learned</li></ul>
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- **Discover** how expert guidance can empower your product journey, enabling you to leverage opportunities and effectively address challenges.
- **Collaborate** to address development needs and maximize your business's growth potential.
- **Schedule** a complimentary consultation to discuss your project, unlock valuable solutions and explore a wide array of customized service offerings.



# The Journey

