



# Michelsen Project Consulting ApS

Product Development Strategy

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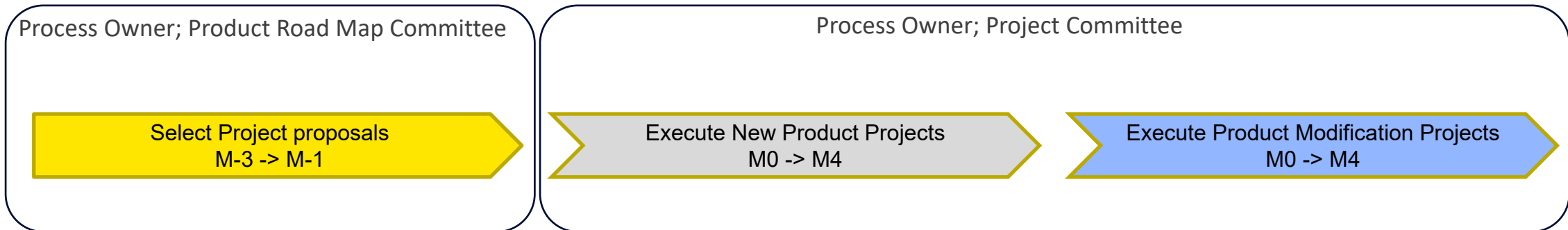
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# Product Development Strategy

## Product Development Principles

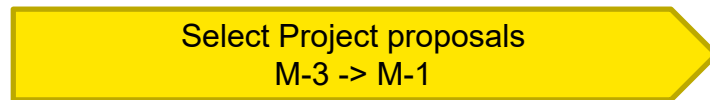
- Project Proposal Selection Process
- Project Execution Process (New Product Code Numbers)
  - Product Development Project
  - (Advanced Development Project)
  - (Technology Research Project)
- Product Modification Execution Process (Existing Code Number)



Note; M = Milestone

# Product Development Principles

Process Owner; Product Road Map Committee  
Purpose; Value based project selection



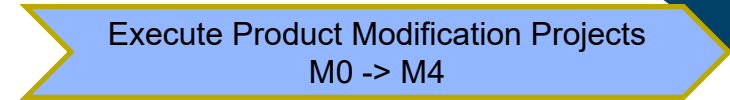
Choose the right Projects (do the right things)

Process Owner; Project Committee  
Purpose; Project execution according to goal setting



Meet M1 agreed Business case target (do things right)

- On time Project
- On cost Products
- On Specification Products
- On Cost/Investment budget
- On Quality Products

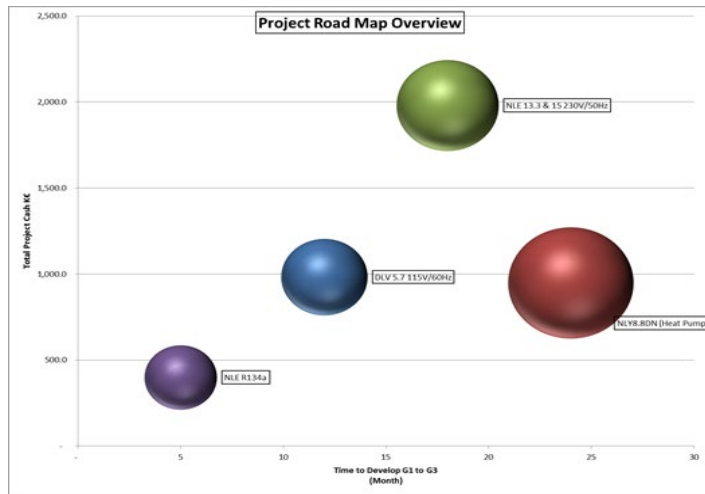


Note; M = Milestone

# Product Development Principles

Process Owner; Product Road Map Committee  
Purpose; Value based project selection

Select Project proposals  
M-3 -> M-1



Process Owner; Project Committee  
Purpose; Project execution according to goal setting

Execute New Product Projects  
M0 -> M4

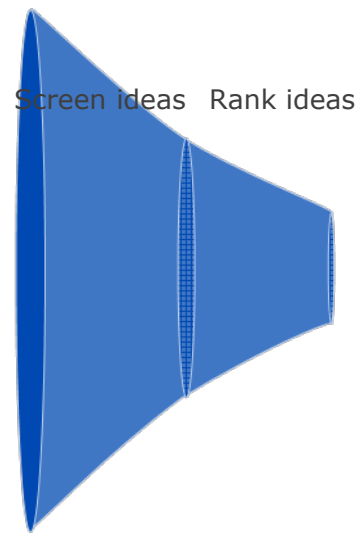
Execute Product Modification Projects  
M0 -> M4

	M0	M1	M2	M3	M4
<b>Line Management</b>					
<b>Project Management</b>	Project Milestone Summary Time Schedule (Indicative) Business Case (Indicative) Resource Contract Define Milestone Deliverables (This document)	Project Milestone Summary Time Schedule (Committed) Updated Bus. Case (Confirmed Targets) Updated Resource Contract Risk Assessment and Mitigation Actions Milestone Status Agreement	Project Milestone Summary Updated Time schedule Updated Business Case Updated Resource Contract Updated Risk Assessment and Mitigation Actions Milestone Status Agreement	Project Milestone Summary Updated Time schedule Updated Business Case Updated Risk Assessment and Mitigation Actions Plan for Transfer Responsibility to Line Milestone Status Agreement	Project Milestone Summary Updated Time schedule Updated Business Case Updated Risk Assessment and Mitigation Actions Updated Resource Contract Plan for Transfer Responsibility to Line Milestone Status Agreement Quality Audit Results
<b>Procurement &amp; Logistics</b>		Critical supplier identified			
<b>Technology</b>	Technology Assessment Product Platform Selection	Updated Technology Assessment Product Concept Product Requirement Specification Product Test Plan Product Approval Plan DFMEA (new or critical functions) IP Protection / Violation	Prototype Assessment Prototype Control Plan Update Product Test Plan	Preliminary Product Specification Design Documentation Product Verification (test against PRS and standards) Update Prototype Control Plan Environmental Assessment Export Limitation Control (electronics) Update DFMEA IP Protection / Violation concluded Update Product Test Plan	Product Specification Update Design Documentation Validated product design (long time test) Approvals, Certifications & Conformity Declarations DFMEA concluded Product Test Plan concluded
<b>Quality</b>	Quality Strategy	Quality Target Formation	Quality Target calculated	Update quality target	Update quality target
<b>Production Unit</b>	Production Strategy	Production Process Concept Critical Suppliers Identified Production Technology Assessment	Update Production Process Concept Critical Suppliers Identified Pre-PPMEA	Production capability, rev PPMEA Ramp-up Plan including Capacity and Capability Supplier Evaluation, Approval and Agreement	Production Process Qualification Sample Certificate Approval Update PPMEA VAT/AT approved production equipment Updated Ramp-up Plan Control Plan (Production) D-release
<b>Sales &amp; Marketing</b>	Customer Requirement Specification Customer Insights (Baking of joint points) Competitor Insight Application Overview (Usage)	Customer Requirement Specification Product Positioning Launch Goals & Strategy Target Customers Identified Customers for Field Tests Provided Value (Defined by product functionality)	Update Customers for Field Tests Update Provided Value (Defined by product functionality)	Updated Value Proposition Global/Local Launch Plan Pricing Structure	Value Selling Package Update Global/Local Launch Plan

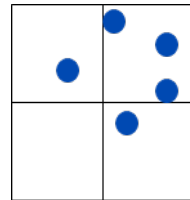
Note; M = Milestone

# Product Development Principles - Matrix

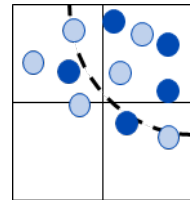
Select Project proposals  
M-3 -> M-1



New Business cases



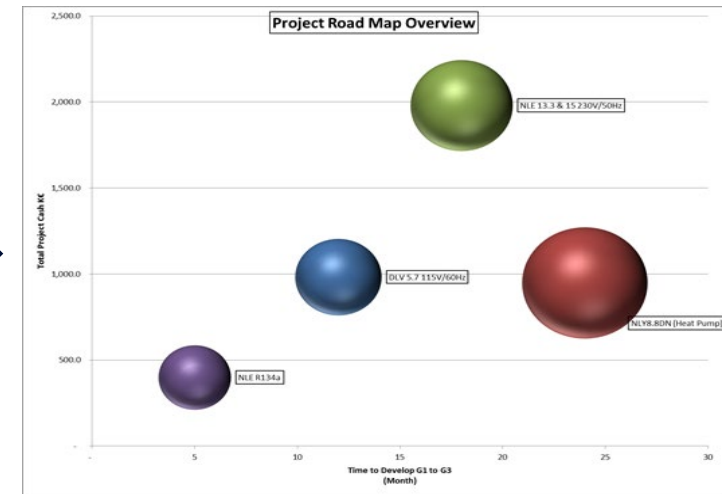
Update Portfolio



Update Roadmap



- Running projects
- New Business cases



Note; M = Milestone

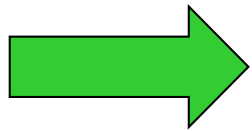
# Product Development Principles - Matrix

Execute Product Modification Projects  
M0 -> M4



## Project responsibilities

- Business case ( Financial Value)
- Project deliveries (Time, Specification, Cost, Cogs, Quality)
- Lead project team efficiently (Roles and responsibilities)



## Line Management responsibilities

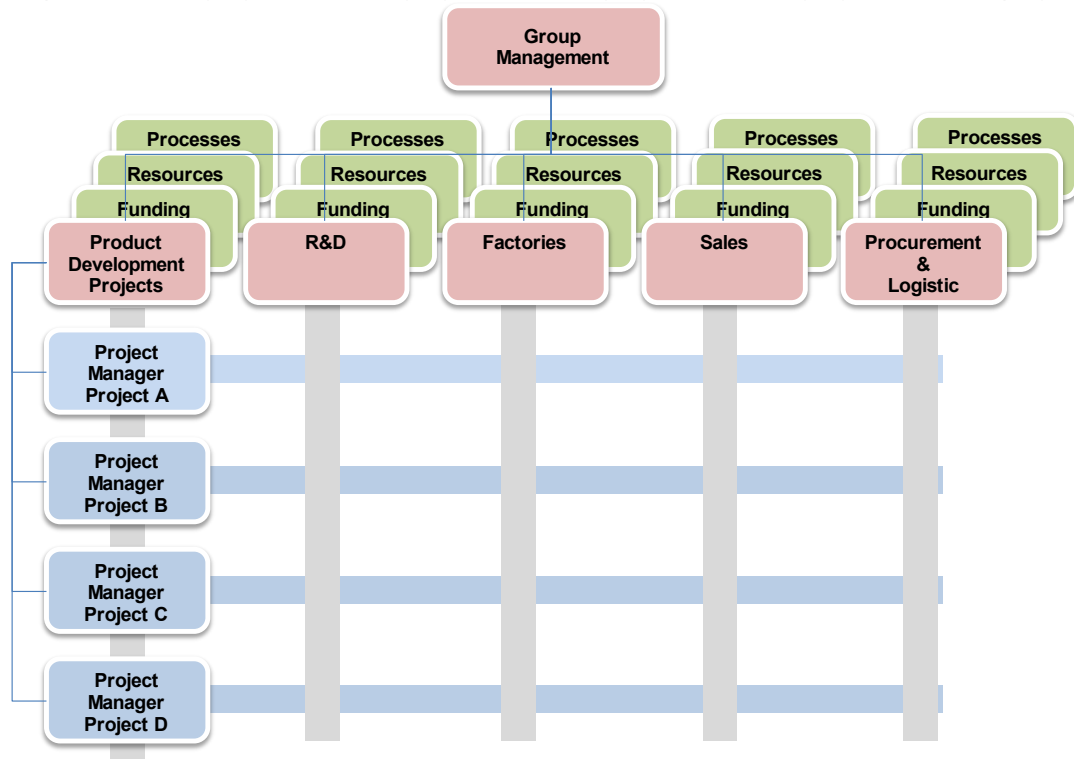
- Prepare and approve pre-milestone
- Maintain Tools & Methods
- Maintain Processes
- Marshall resources
- Secure funding

Line Management	M0	M1	M2	M3	M4
<b>Project Management</b>	<input type="checkbox"/> Project Milestone Summary <input type="checkbox"/> Time Schedule (Indicative) <input type="checkbox"/> Business Case (Indicative) <input type="checkbox"/> Resource Contract <input type="checkbox"/> Define Milestone Deliverables (This document)	<input type="checkbox"/> Project Milestone Summary <input type="checkbox"/> Time Schedule (Committed) <input type="checkbox"/> Updated Bus. Case (Confirmed Targets) <input type="checkbox"/> Updated Resource Contract <input type="checkbox"/> Risk Assessment and Mitigation Actions <input type="checkbox"/> Milestone Status Agreement	<input type="checkbox"/> Project Milestone Summary <input type="checkbox"/> Updated Time schedule <input type="checkbox"/> Updated Business Case <input type="checkbox"/> Updated Resource Contract <input type="checkbox"/> Updated Risk Assessment and Mitigation Actions <input type="checkbox"/> Milestone Status Agreement	<input type="checkbox"/> Project Milestone Summary <input type="checkbox"/> Updated Time schedule <input type="checkbox"/> Updated Business Case <input type="checkbox"/> Updated Resource Contract <input type="checkbox"/> Updated Risk Assessment and Mitigation Actions <input type="checkbox"/> Plan for Transfer Responsibility to Line <input type="checkbox"/> Milestone Status Agreement	<input type="checkbox"/> Project Milestone Summary <input type="checkbox"/> Updated Time schedule <input type="checkbox"/> Updated Business Case <input type="checkbox"/> Updated Risk Assessment and Mitigation Actions <input type="checkbox"/> Updated Resource Contract <input type="checkbox"/> Plan for Transfer Responsibility to Line <input type="checkbox"/> Milestone Status Agreement <input type="checkbox"/> Quality Audit Results
<b>Procurement &amp; Logistics</b>		<input type="checkbox"/> Critical supplier identified			
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<b>Quality</b>	<input type="checkbox"/> Quality Strategy	<input type="checkbox"/> Quality Target Formulation	<input type="checkbox"/> Quality target calculated	<input type="checkbox"/> Update quality target	<input type="checkbox"/> Update quality target
<b>Production Unit</b>	<input type="checkbox"/> Production Strategy	<input type="checkbox"/> Production Process Concept <input type="checkbox"/> Critical Suppliers Identified <input type="checkbox"/> Production Technology Assessment	<input type="checkbox"/> Update Production Process Concept <input type="checkbox"/> Critical Suppliers Identified <input type="checkbox"/> Pre-PFMEA	<input type="checkbox"/> Production capability, osv <input type="checkbox"/> PFMEA <input type="checkbox"/> Ramp-up Plan including Capacity and Capability <input type="checkbox"/> Supplier Evaluation, Approval and Agreement	<input type="checkbox"/> Production Process Qualification <input type="checkbox"/> Sample Certificate Approval <input type="checkbox"/> Updated PFMEA <input type="checkbox"/> FAT/SAT approved production equipment <input type="checkbox"/> Updated Ramp-up Plan <input type="checkbox"/> Control Plan (Production) <input type="checkbox"/> Q-release
<b>Sales &amp; Marketing</b>	<input type="checkbox"/> Customer Requirement Specification <input type="checkbox"/> Customer Insight (Solving of point points) <input type="checkbox"/> Competitor Insight <input type="checkbox"/> Application Overview (Usage)	<input type="checkbox"/> Customer Requirement Specification <input type="checkbox"/> Product Positioning <input type="checkbox"/> Launch Goals & Strategy <input type="checkbox"/> Target Customers Identified <input type="checkbox"/> Customers for Field Tests <input type="checkbox"/> Provided Value (Defined by product functionality)	<input type="checkbox"/> Update Customers for Field Tests <input type="checkbox"/> Update Provided Value (Defined by product functionality)	<input type="checkbox"/> Updated Value Proposition <input type="checkbox"/> Global/Local Launch Plan <input type="checkbox"/> Pricing Structure	<input type="checkbox"/> Value Selling Package <input type="checkbox"/> Update Global/Local Launch Plan

Note; M = Milestone

# Product Development Principles - Matrix

Execute Product Modification Projects  
M0 -> M4



- Main principles;
- Project funding's comes from the individual Line functions
  - Project Manager resources comes from PDP Line management
  - Core-team and project member resources comes from the Line functions
  - Processes are in place to support product development projects

Note; M = Milestone



# Thank You.



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