



This is only a short appetizer ...  
... all the rest you will discover during the workshop.

**zühlke**  
empowering ideas

## From Idea to Product

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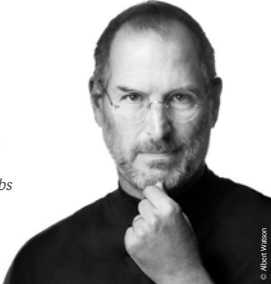
You have a great idea ...



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We have to make sure not to suffer from...

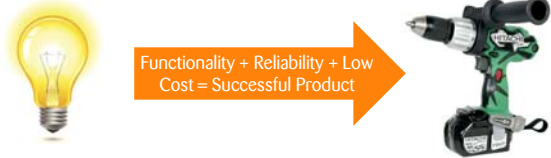
"[...] the disease of thinking that having a great idea is really 90 percent of the work. And if you just tell people, 'here's this great idea,' then of course they can go off and make it happen. The problem with that is that there's a **tremendous amount of craftsmanship** between having a great idea and having a great product."



*Robert X. Cringely's 1995 interview with Steve Jobs*

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Empowering Ideas



Functionality + Reliability + Low Cost = Successful Product

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## Winning Team



Methodology & Proceeding



Risk Management



Relevant Functions



Simplicity



Approval / Standards



Reliability / Testing



