

More Than Just Toys...

A little more than five years ago a client of BUILDING Q said, "Great, now that we have the license, who do you know that can help me develop the product." And so was planted the seed that became PDQ Product Development.

We have realized over the years, most of Building Q's clients have their own product development staffs, so the client base of PDQ has grown independently. There is a lot of overlap and synergy. Companies first contacted by PDQ have become clients of Building Q and vice versa. But overall, the five years have seen PDQ grow into a design/development/engineering and new product resource.

Because of our backgrounds, most onlookers think that PDQ is solely a toy industry resource, but most know there is a much bigger world outside of the toy industry, and PDQ has developed a client base that extends across a

variety of industries, bringing ideas from one to another, and generating creative solutions to a myriad of design problems.

On the invention side, our toy background has not hurt us in placing products in electronics, pet products, and health and beauty aid categories.

As we celebrate 5 years of pushing the peanut up the hill, it is nice to look ahead and see that there is still plenty of hill to go, but the path is getting smoother, and the work is getting funner.

On behalf of all the staff and resources at PDQ, we want to extend a thank you to all those who have contributed to our first 5 years.



C. Woodrow Browne
Managing Partner



Jonathan Jaffe
Executive Vice President

Electric Mobility Corporation

ELECTRIC MOBILITY is a 25-year-old company with over 300 employees manufacturing and designing Scooters and mobility enhancing products for a graying public. The RASCAL scooter's most famous appearance might have been as George Costanza's accessory on a classic "Seinfeld" episode, but on a day to day basis these machines help hundreds of thousands of people get to the store, interact with their children and families, and live normal lives, in spite of being temporarily or permanently mobility impaired.

PDQ Product Development has worked with EMC for over 4 years, and the relationship has developed into an ongoing assignment. PDQ interacts with the in-house EMC team on a regular basis, while also being utilized for project work outside the everyday scope. We assist the design and engineering teams interacting with all departments including top management. The day-to-day development assignments include

brainstorming with staff on new products or refinements on existing designs, ongoing product development, and specific project management (where PDQ is assigned a certain element to oversee to completion).

EMC relies on PDQ to resolve design and engineering issues early so that new product can move through the system quickly. "Bringing a fresh outside perspective to our day to day business really helps us" says Mike Flowers President and CEO of EMC.

Jon Jaffe said recently "Working on the EMC team is a great pleasure, we all understand how important the quality of this product is to the individual consumer, and I can say without hesitation, we all put our heart into each scooter."



TurnAbout™ by Rascal

Shower Flower Inc.

PDQ was retained by Shower Flower Inc. to help develop this new company's new-patented bath and cleaning products. What we were presented with was an attractive prototype that instantly WOWED us into getting involved. A very cool product, Jim Osborne, creator of the Shower Flower concept wanted to refine the design for manufacture, cost reduce if possible, and develop a package that could be turned over to the factory with a minimum of problems and confusion.

Jonathan Jaffe spent time researching materials for safety, durability, and ease of manufacture. In addition the EVP of PDQ developed a "preliminary engineering hand drawing." This served as a template for the formal engineering

drawings and PDQ's design eliminated several of the prototypes parts and cost reduced the item while increasing its functionality.

PDQ interacts with the vendors – manufacturing, packaging, and engineering to insure smooth communication with the client.

The real excitement is that the Shower Flower product lines utilizes popular licenses and PDQ is working closely with SFI management, Building Q, and the various licensors to insure approvals are in line and on time.

The product will hit the market early 2002, and we are all looking forward to the success of the Shower Flower Inc. line of products.

PDQ Product Development has evolved into a 3-headed monster... Invention, Project Work, and ongoing Design Development.... Each presents different opportunities for clients to interact with PDQ.

INVENTION

Coming out of the Toy industry, PDQ is most familiar with the hit driven toys from inventors and the total welcome of toy companies to embrace inventors as they look over submissions. Working on a broader invention pallet, sometimes it is surprising how reluctant companies (outside the toy industry) are to meeting with outsiders with new ideas and new wrinkles to build sales and market share. This is one of the many lessons we have learned.

PDQ develops proprietary concepts, as well as working with independent inventors who ask us to review their ideas and find a home for them. We get many many calls, but select only those items that our experience can assist as well as only those items that we "love" ourselves.

PDQ has sold items into the HBA category (Minnetonka's Foamy Friends), the Pet category (new for 2002), and the consumer electronics category (Cigar humidior telephone).

PDQ currently has concepts for vehicles, dolls, collectibles, hardware, consumer products and medical technology.

Call to review our portfolio...

PROJECT WORK

Simple as it sounds, this part of the business is very straightforward. Projects are usually the result of companies seeking a particular expertise, and the fact that farming projects out to another resource can get it done more quickly, and save internal resources for other projects. PDQ can make your organization more efficient by balancing the speed, quality, and cost of your projects.

Some of the more fun projects we had done over the years have been to put sound in bike accessories, to help create Nickelodeon's Raptor ride-on, numerous award-winning radio controlled vehicles, and the "aqua potty" – a children's bathroom accessory.



PDQ PRODUCT DEVELOPMENT

DESIGN/ DEVELOPMENT

Like Electric Mobility and perhaps Shower Flower, we have developed longer term relationships that have enabled us to maintain a design and engineering continuity with select clients.

The day-to-day involvement insures that we see the thread of a project from its inception and can constantly make suggestions and recommendations to increase value, lower costs, and speed up the development process. PDQ at times serves as a policeman making our third party position a valuable asset.

The ongoing design development work sometimes is spread over a period of years, sometimes a period of months. Each client has different needs.

Some ongoing work only requires a small amount of time and expertise, on retainer on call. Clients who want to have a problem solver at the ready, or a third party opinion on new items (feasibility is always asked) have retained PDQ to be at the ready.

MISSION: POSSIBLE

We have noticed a growing number of projects all focused on companies asking us to work on new product that clients buy from inventors. PDQ is asked to take the inventor model, and provide a range of services including feasibility, re-engineering, preliminary costing, preliminary engineering, and even provide a new model that can be turned over to a factory- without losing the magic of the original idea. Many times, we add significant enhancements to it!

This is a fun niche as new concepts moving to market are always exciting. But having the ability to impact product at an early stage, even improve it at times, is a developers dream.

Although Jon is not an official "lifeguard" often PDQ has to "save" and "rescue" a product that has been costed too high for a particular need. The call comes to cost reduce or value engineer the product to meet corporate targets.

Jon said, "To me value engineering is NOT necessarily cost reduction.... I like to think of it as making the biggest bang for your buck... Sometimes by adding a seven cent part you can create a whole dollar more of additional perceived value!"

*"Sometimes taking a fragile unmanufacturable prototype and being asked to deliver a working, engineered, manufacturable toy at a price is a daunting task.... but no more so than getting my ultralight aircraft up in the air."
Says Jonathan Jaffe laughing.*

Within the last year, PDQ Product Development has worked with the following companies spanning a wide variety of projects. These companies include:

- **Binney & Smith**
- **Casio Creative Products**
- **DSI Toys**
- **Electric Mobility Corporation**
- **Fisher Price**
- **Happy Dog Toys**
- **K'nex**
- **Shower Flower Inc.**
- **Tiger Electronics**

PDQ Product Development can solve a single design or engineering problem, or coordinate an entire team development from concept, to sourcing to production. We have the experience to take a project from "concept to completion".

CONTACT INFORMATION

For more information on PDQ Product Development contact:

Jonathan Jaffe
Executive VP

1000 Haddonfield-Berlin Road
Suite 203
Voorhees, NJ 08043

Phone: 856-782-3377
Fax: 856-782-7737

Email:
jaffe.pdq@BuildingQ.com

PDQ Product Development is a sister company of Building Q. Building Q is a marketing and licensing consulting company. For more information on Building Q, visit our website at www.BuildingQ.com