



Attachment

1.3 Setting your product launch timeline

In this tutorial, you will learn how to make a time estimation, while accounting for delays and other unforeseen events.

Time Estimation Overview

Part	Cost
1. Create Product Specification	2 to 6 weeks
2. Supplier Research	3 to 6 weeks
3. Sample Development	Option A: Factory samples: 2 to 4 weeks Option B: ODM samples: 2 to 4 weeks Option C: OEM samples: 4 to 12 weeks
4. Production & Quality	1. Production time: 4 to 8 weeks 2. Quality Control: 2 to 4 days 3. Lab testing: 5 to 10 days
5. Shipping & Customs	Option A: Sea freight: 30 to 50 days Option B: Air freight: 7 to 12 days

Multiply your time estimation

Always multiply your estimations by 2 or 3, depending on the product category:

- **Private Label (ODM):** Time estimation x 2
- **Custom Design (OEM):** Time estimation x 3

Crowdfunding

Crowdfunding campaigns require the funded party to deliver the products before (or at least close to) a predefined deadline. To ensure that you can successfully deliver your products on time, we advise you to complete Part 1 to 3, before you start your crowdfunding campaign.

Hence, you should have all tooling and a product sample/prototype ready for mass production, before you raise funds.