

# nootools

Nootools llc, founded by Mark Noonan, for many years has been highly recognized for its products, designs, and reputation for well made, highly-functional products, along with many national and international product awards and distinctions, Including :

- Time Magazine Best Inventions (the Snow Wolf wheeled shovel – aka the ‘Wovel’)
- Best in Elmia European Hardware Show (Leaf Loader universal yard tool)
- Several products ranked consistently on Amazon in top 5-10 in their categories (including Raxstars sports racks)
- Perfect track record of delivering flawless products on, or ahead, of schedule – Including for national distribution with Walmart

**“...by looking comprehensively and strategically at the entire product life cycle and business together, and with an eye towards avoiding redesigns, we are able to deliver a third or fourth generation product that dominates the competition in the first production run..”**

## **Our Services:**

Nootools is able to accept a limited number of assignments to deliver its unique, comprehensive approach to product design solutions to businesses.:

- Early Stage Product Validation - robust, yet efficient assessment of product viability and overview plan to meet price and other ‘go to market’ objectives and time-lines.
- Market Assessments - ability to attain key metrics for function, cost, complexity, suitability for retail or other distribution channels, etc.
- Due Diligence Reviews – to evaluate functionality, IP and future development paths.
- Product Designs/Modifications - to streamline production, tooling costs and (minimizing) longer term product upgrades/retooling, while minimizing customer service support, including via product information and literature.
- Patent Advice and Strategies - minimizing patent across a production portfolio is critical to avoid pervasive costly over-spending (especially incorporating the “optionality” of the patent prosecution and management process).
- US-Based and Offshore Sourcing – the Company manages a broad range of manufacturers in various industries and has a team in Asia to support off shore production as needed or dictated.
- Integration of Crowdfunding into Product Launch Strategy - Crowdfunding can augment product rollouts and expansion, and importantly can provide an effective feedback vehicle both pre- and post-launches.
- Exits and Monetization – exit strategies, be it through licensing, sale, or long-term product management, should be considered upfront and reflected in the overall product and related business strategies

## The Nootools Perspective and Its Team

At inception/conception of design (or redesign) we incorporate all conceivable objectives and function, from product performance, function, branding/marketing to supply chain issues and more ..

- Greatly compressing the cycle time and design/production costs, pre-production to more efficiently reach the first production run in fewer design and prototyping cycles.
- Only paring back function etc. to balance simplicity, function and primary objectives

Nootools is especially adept at identifying a divergent range of design approaches to evaluate, test, consider – and particularly those that solve design problems from a uniquely different perspective or method for improved performance and differentiate products:

- There is no substitute for first hand use, testing, and designing from deep knowledge of the product and business system
- Sketching exhaustively for idea generation and design options before CAD work begins
- Hands-on “5-Minute” prototyping affords critical learning, including from unintended results
- Multi-function is an especially critical design objective, though we believe often over-used and undisciplined – but must:
  - Meet or exceed the performance of the single-function products to be replaced
  - Provide true multi-function seamlessly, without complexity or extra add-on components
- At every stage of product development (or redesign) disciplined, critical, creative solutions are needed - down to assembly steps, fixture checks and finished good pack outs.

The Nootools team collectively has over 50 years in design and production experience, with many industry and trade awards to its credit (Including over 30 patents) and widely recognized as one of the most creative, yet experienced and highly focused on the critical details of product production, packaging, logistics and wholesale/retail supply chains. The team has a flawless record of delivering products early and right the first time.

### Related Services (with Partners)

By virtue of many years in the industry, Nootools also has strong experience financial structure (including financial and tax structure, compensation, and balance sheet), contracts and licensing and a deep portfolio of industry contacts and resources with whom the company works and can assist in finding key specialized resources that are well suited to its clients and their industry, including licensing, product dispositions/sales, marketing/branding graphic art/media, PR, Crowdfunding partnering.

#### Contact Information

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Mark Noonan  
 (203) 972 5717  
 corporate@nootools.com  
 Fax (203) 966 3541 Skype: MarkNTools

**Nootools llc**  
 55 St. John Place  
 Suite 201  
 New Canaan, CT 06840