



Capabilities Deck

01 / Studio

02 / Approach

03 / Work



01 /



Mighty Studios

Good design.
Good business.

Who we are

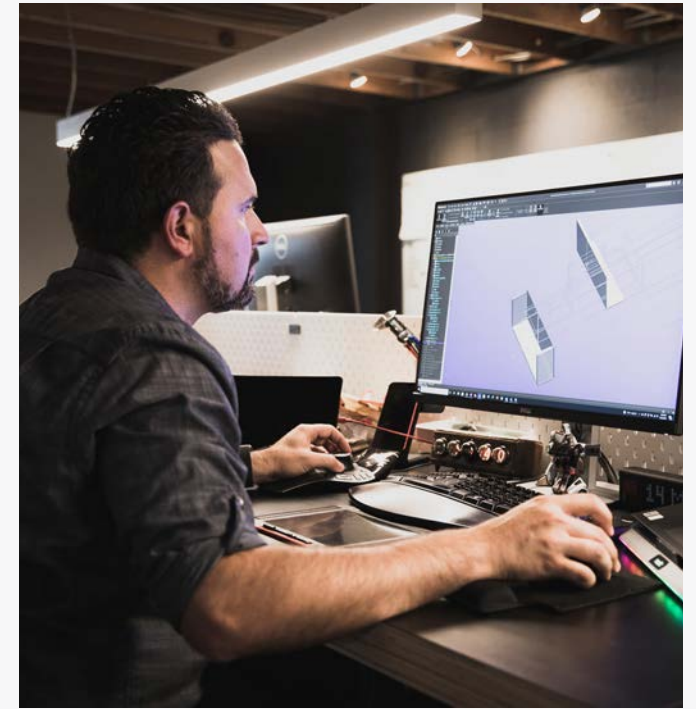
Mighty Studios is a business-savvy product design consultancy. We believe that good design should be synonymous with good business. We understand ROI, cash preservation, and time to market. In addition, we have the ability to move fast and make aggressive decisions to get your product on the shelves or simply to the next funding milestone.

Mighty Studios works with small start-ups as well as Fortune 50 companies. We collaborate and manage design programs of every scale, working independently, or with your company's in-house team, as well as bringing together best-in-class teams of **researchers, industrial designers, mechanical engineers, electrical engineers, and supply-chain experts** to offer tailored, turnkey solutions for products in the consumer, medical and datacom spaces.



—
We are the small,
but powerful
Mighty Studios.

**Through our process, we turn
business objectives into insightful
product solutions.**



We partner with ambitious
brands, big and small.



RAININ



Panasonic

ALTER [®]G



KARGO





Our Approach

We focus on outcomes.



01 / Discover

Through research, we tease out unmet user needs. Define the problem.



02 / Immerse

Brainstorm solutions. Explore and analyze unforeseen ideas.



03 / Create

Narrow down options. Explore, develop and model the details.



04 / Define

Define & prototype functional parameters.



05 / Validate

Test, refine & validate functional prototypes.



06 / Make

Transition into volume production.



Transforming complex ideas
into meaningful brands, products
and experiences.

Services & Capabilities

Industrial Design

- Design strategy, research & analysis
- Product aesthetics
- Human factors design
- CAD modeling, renderings & appearance model fabrication
- Color, material & finish specification

Mechanical Engineering

- Structural & thermal analysis
- Functional prototyping
- Design for manufacturability
- Production documentation
- Vendor management

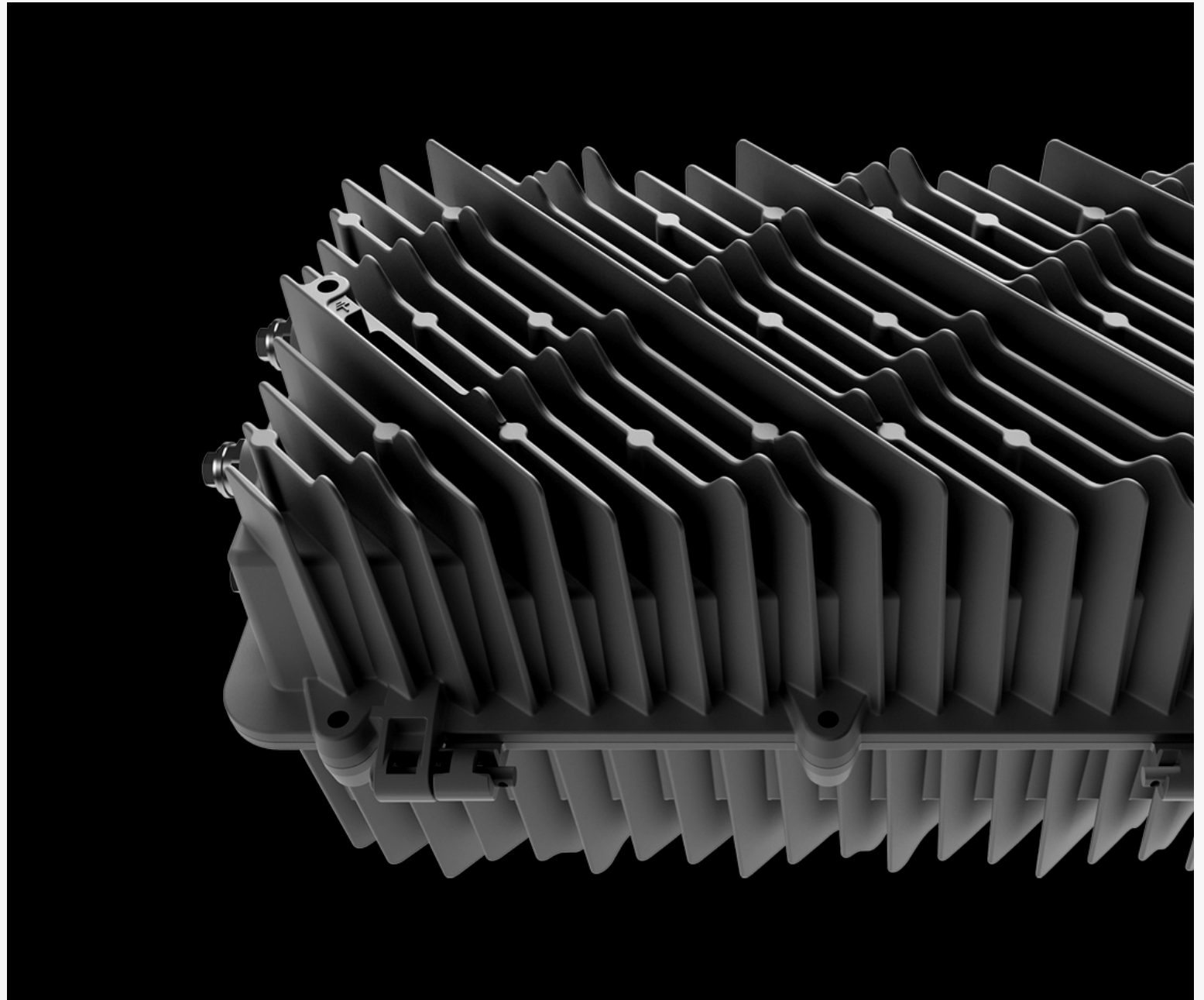
User Insights

- In-depth stakeholder interviews
- Ethnography
- Focus groups
- Concept evaluation
- Journey mapping
- Process modeling
- Trend & competitive analysis

Branding & Digital Design

- Graphic design
- Corporate identity
- Pitch deck development
- Graphical user interface design
- Packaging design

—
We solve complex
problems with
simple solutions.





Selected Work



**Portal Beam**

Kotnakt.io

Services

- Industrial Design
- Mechanical Engineering

Overview

Kontakt.io's mission is to simplify the global delivery of location data insights. They help customers in operational environments achieve improved business outcomes in the fields of asset and process tracking and the creation of location and contextual aware applications. Kontakt.io asked Mighty Studios to help in the development of a new specialized commercial people-tracking sensor, which, at its hub uses a thermal imaging core.

Insight

Mighty Studios went to work designing the new Portal Beam from the inside out, by working closely with Kontakt's electrical engineering team. Once component locations we optimized, we were able to lock down the architecture, and get to work styling the exterior, which was in keeping with their legacy aesthetic yet, at the same time, pushing it forward. Our engineers innovated a novel method for mounting it to both dropped ceilings as well as sheetrock. Total duration of the project from concept design to production release was three months.

[VIEW CASE STUDY](#)



“We approached Mighty Studios for a world-class, disruptive and cloud-defined smart building sensor. The team stunned me by innovating and executing at a pace that I have never seen before. The result was a category-defining product design work. Their ability to help drive the timelines to get mass production down deserves a special mention. I would certainly recommend Mighty Studios to anyone who needs top-class products with no compromise on quality or speed.”

Philipp von Gilsa

— CEO, Kontakt.io Inc.







**Maxim Integrated**

PPG Ring

Services

- Industrial Design
- Mechanical Engineering

Overview

Maxim Integrated, a prominent Silicon Valley-based integrated circuit manufacturer, was growing a new business unit that focused on devices for health care, which leveraged their core technologies. One of its core technologies focused on pulse oximetry, which engineers had shrunk to a size so small, that it could fit into the form factor of a ring.

Insight

Mighty Studios worked closely with Maxim's team to develop a ring that would maintain constant contact on the finger throughout the day, thus increasing the accuracy of the readings. The ring's band is an insert-molded assembly, which includes the rigid-flex circuit boards, as well as a spring steel band. This band gives it stiffness to conform to the finger without sacrificing comfort. In addition, Mighty Studios designed and engineered the charging dock and worked with offshore manufacturers to develop the device. Maxim is delighted with the design and functionality of this vital new healthcare device.

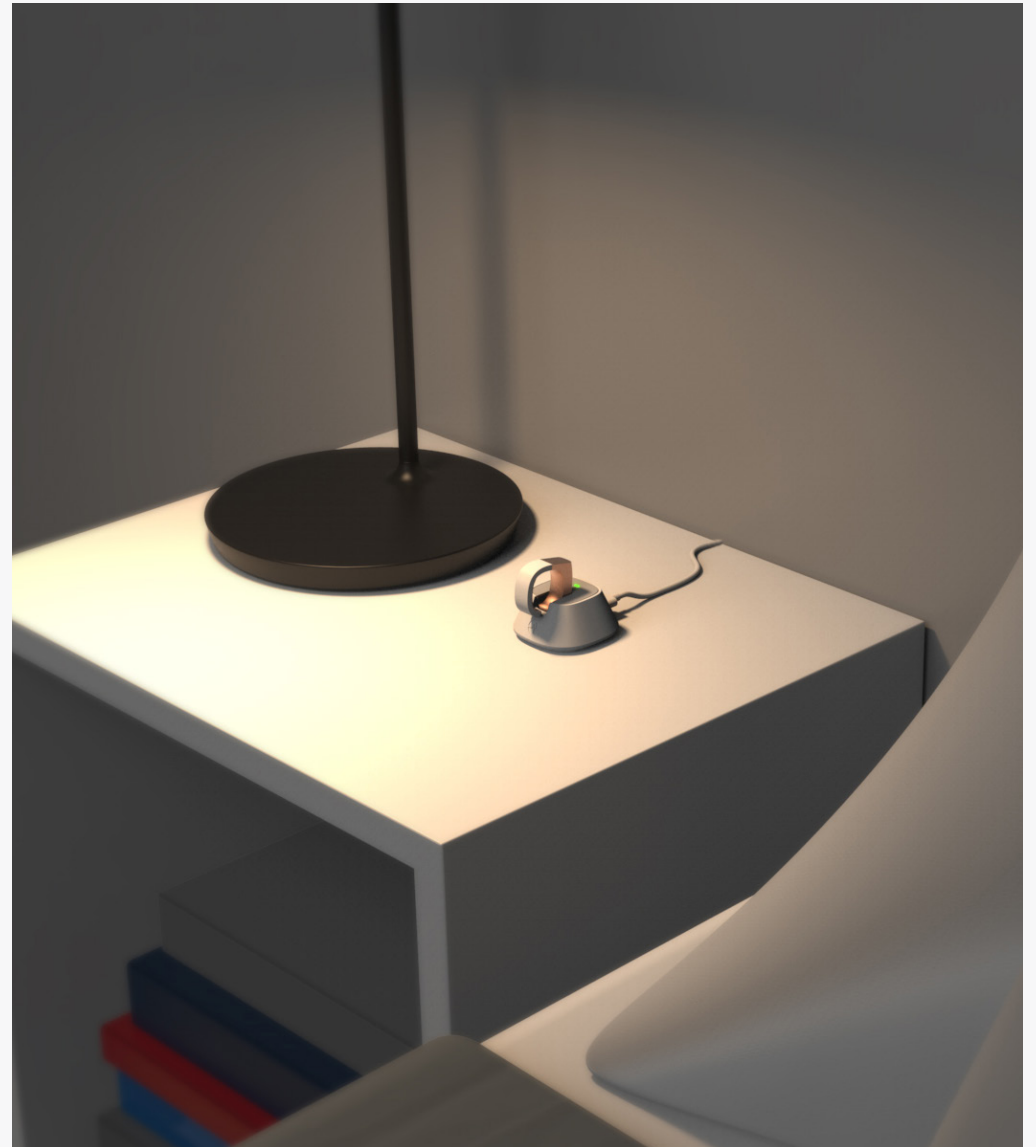
[VIEW CASE STUDY](#)

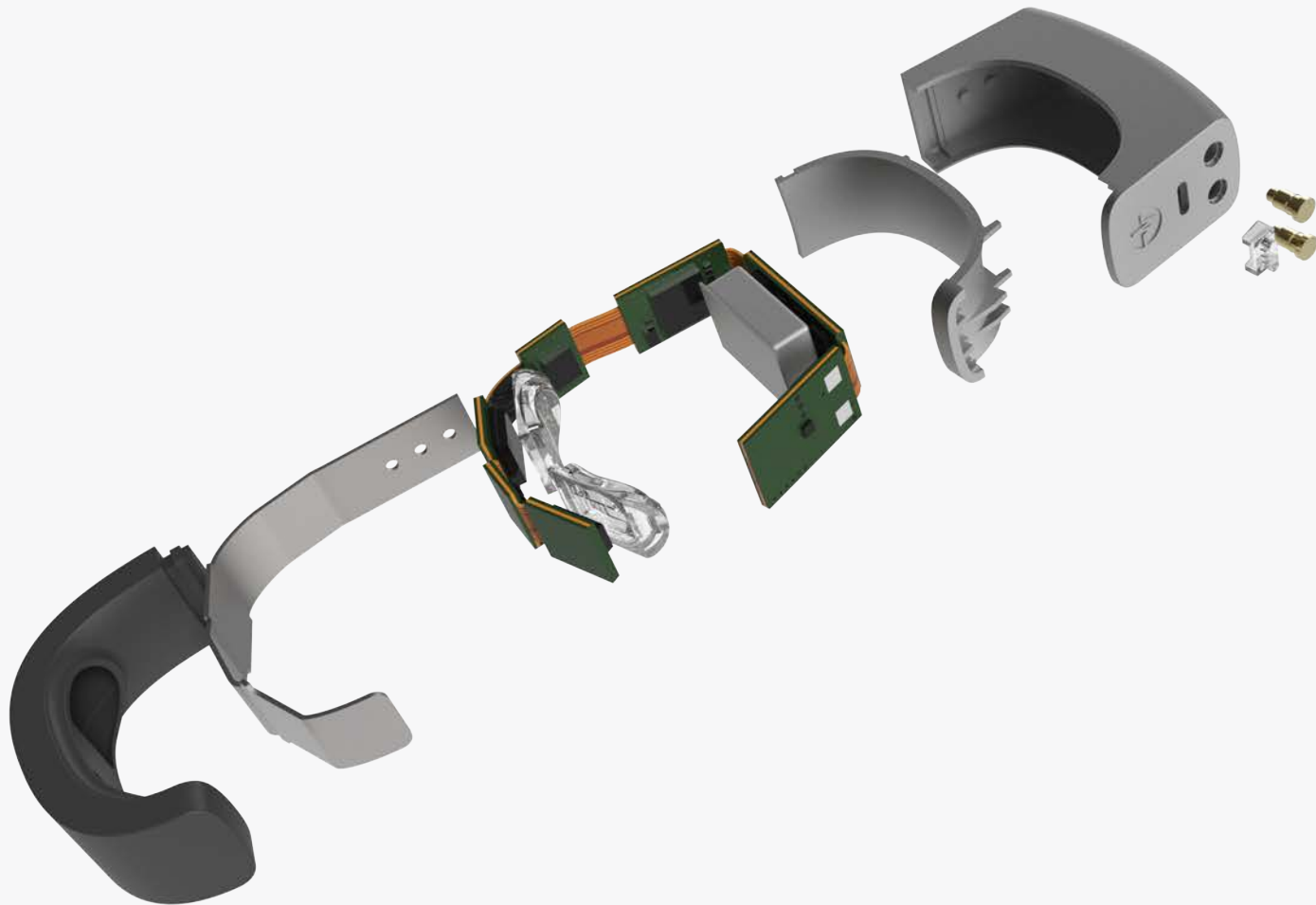


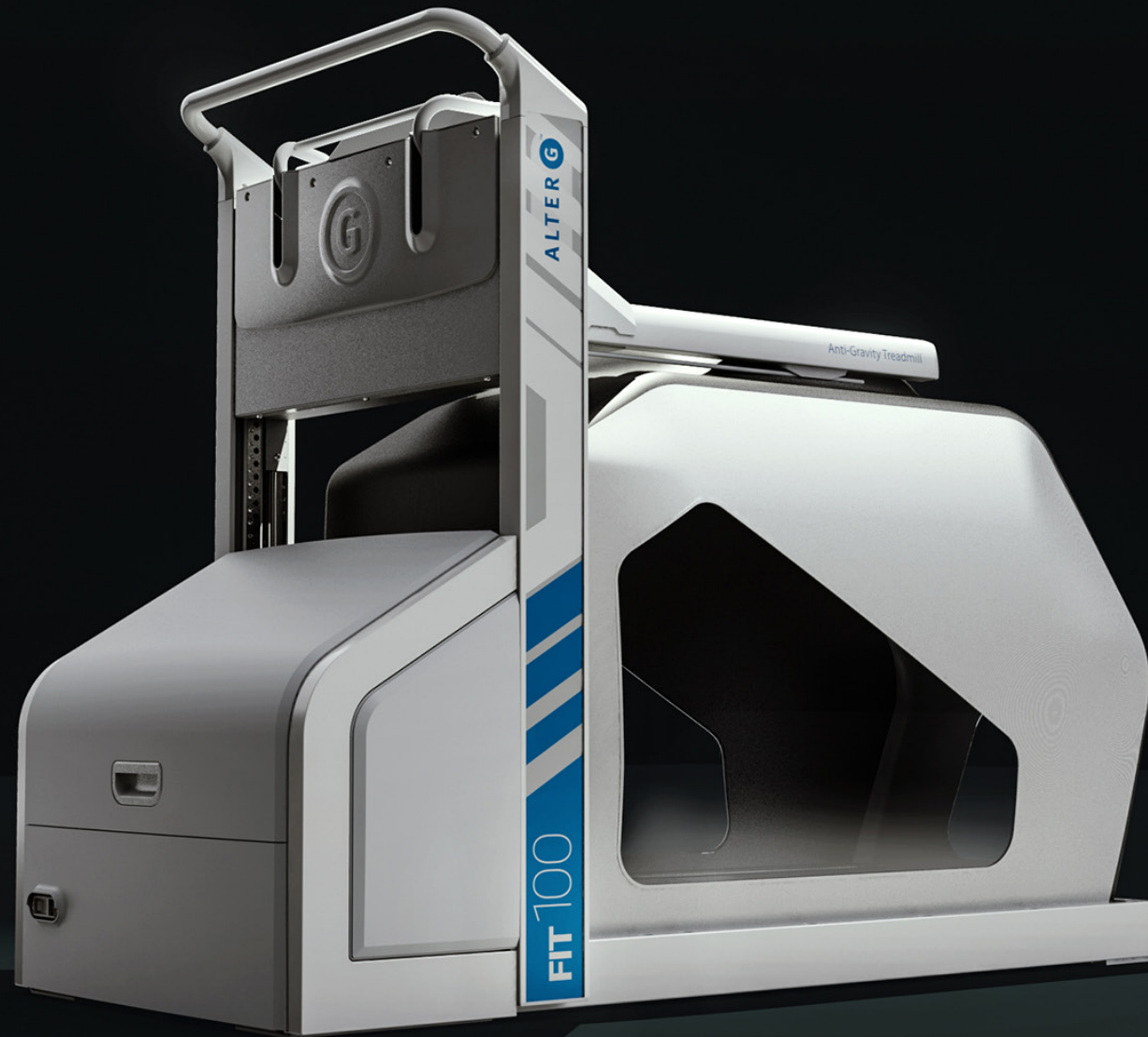
“We approached Mighty Studios to design wearable technology device - in fact a ring, that would measure blood oxygen saturation levels through pulse oximetry. Our internal team did the electrical design, while the team at Mighty Studios did the industrial and mechanical design. I can say that this project was highly challenging because of the small dimensions and high performance required. Tark and his team worked very well with other teams to bring out a competitive, and truly innovative product. They were integral to the success of the ring project.”

Ronald Koo

— Distinguished Member of Technical Staff, Maxim Integrated







**Alter-G**

Anti Gravity Treadmills

Services

- Industrial Design
- Mechanical Engineering
- Branding & Digital Design

[VIEW CASE STUDY](#)

Overview

AlterG manufacturers specialized treadmills for rehabilitative therapy. These treadmills use a patented process called Differential Air Pressure (DAP). Using a pressurized air chamber to uniformly reduce gravitational load and body weight, AlterG enables patients and athletes to move unrestricted and pain-free – restoring and building muscle strength, range of motion, balance, function, and fitness. Historically, their treadmills sold to high end clinics and professional sports training facilities. But new markets were opening up, and AlterG needed an accessible, low-cost, lightweight unit that would cater to the growing number of smaller therapy clinics nationwide.

Insight

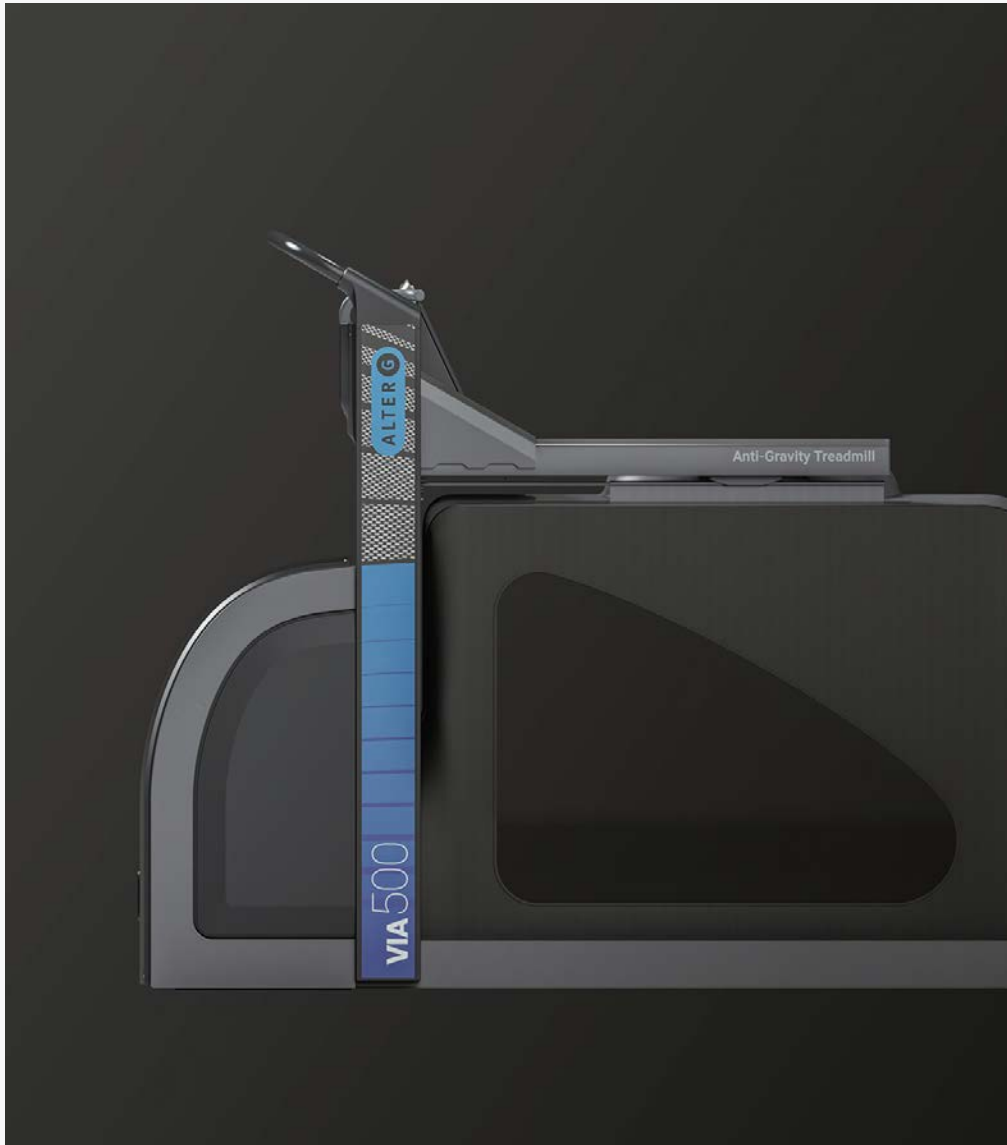
Mighty Studios completely re-imagined the entire system, ultimately called the Fit Series, by redesigning all the major subsystems to reduce cost, decrease complexity and improve patient access. Additionally, Mighty Studios introduced new overseas suppliers who were able to meet the manufacturing costs. The improvements led to streamlined assembly process and a 50% reduction in the Bill of Materials (BOM). The early prototype systems performed so well in user testing, that AlterG made this design the platform upon which all future systems would be built. Soon after AlterG asked Mighty Studios to develop the mid-range offering, called the Via Series. Additionally, the work resulted in numerous patents.



“We contacted Mighty Studios for its industrial design, mechanical engineering and prototyping capabilities, and we stayed with them through the release of our product. They could transform loosely defined concepts we presented to them and turn them into an exceptional final product. The team has a broad range of expertise and is easy to work with and adaptive to customer requirements.”

Mike Phillips

— VP Engineering & Quality, Alter-G





Get in touch

Studio Line: 408.256.2598

Email: info@mighty-studios.com

For all marketing and media inquiries, please email
marketing@mighty-studios.com

Our Studio

1272 East Julian St
San Jose, CA 95116

—

Thank you.



Copyright © 2022 Mighty Studios

All rights reserved.

This deck or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission.

Mighty Studios

1272 E Julian St
San Jose, CA 95116

Phone

408.256.2598

Website

mighty-studios.com

Questions?

For any business inquiries contact
info@mighty-studios.com

To learn more about our services,
visit <https://mighty-studios.com>

Version 2.0

Updated January 2022

