

# From Idea to Electronics

Ronald Vanschoren, Founder Screvle  
D&E – 2 November 2016



# Smart Cities





Smart Environment





# Smart Logistics





# Smart Manufacturing



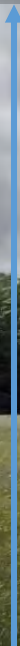


# Gartner Hype Cycle



# Gartner Hype Cycle

Expectations

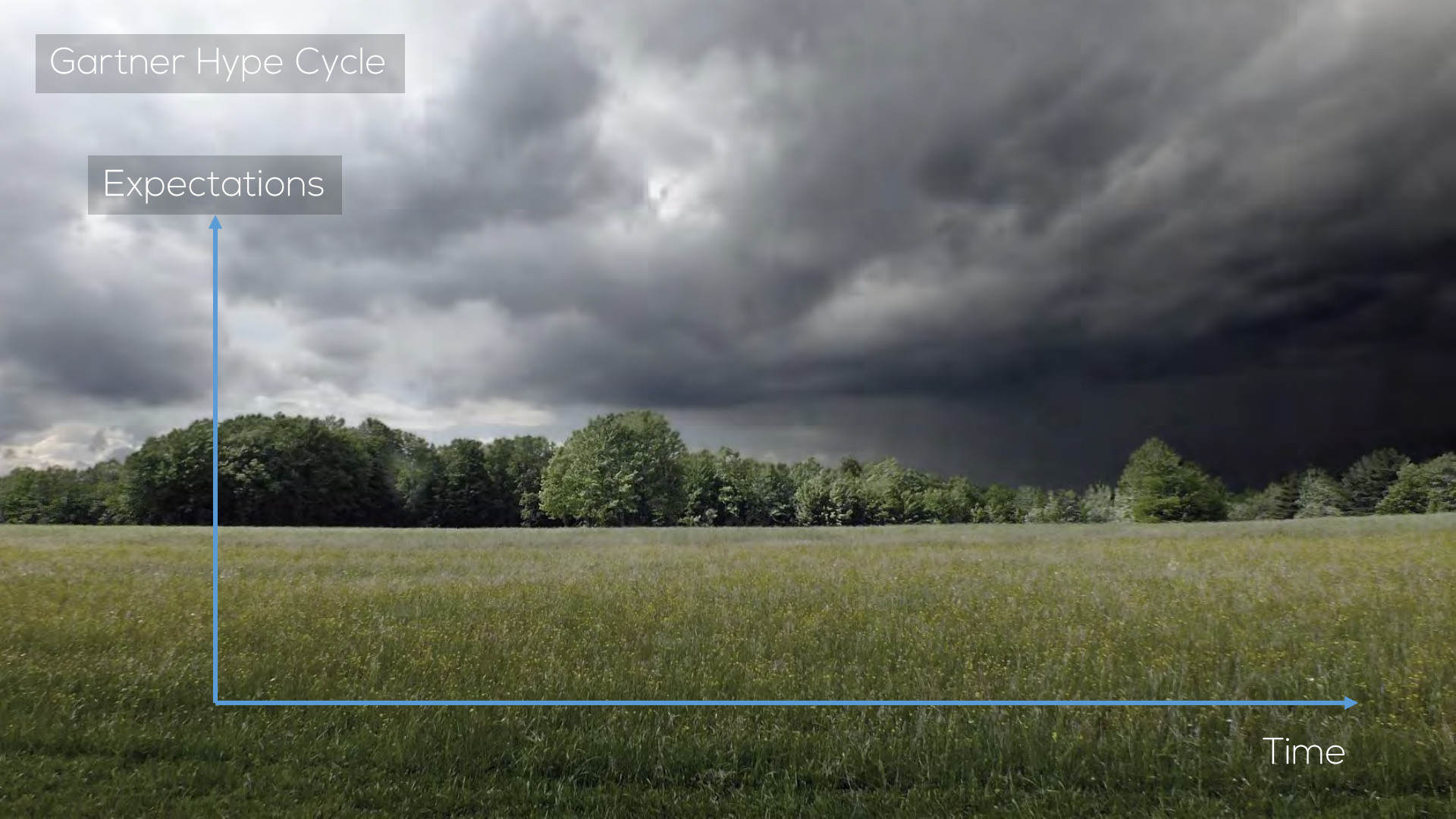




# Gartner Hype Cycle

Expectations

Time





# Gartner Hype Cycle

Expectations



Time



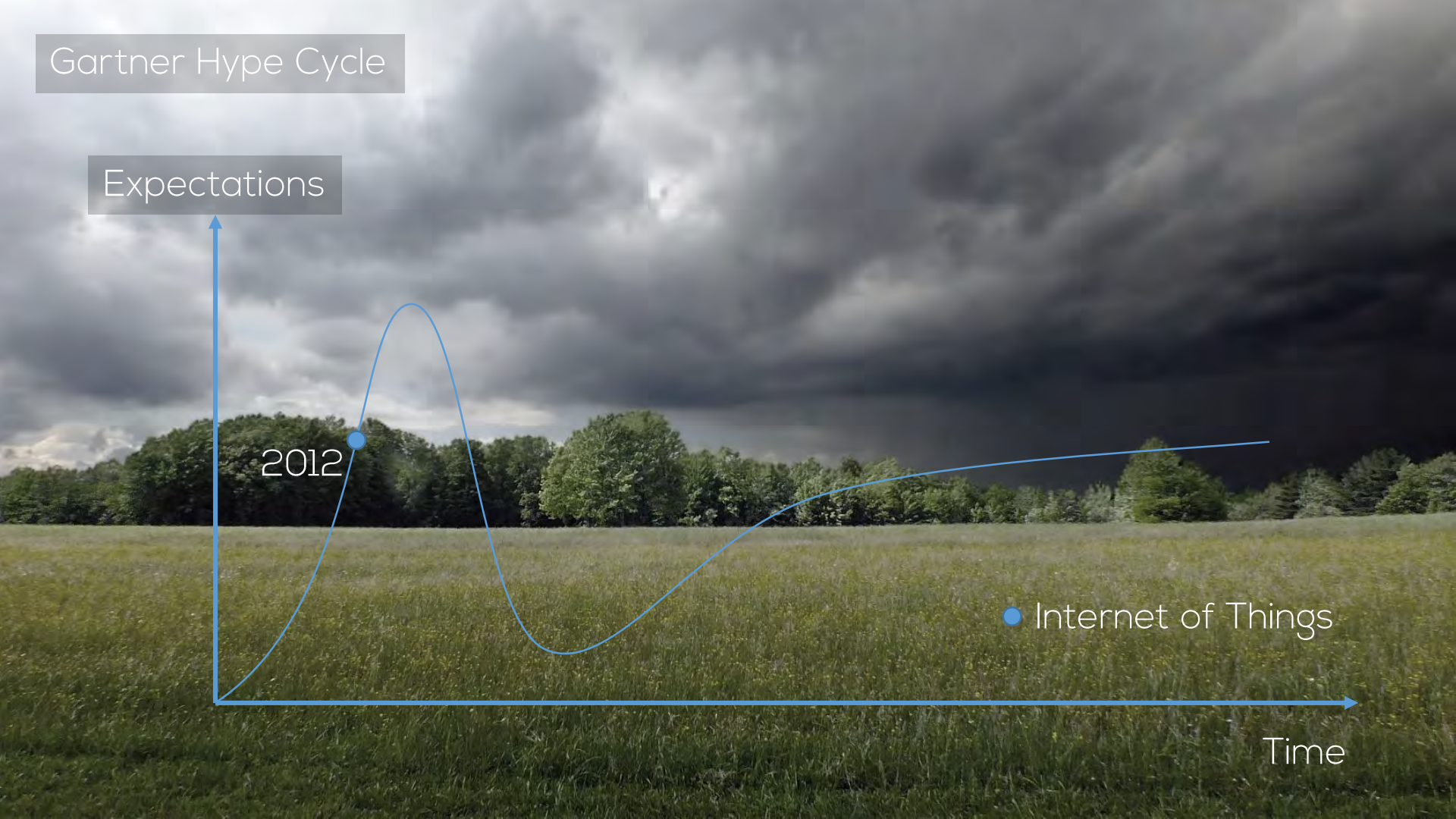
# Gartner Hype Cycle

Expectations

2012

• Internet of Things

Time





# Gartner Hype Cycle

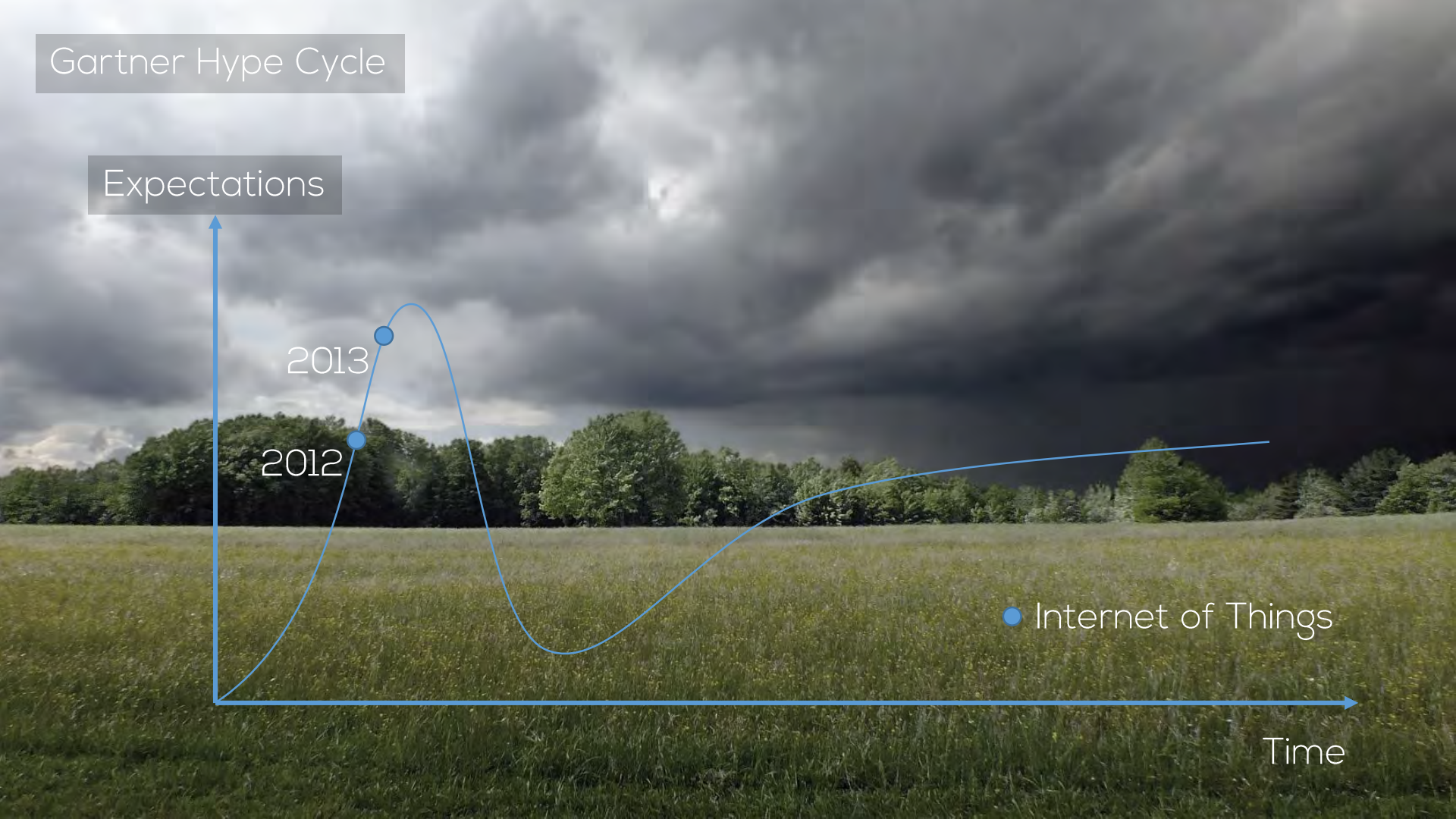
Expectations

2013

2012

• Internet of Things

Time





# Gartner Hype Cycle

Expectations

2014  
2013  
2012

• Internet of Things

Time





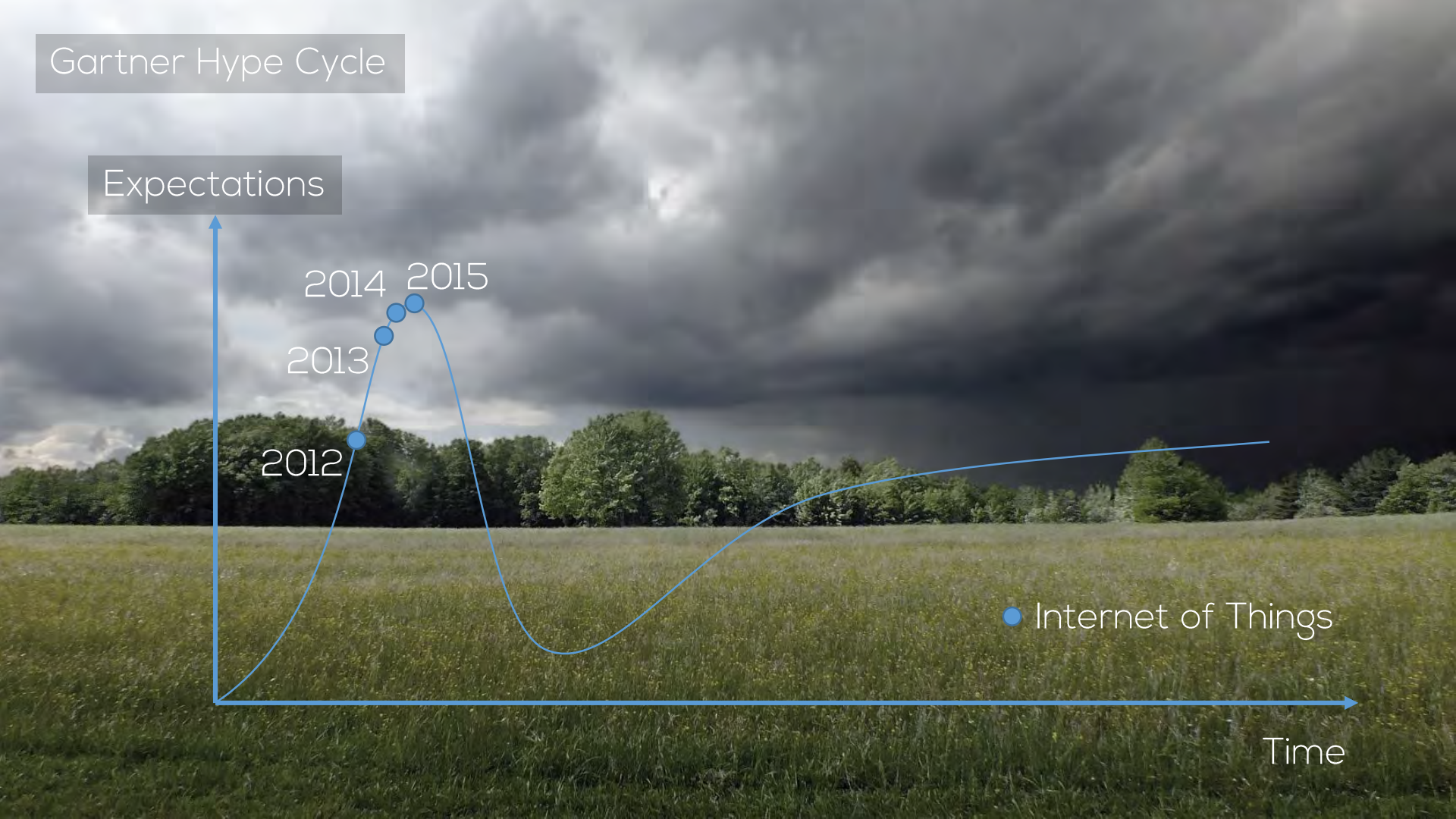
# Gartner Hype Cycle

Expectations

2014 2015  
2013  
2012

• Internet of Things

Time





# Gartner Hype Cycle

Expectations

2012  
2013  
2014  
2015  
2016

• Internet of Things

Time





# Gartner Hype Cycle

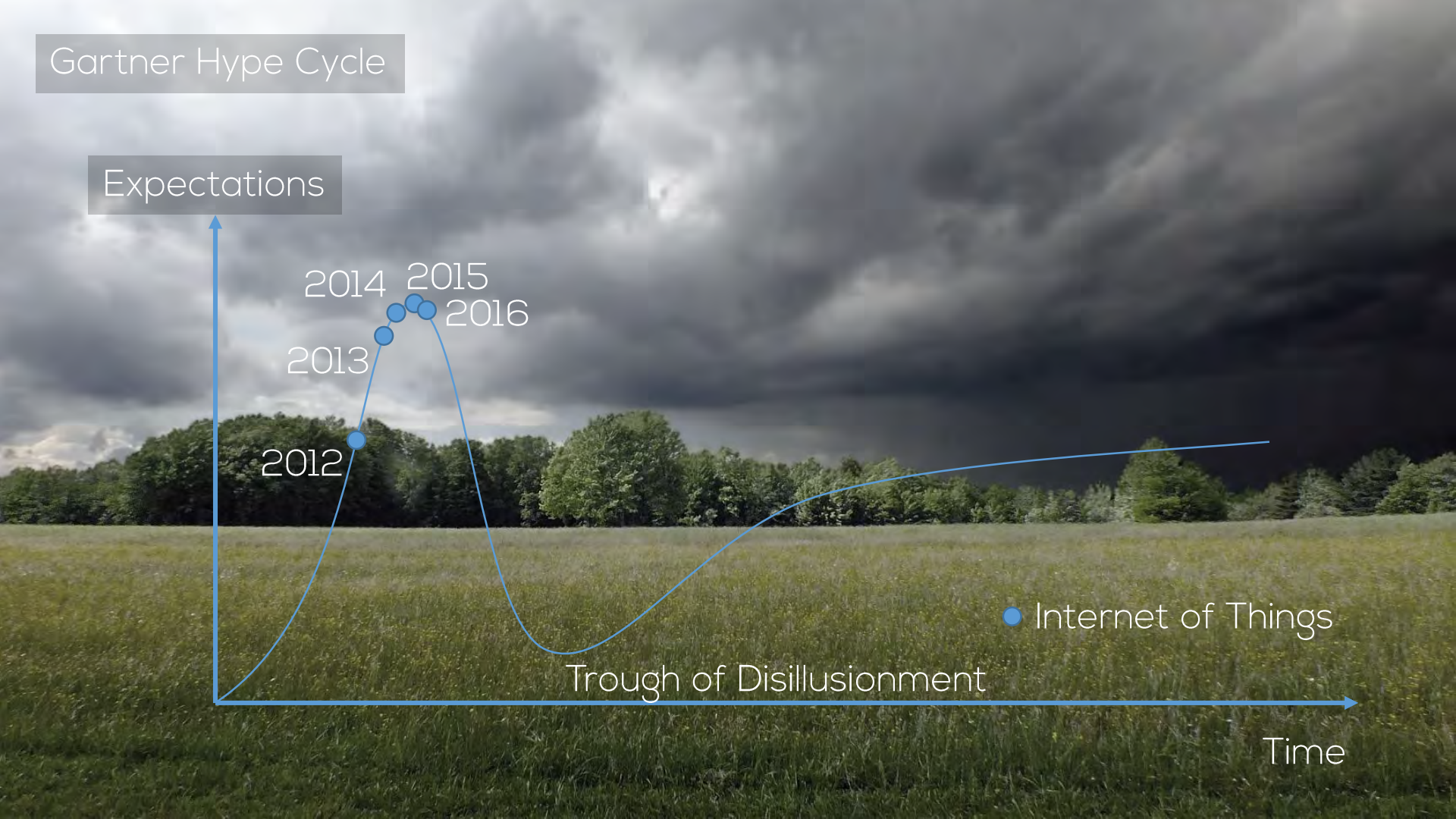
Expectations

2012  
2013  
2014  
2015  
2016

Trough of Disillusionment

• Internet of Things

Time





# Gartner Hype Cycle

Expectations

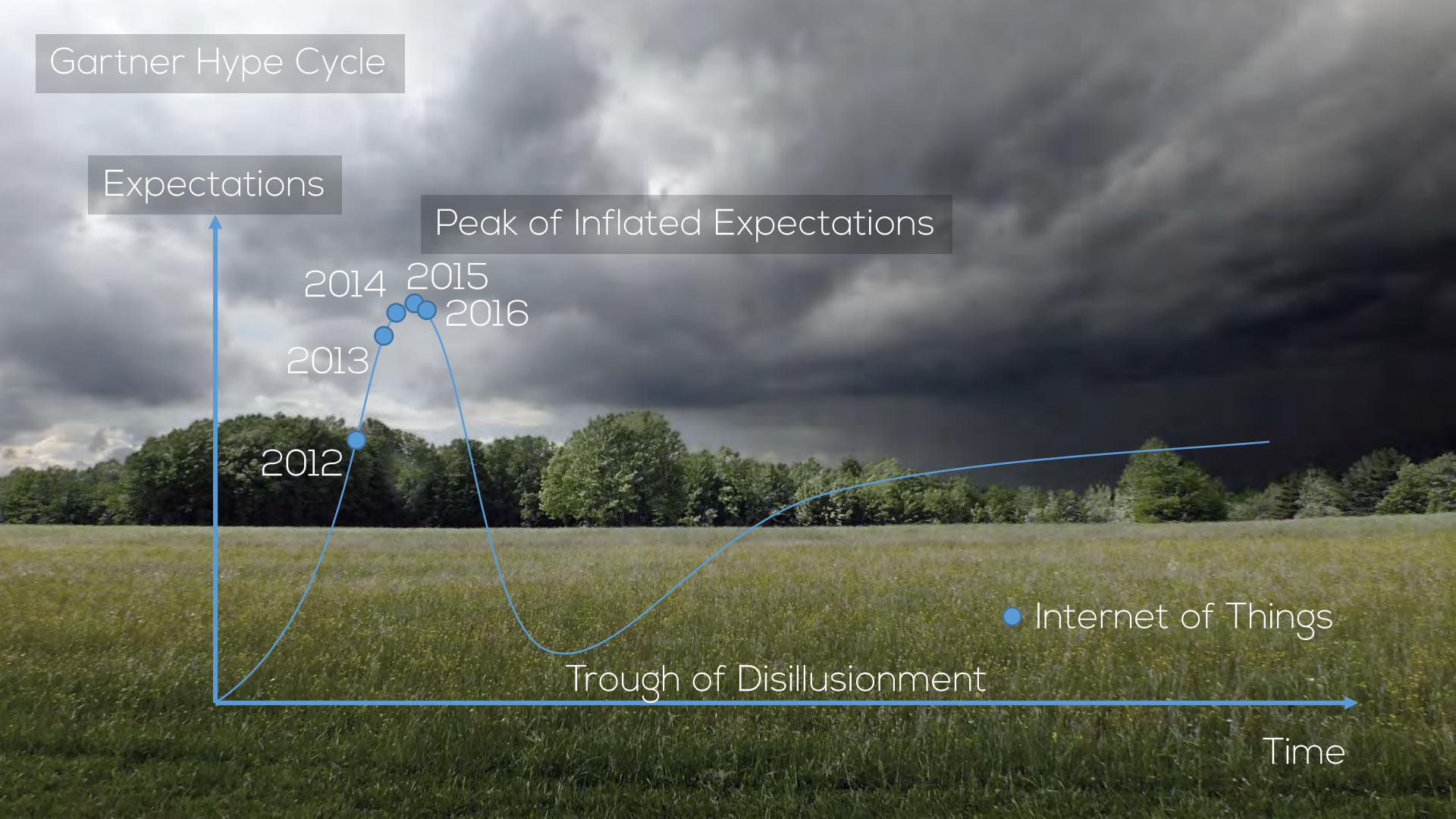
Peak of Inflated Expectations

2012  
2013  
2014  
2015  
2016

Trough of Disillusionment

• Internet of Things

Time



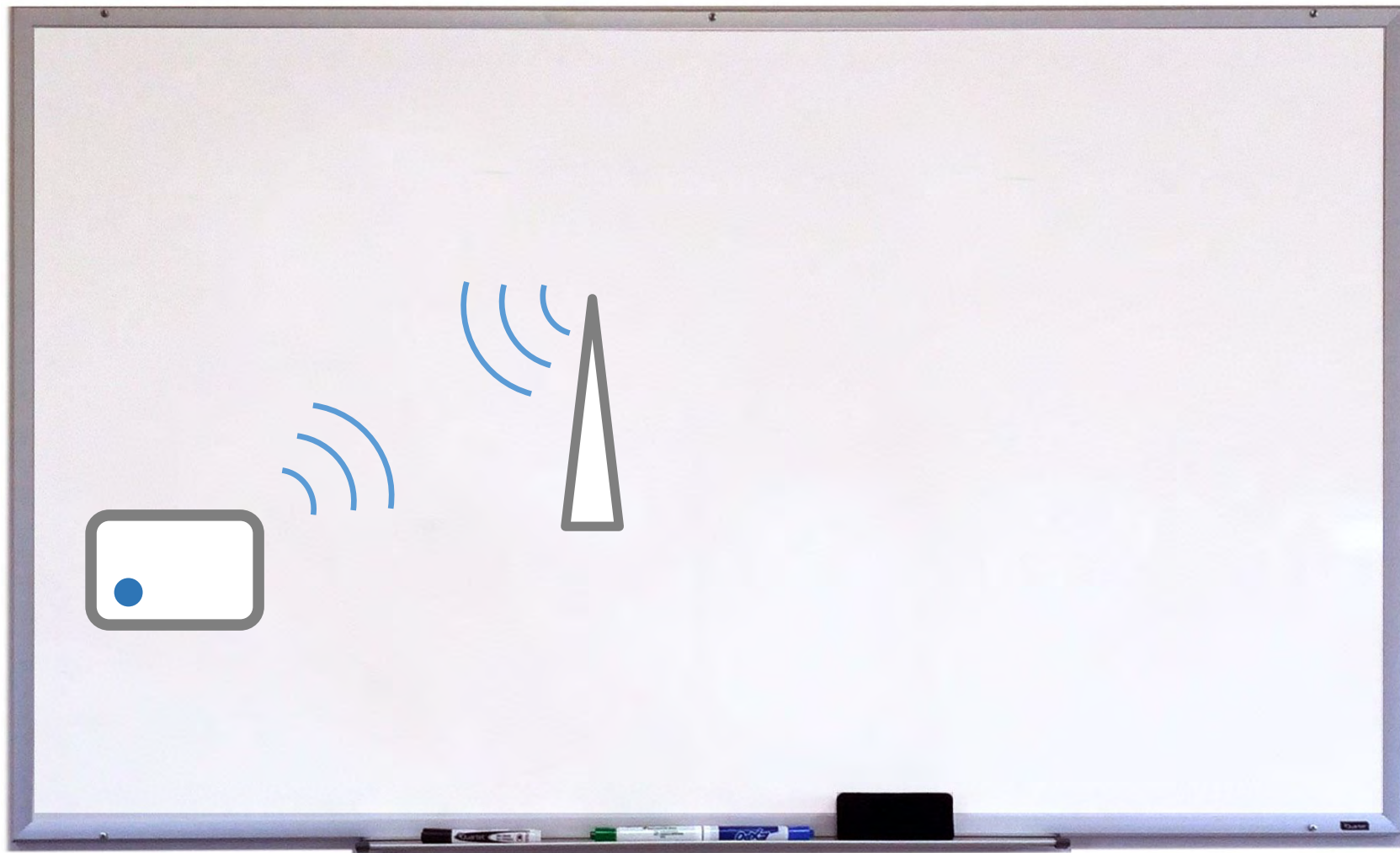






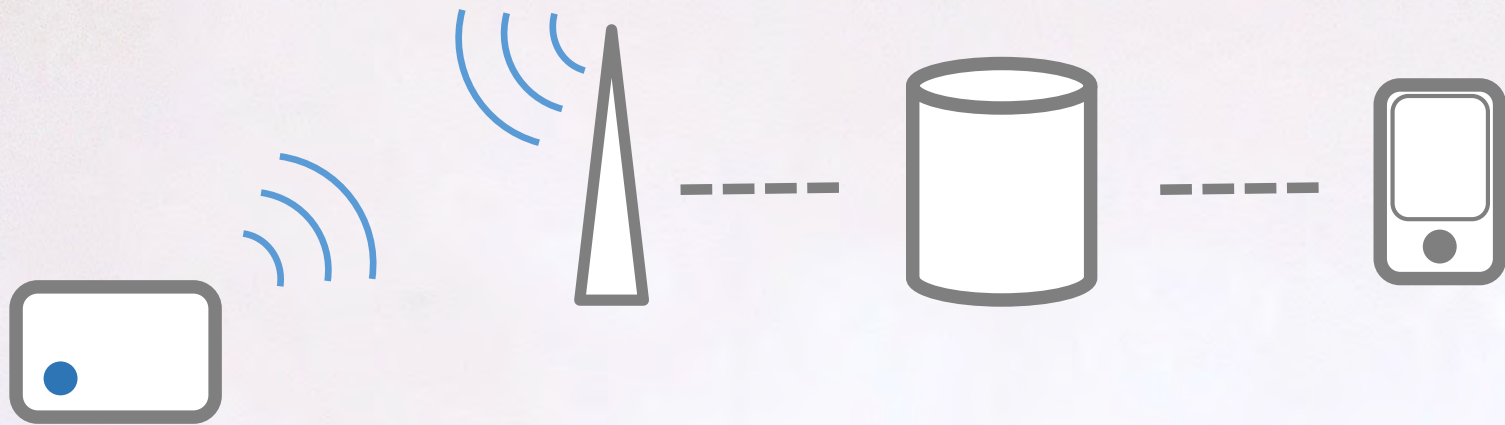








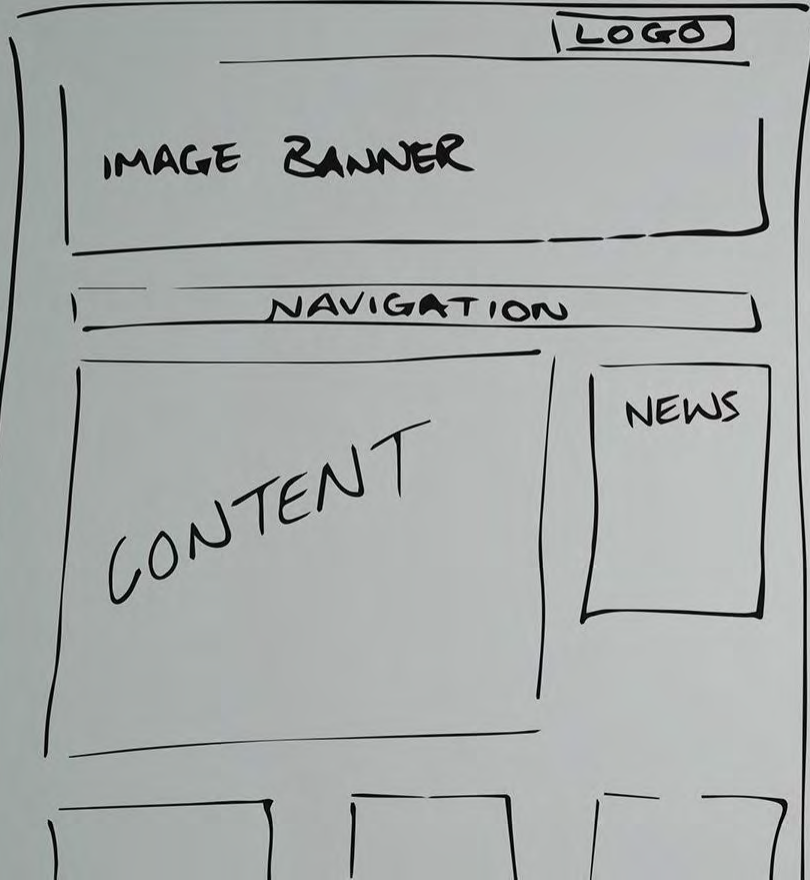






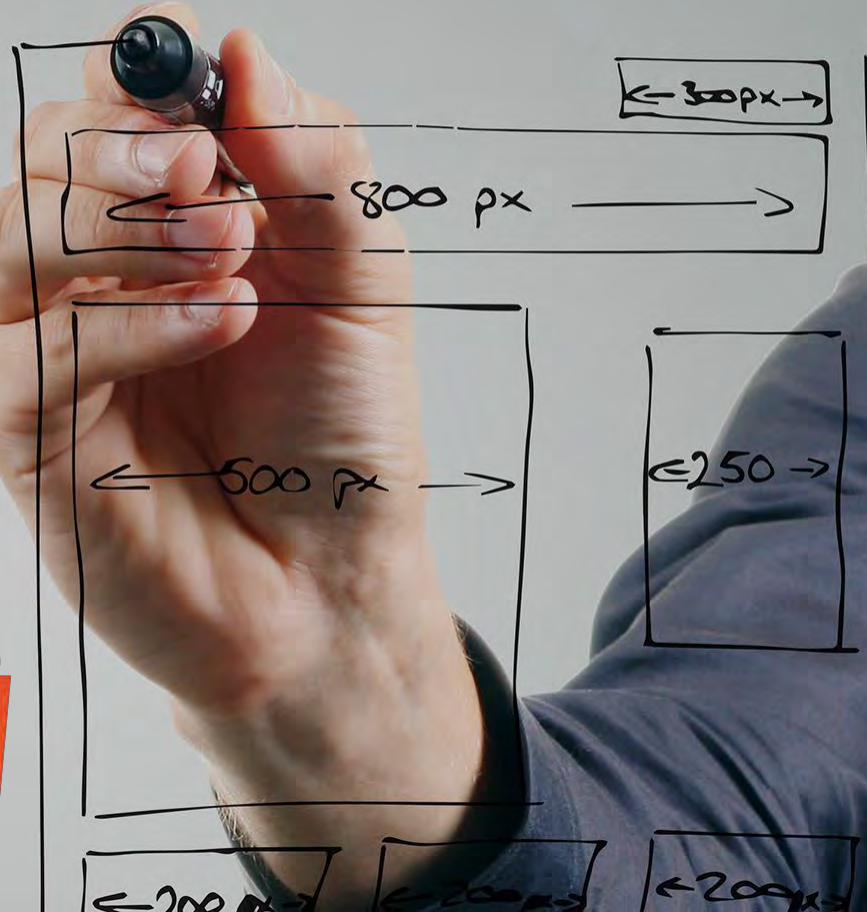
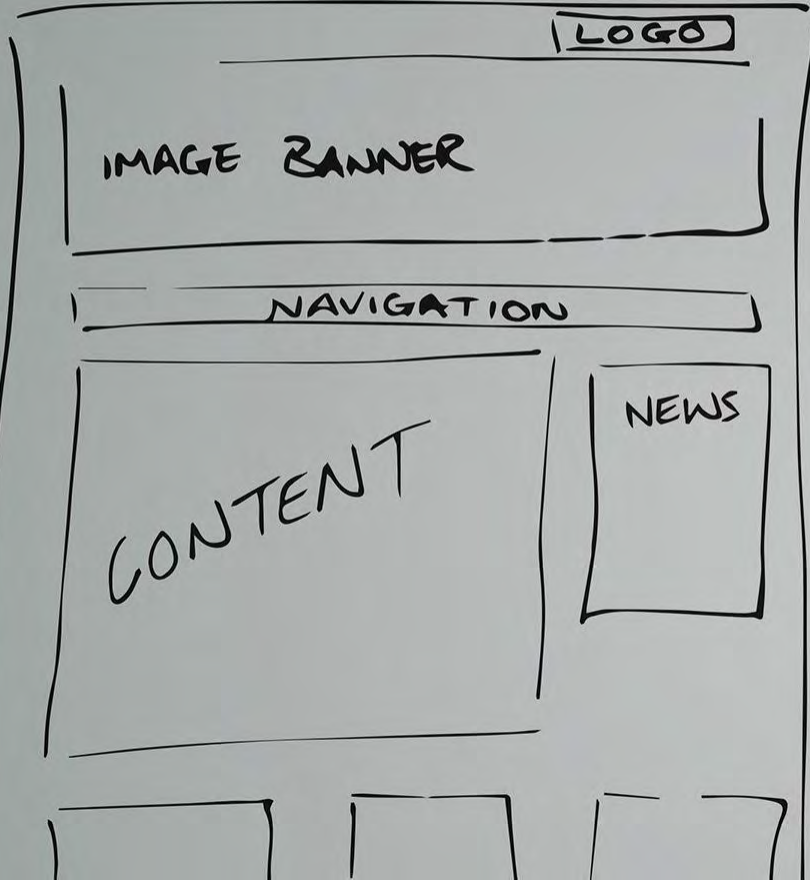
# User Interaction

## Homepage



# User Interaction

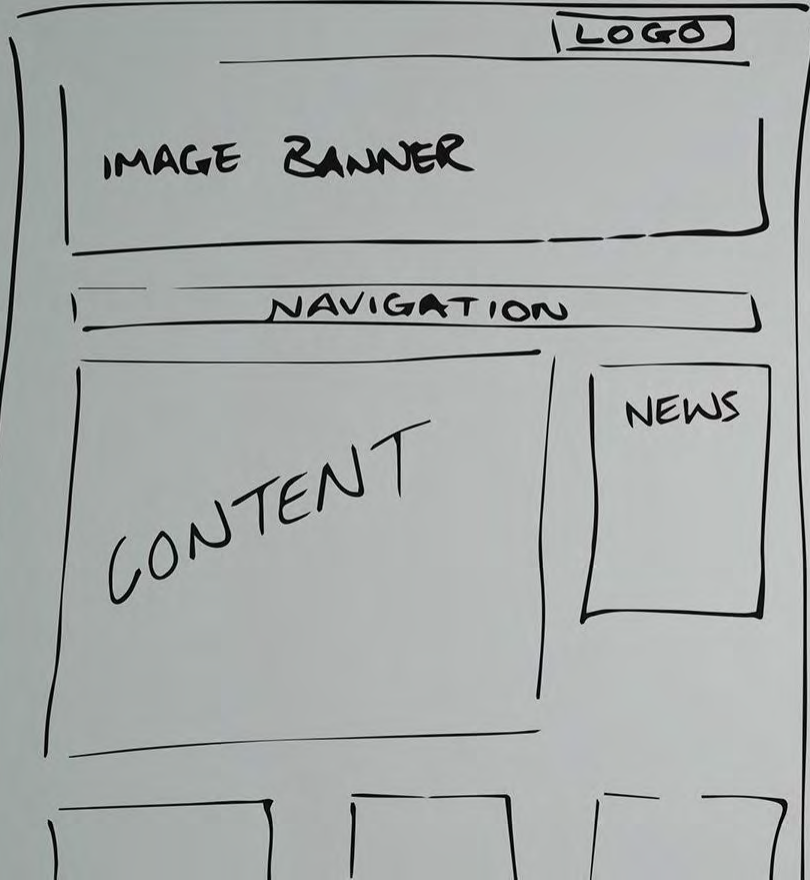
## Homepage





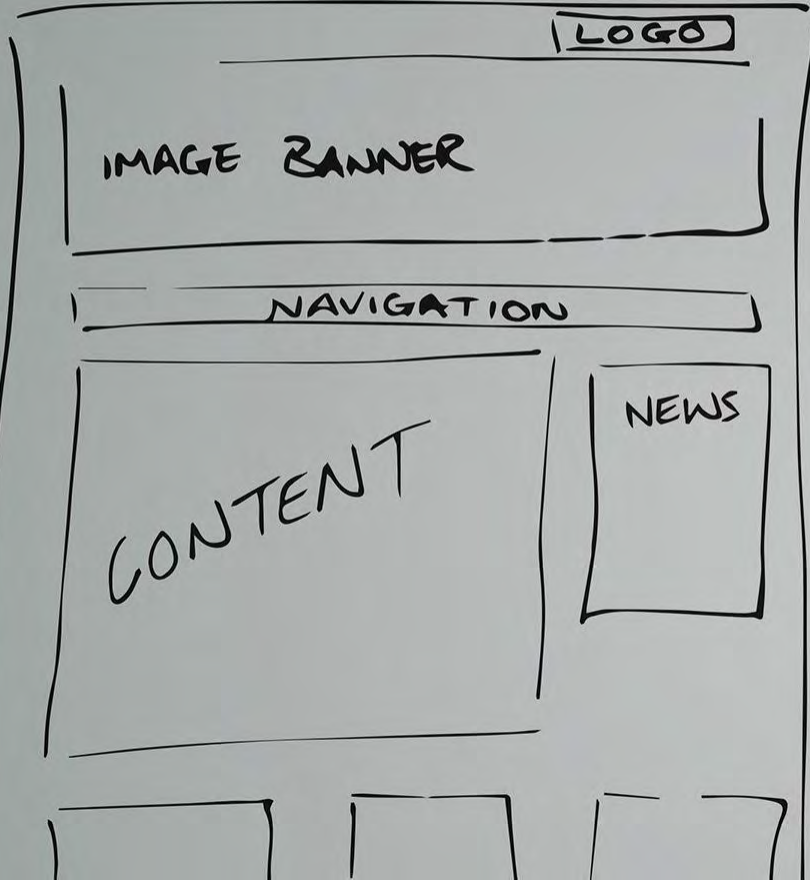
# User Interaction

HOME PAGE



# User Interaction

HOME PAGE





# Databases Business Logic

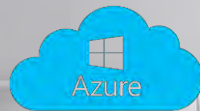


# Databases Business Logic

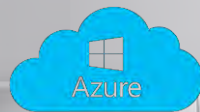




# Databases Business Logic



# Databases Business Logic



Google Cloud Platform





# Mobile connectivity

Range

Power





# Mobile connectivity

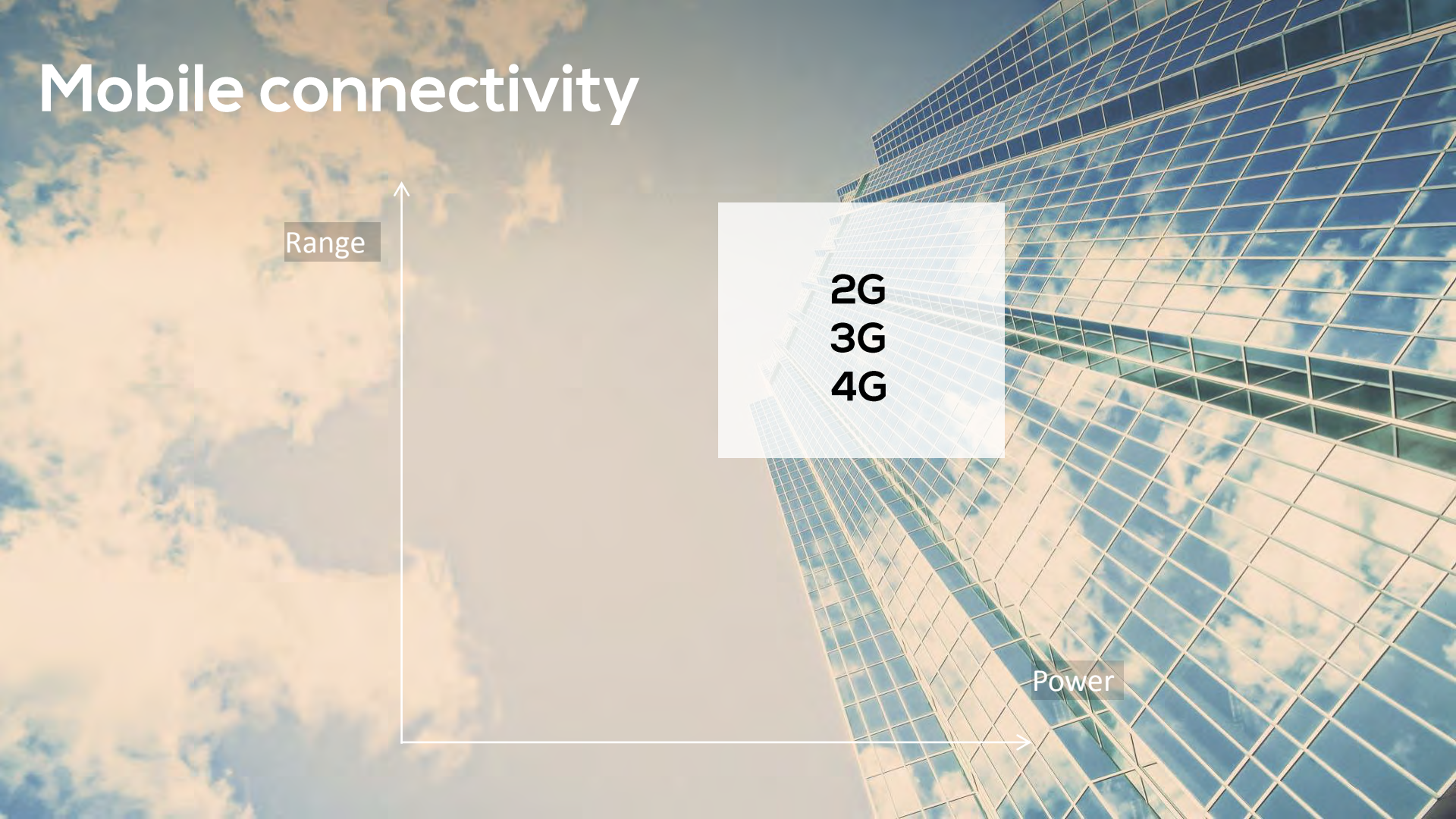
Range

**2G**

**3G**

**4G**

Power





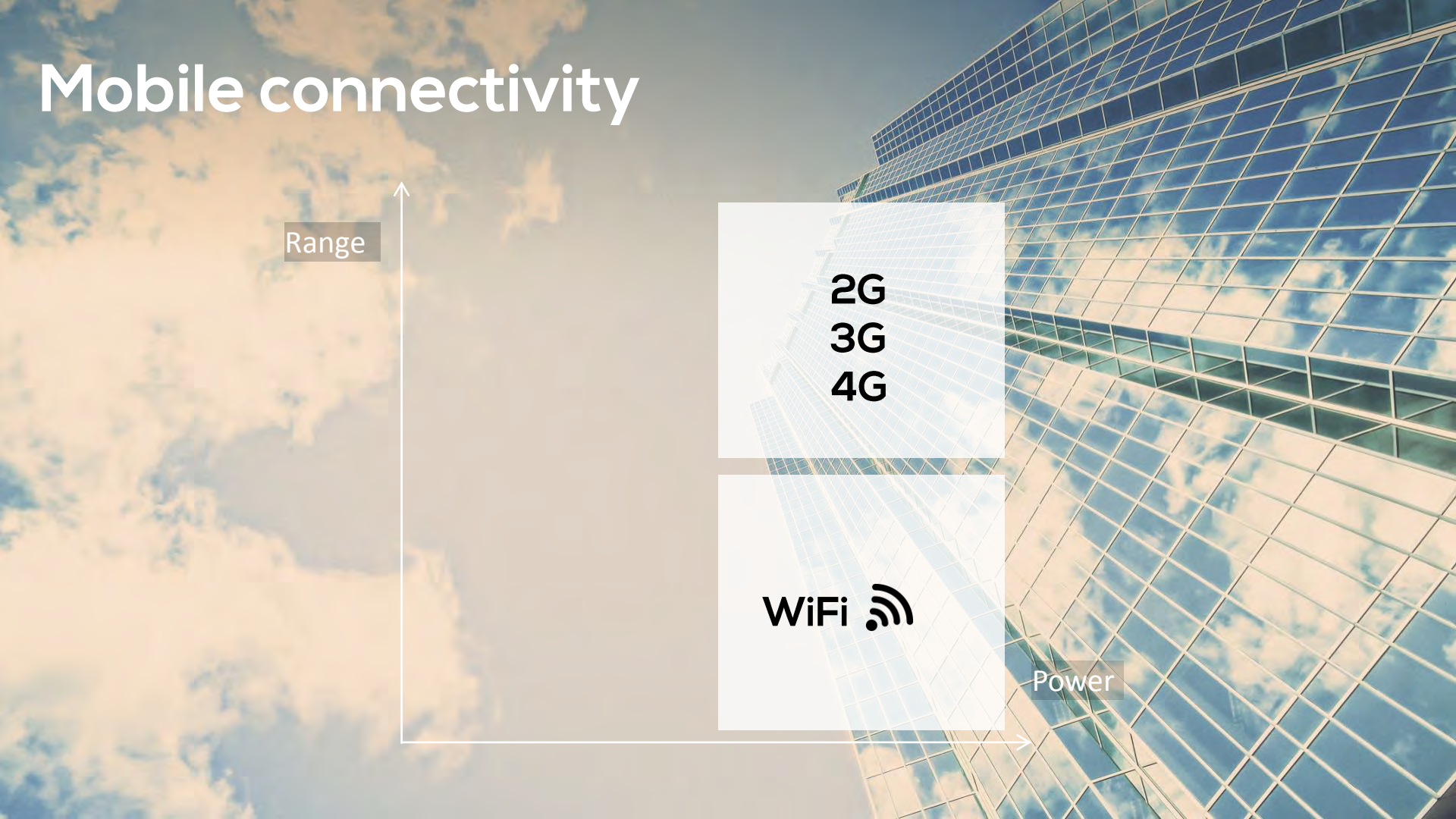
# Mobile connectivity

Range

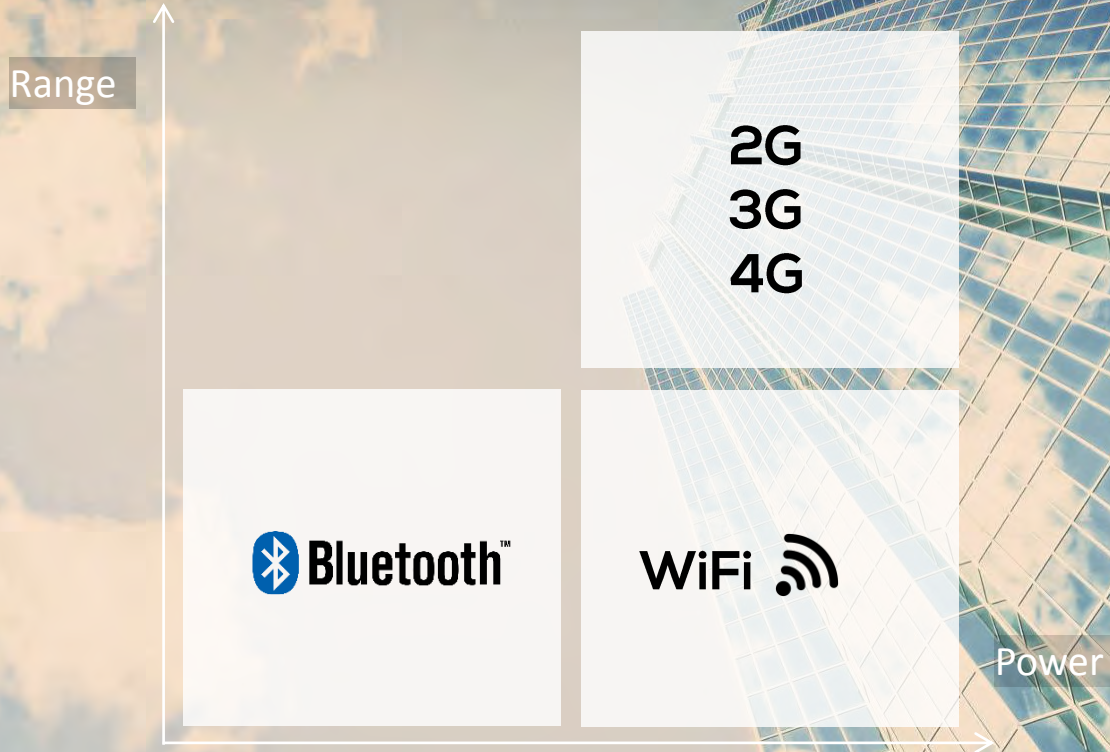
**2G**  
**3G**  
**4G**

**WiFi** 

Power



# Mobile connectivity





# Mobile connectivity



let me  that for you  
images

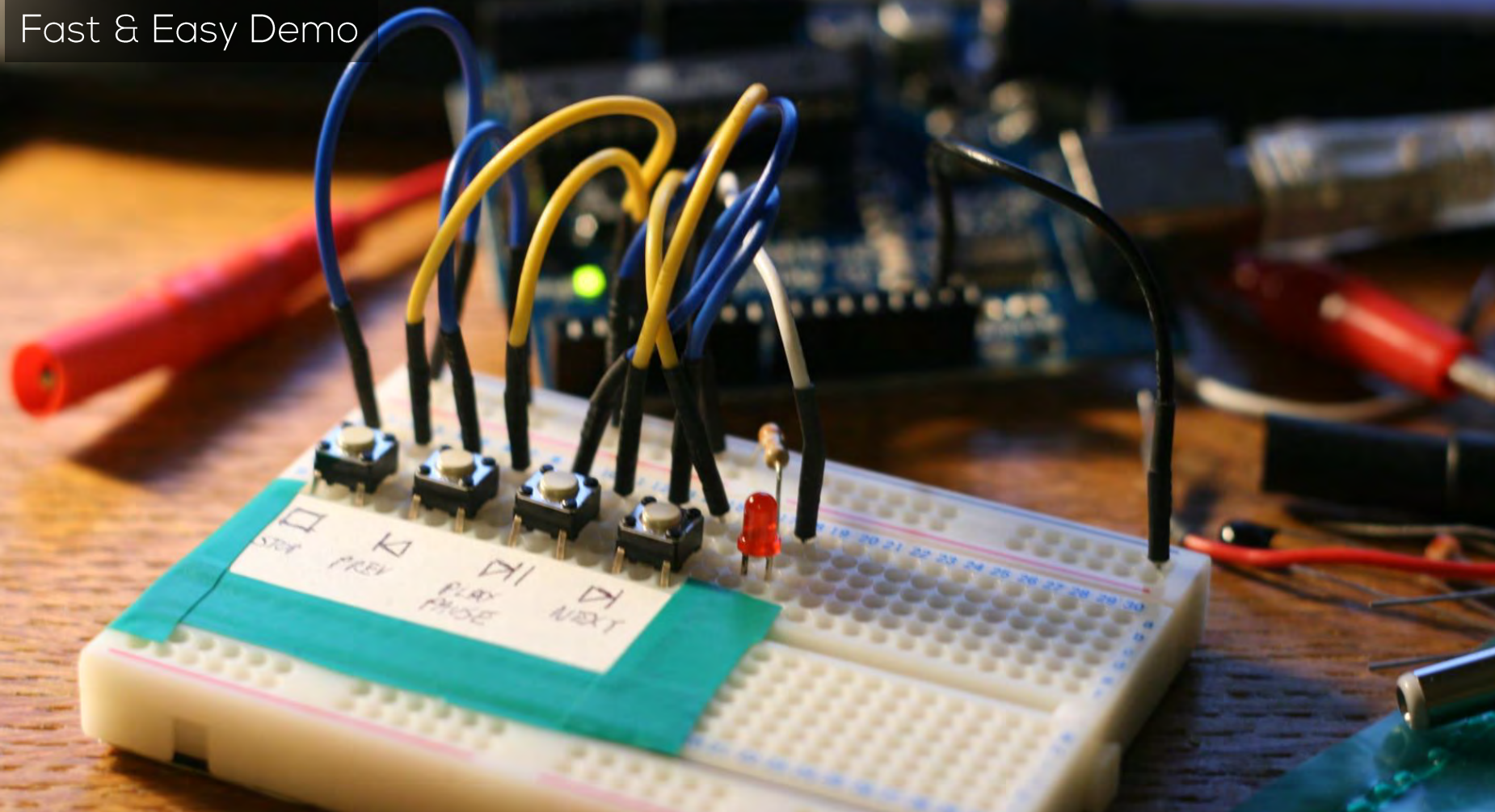
IoT Hardware

Search Images





Fast & Easy Demo





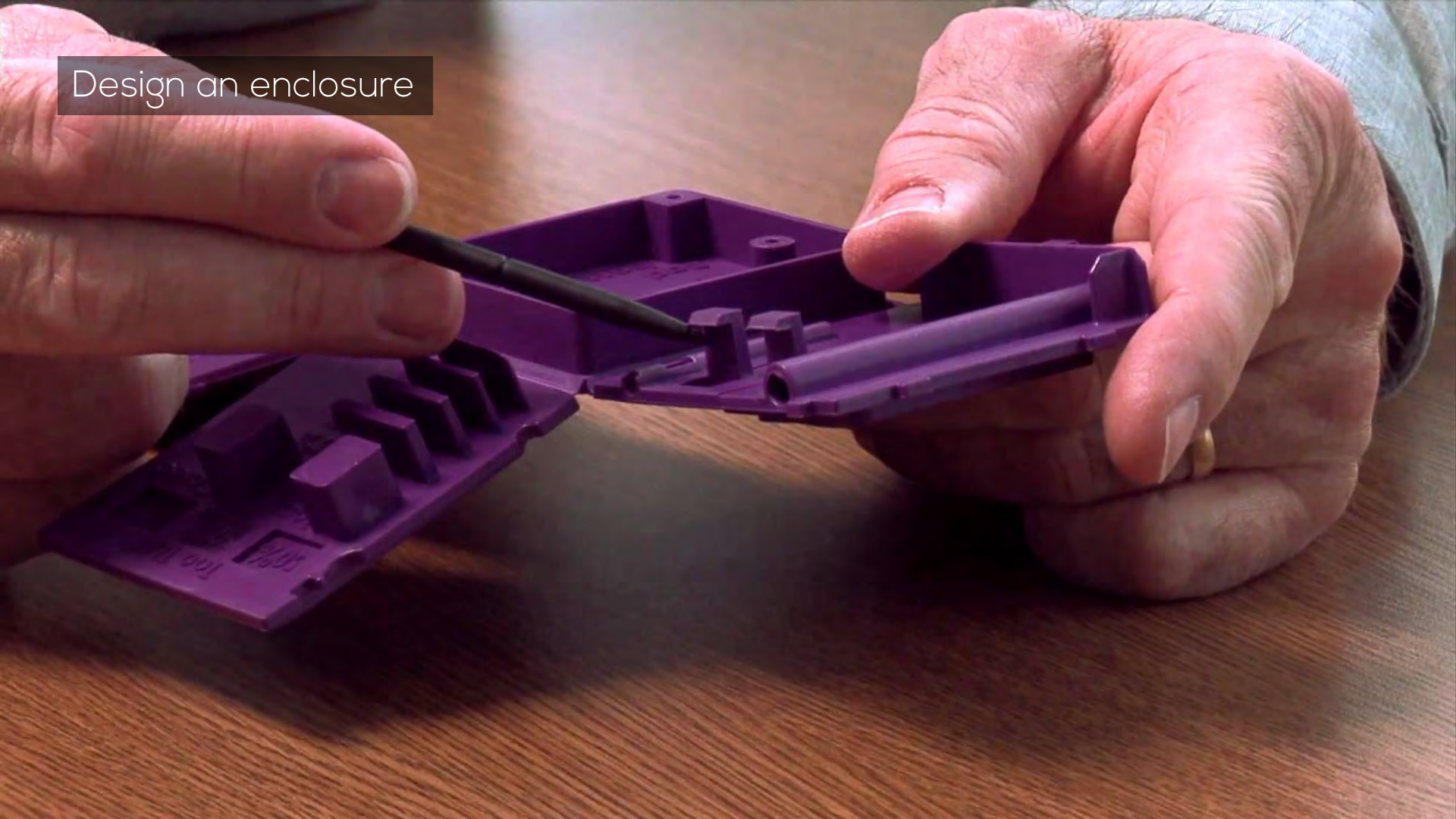


Reduce power consumption 1000x





Design an enclosure






Get Certifications



# Start Manufacturing





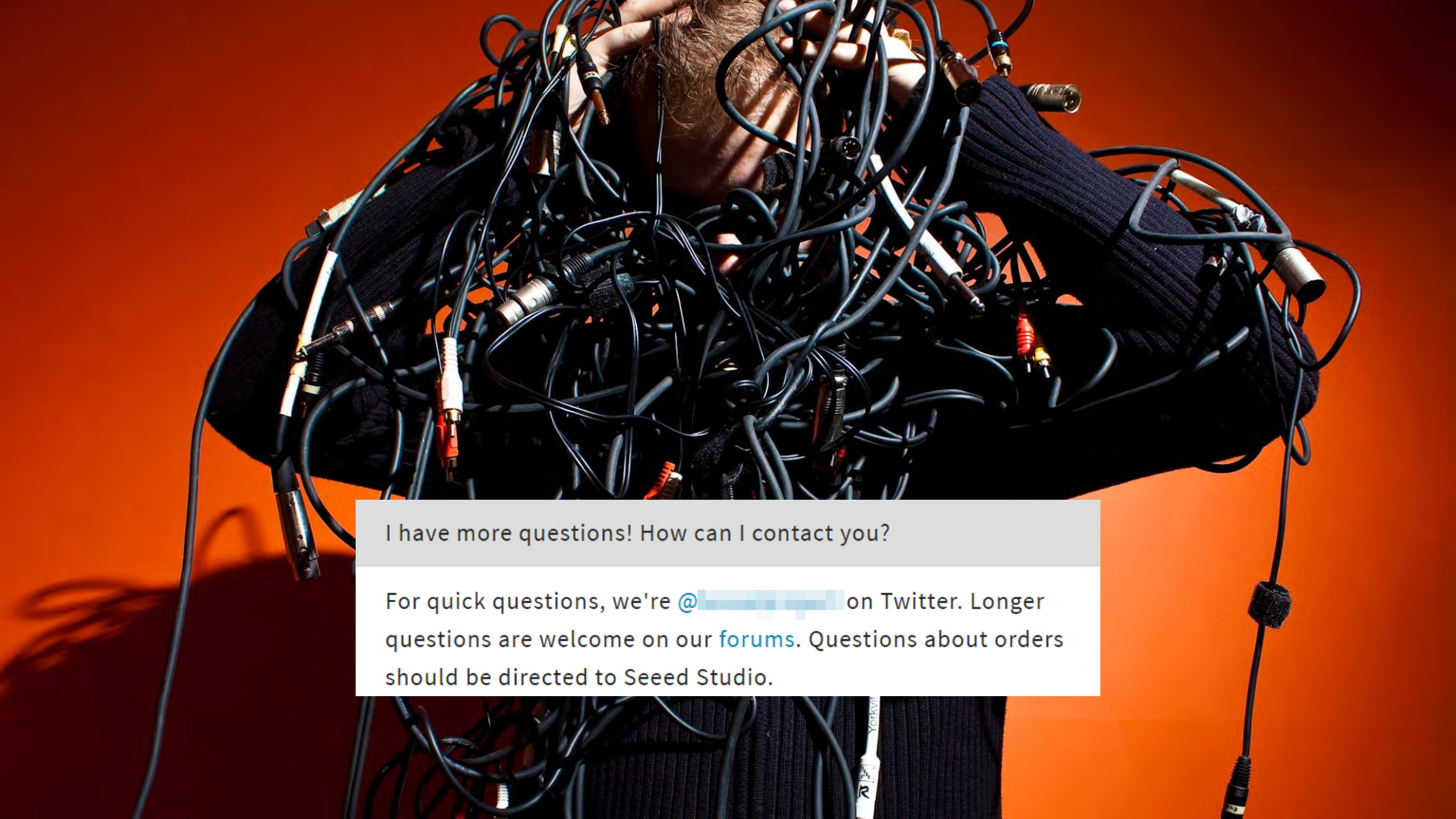


TROUBLE

RN-A







I have more questions! How can I contact you?

For quick questions, we're @ [redacted] on Twitter. Longer questions are welcome on our [forums](#). Questions about orders should be directed to Seed Studio.

"Hardware is hard"



Marc Andreessen  
Co-Founder & General Partner @ Andreessen Horowitz



# Steep Learning Curve





No Quick & Easy Fixes






# Long Design Cycles






The background is an abstract, dark, and grainy image. A bright, vertical line of light runs down the center, with a series of small, glowing particles or sparks trailing behind it, creating a sense of motion or a digital stream. The overall tone is dark and mysterious, with some lighter, yellowish-brown streaks visible on the right side.

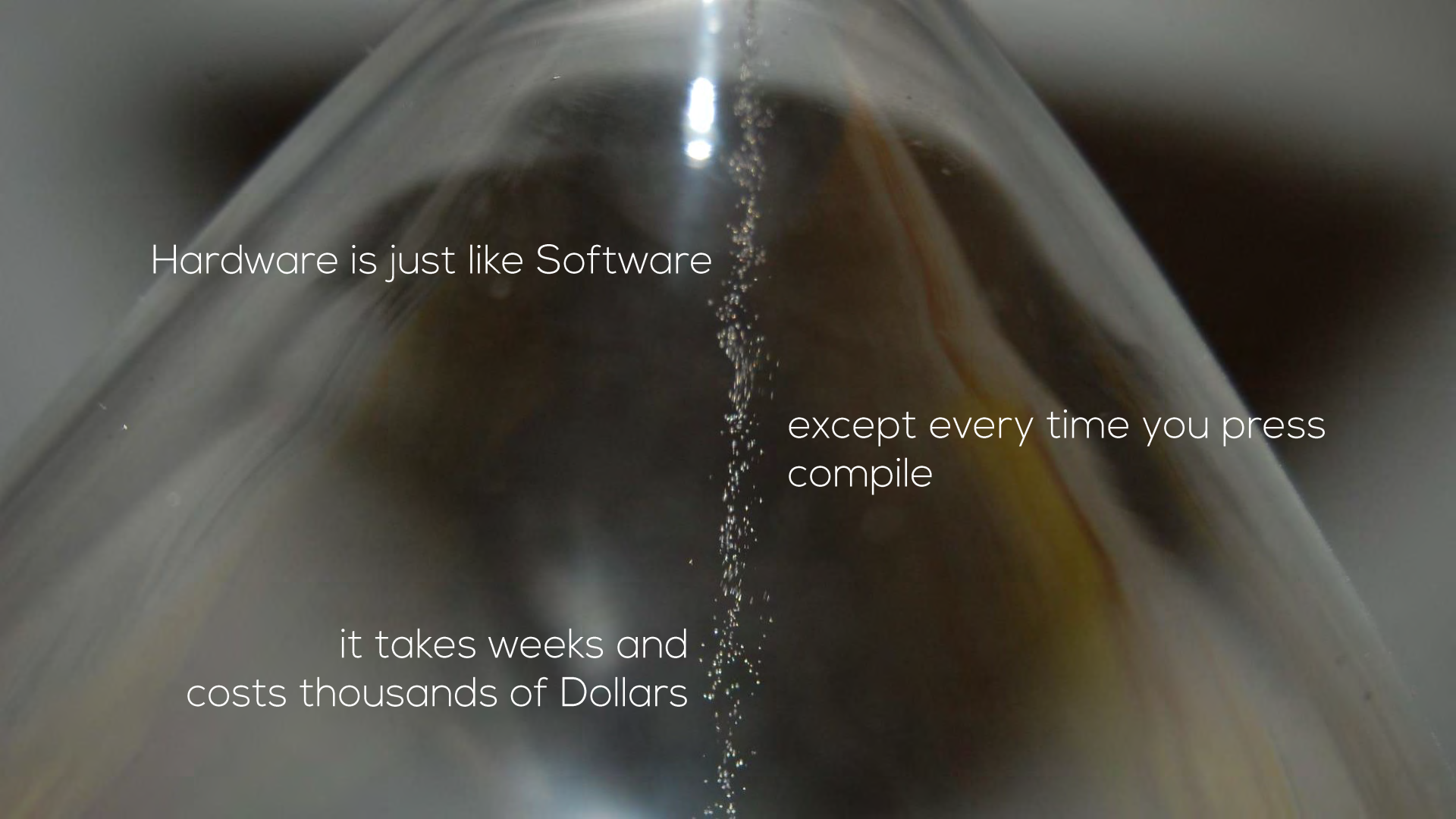
Hardware is just like Software





Hardware is just like Software

except every time you press  
compile



Hardware is just like Software

except every time you press  
compile

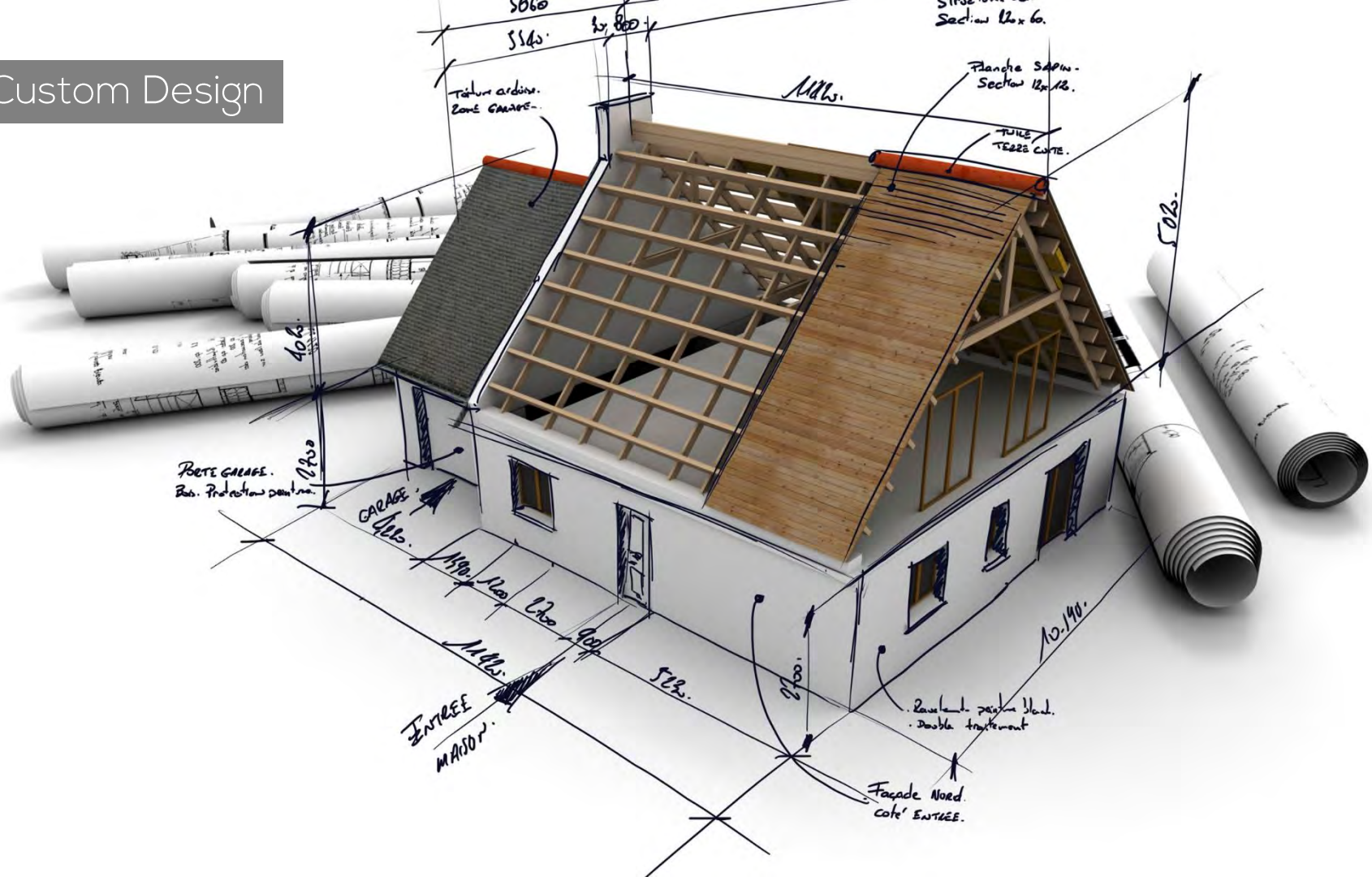
it takes weeks and  
costs thousands of Dollars



**Plan B**

**Plan A**

# Custom Design





Custom Design



## Custom Design

- Specifications

Cost



Time



Risk





## Custom Design

- Specifications
- Engineering
  - Hardware

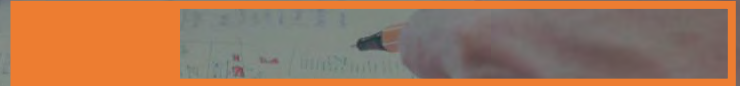
Cost



Time



Risk



## Custom Design

- Specifications
- Engineering
  - Hardware
  - Software

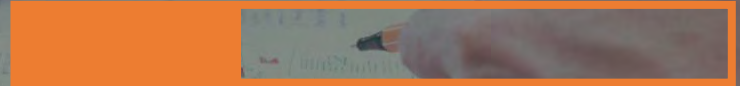
Cost



Time



Risk





## Custom Design

- Specifications
- Engineering
  - Hardware
  - Software
- Prototypes

Cost



Time



Risk



## Custom Design

- Specifications
- Engineering
  - Hardware
  - Software
- Prototypes
- Field Trials

Cost



Time



Risk

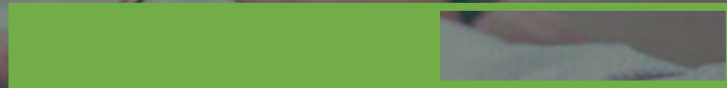




## Custom Design

- Specifications
- Engineering
  - Hardware
  - Software
- Prototypes
- Field Trials
- Manufacturing
  - Startup

Cost



Time



Risk



## Custom Design

- Specifications
- Engineering
  - Hardware
  - Software
- Prototypes
- Field Trials
- Manufacturing
  - Startup
  - Quality Assurance

Cost



Time



Risk





# Gartner Hype Cycle

Expectations

Peak of Inflated Expectations

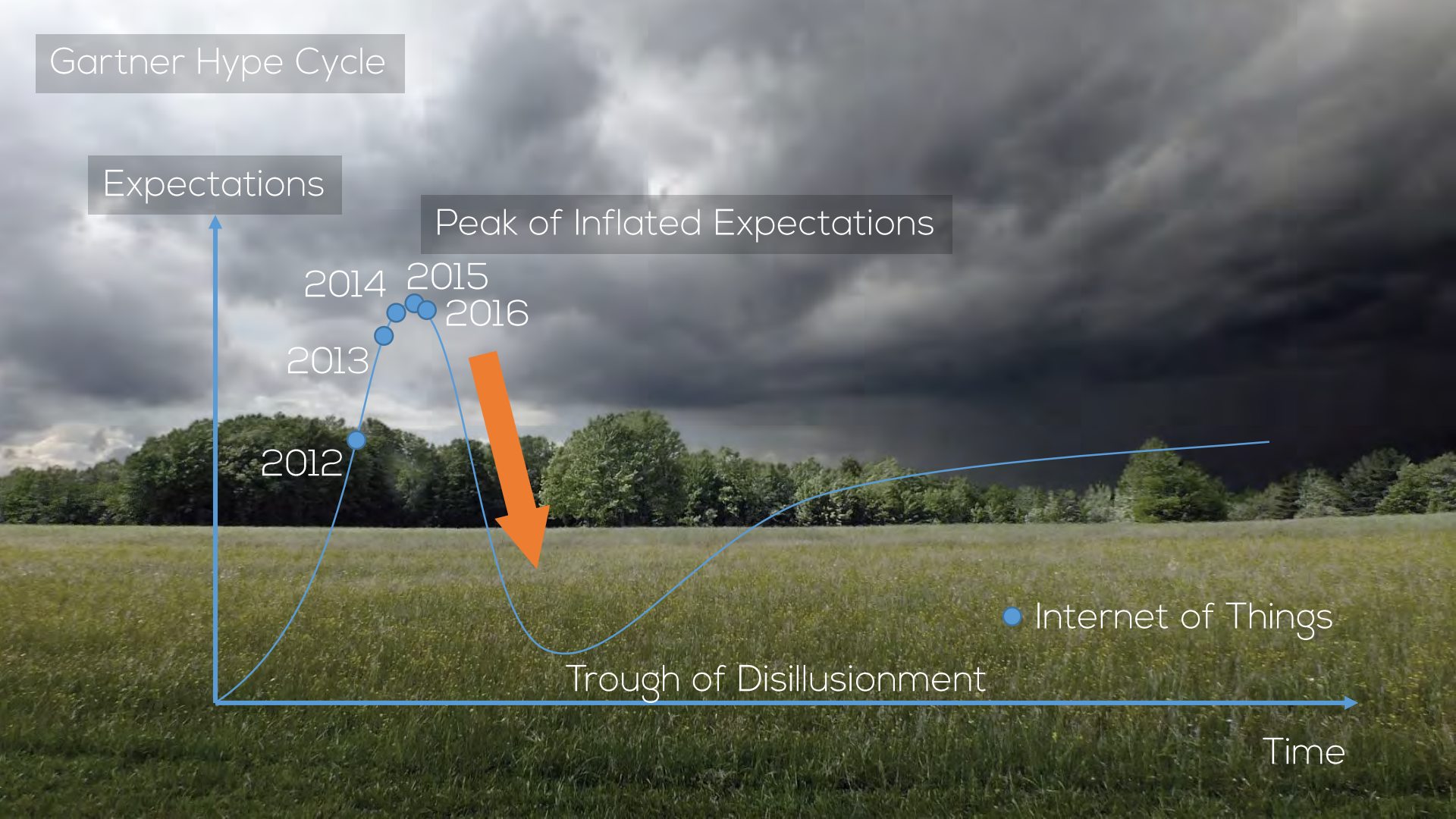
2012  
2013  
2014  
2015  
2016

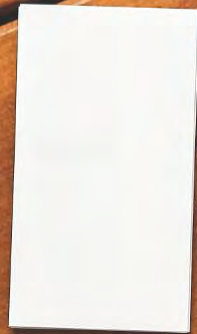


Trough of Disillusionment

• Internet of Things

Time





Cost



Time



Risk



?



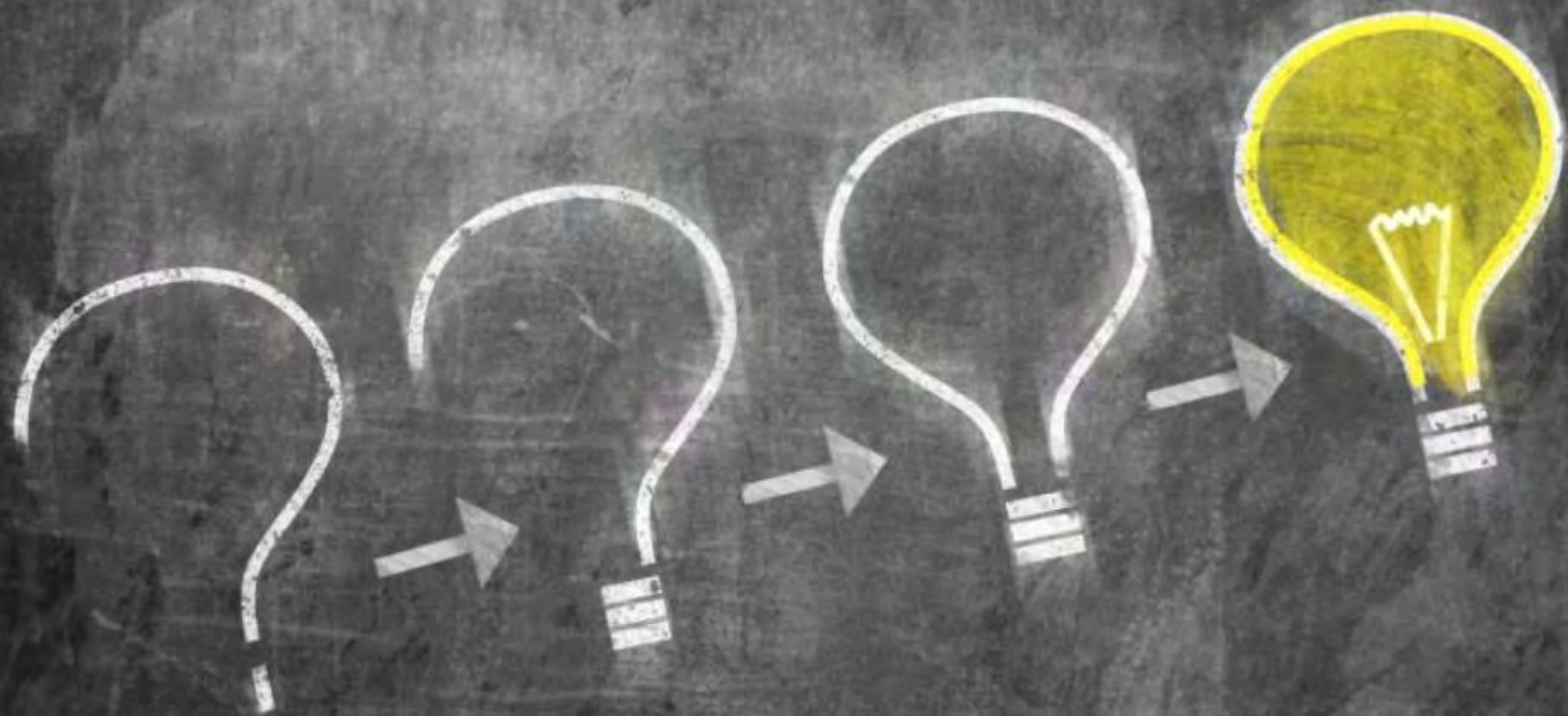
Cost



Time



Risk





# Platform development







**#1**

We don't re-invent  
the wheel













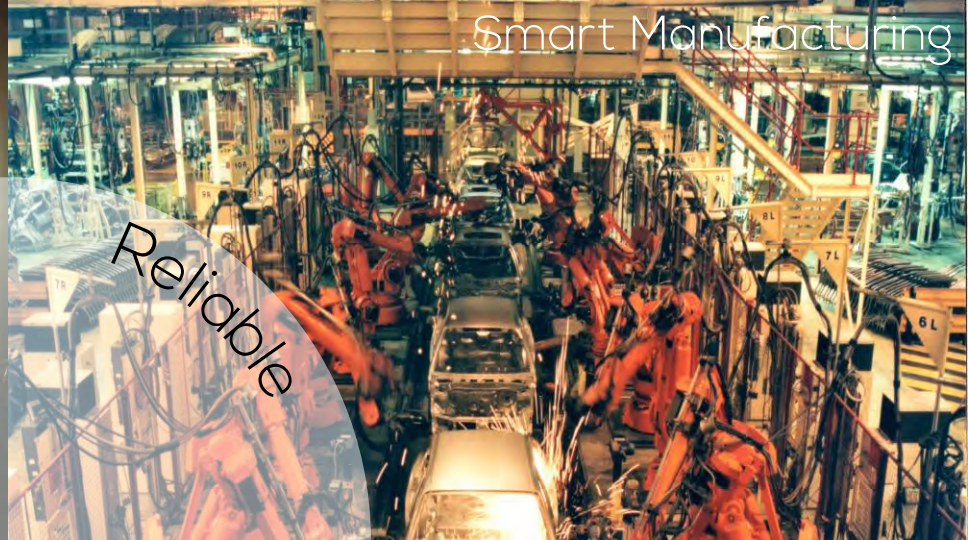


Smart Environment



Low Power

Smart Manufacturing



Reliable



Wireless

Smart Cities



Smart Logistics

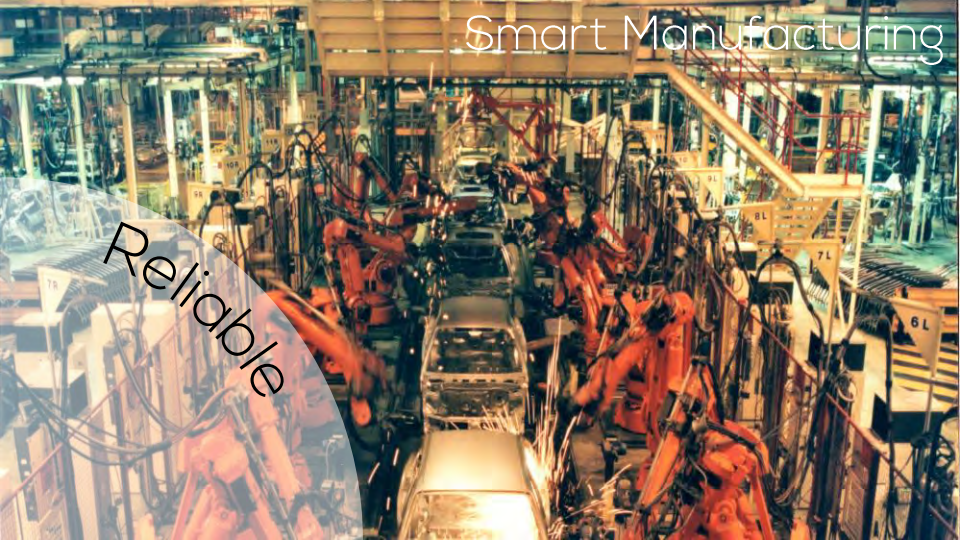


Smart Environment



Low Power

Smart Manufacturing



Reliable



Wireless

Smart Cities



Robust

Smart Logistics

Professional Software

on

Professional Hardware



Proven Software

on

Proven Hardware

Robust Software

on

Robust Hardware



Flexible Software

on

Flexible Hardware

A photograph of a family of three in a sunlit field of yellow wildflowers. A woman in a pink shirt and white pants is on the left, leaning forward and smiling. A man in a white shirt and white pants is on the right, leaning forward and holding the hand of a small child in a white outfit. The child is standing in the middle, looking towards the woman. A large white circle is superimposed over the center of the image, containing the text "#2 We make other project approaches possible".

**#2**

We make other  
project  
approaches  
possible







A wide-angle photograph of a winding asphalt road that curves through a hilly, grassy landscape. The road is dark and has yellow double lines. The hills are covered in dry, golden-brown grass. In the background, there are more hills and a clear sky. The text "Re-think" is overlaid on the upper left part of the image.

Re-think

your Road to Market



A rustic workshop with wooden walls and floors. A large wooden wheel is leaning against the wall on the right. On the left, there is a workbench with various tools and a basket. A window with a grid pattern is visible in the background. A white circular overlay is in the center, containing the text.

**#3**

Our customers  
work with experts

We stick to our trade





Our customers know their business





Our customers know their market





Our customers know their opportunities







Our customers know their opportunities

We know how to build electronics





**//SCREVLE**  
INSIDE





**//SCREVLE**  
INSIDE







**"Screvle believes that the need for custom electronic devices should not be a limiting factor for your business opportunities."**

Screvle Mission Statement

# Gartner Hype Cycle

Expectations

Peak of Inflated Expectations

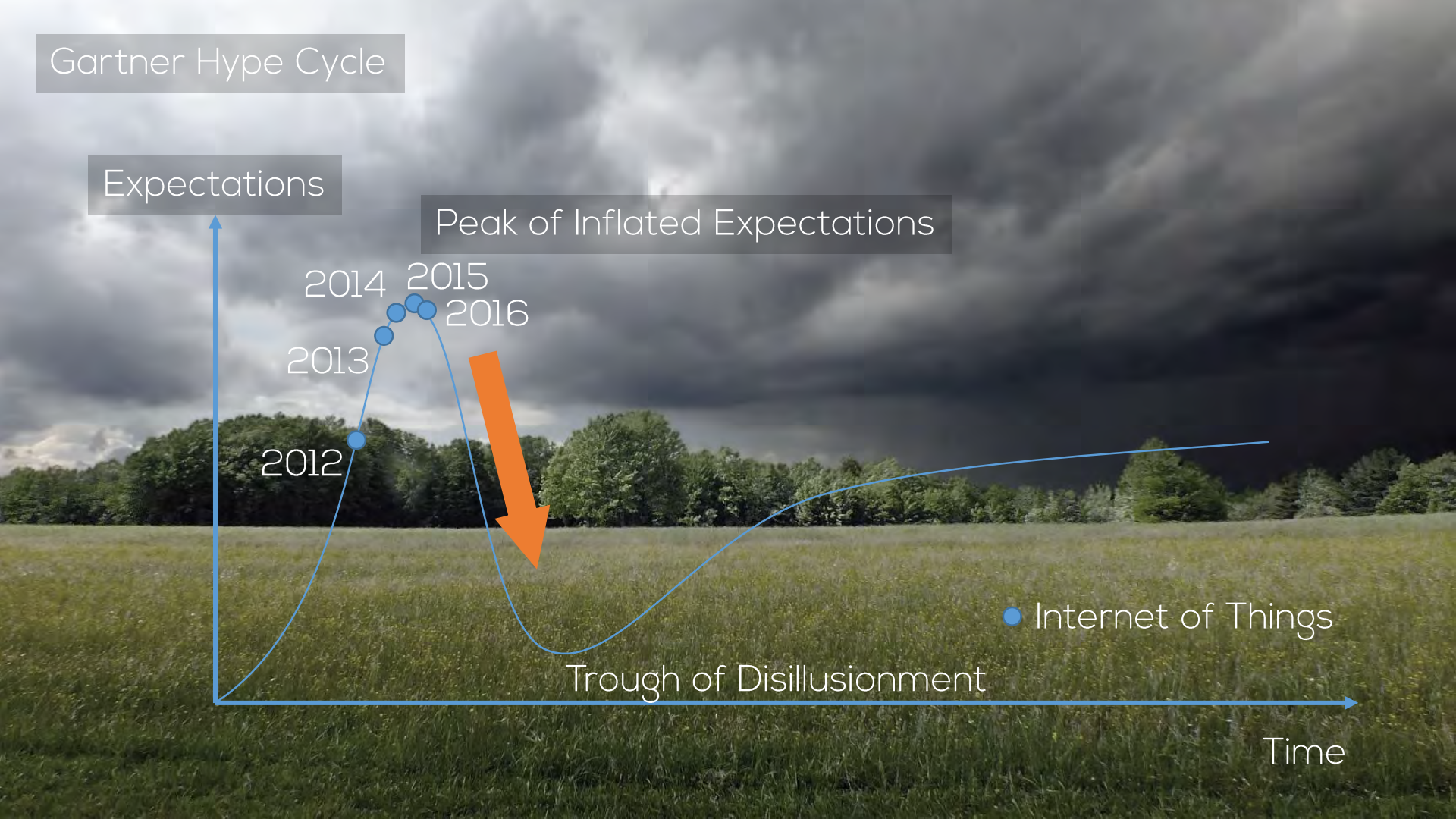
2012  
2013  
2014  
2015  
2016



Trough of Disillusionment

• Internet of Things

Time





# Gartner Hype Cycle

Expectations

Peak of Inflated Expectations

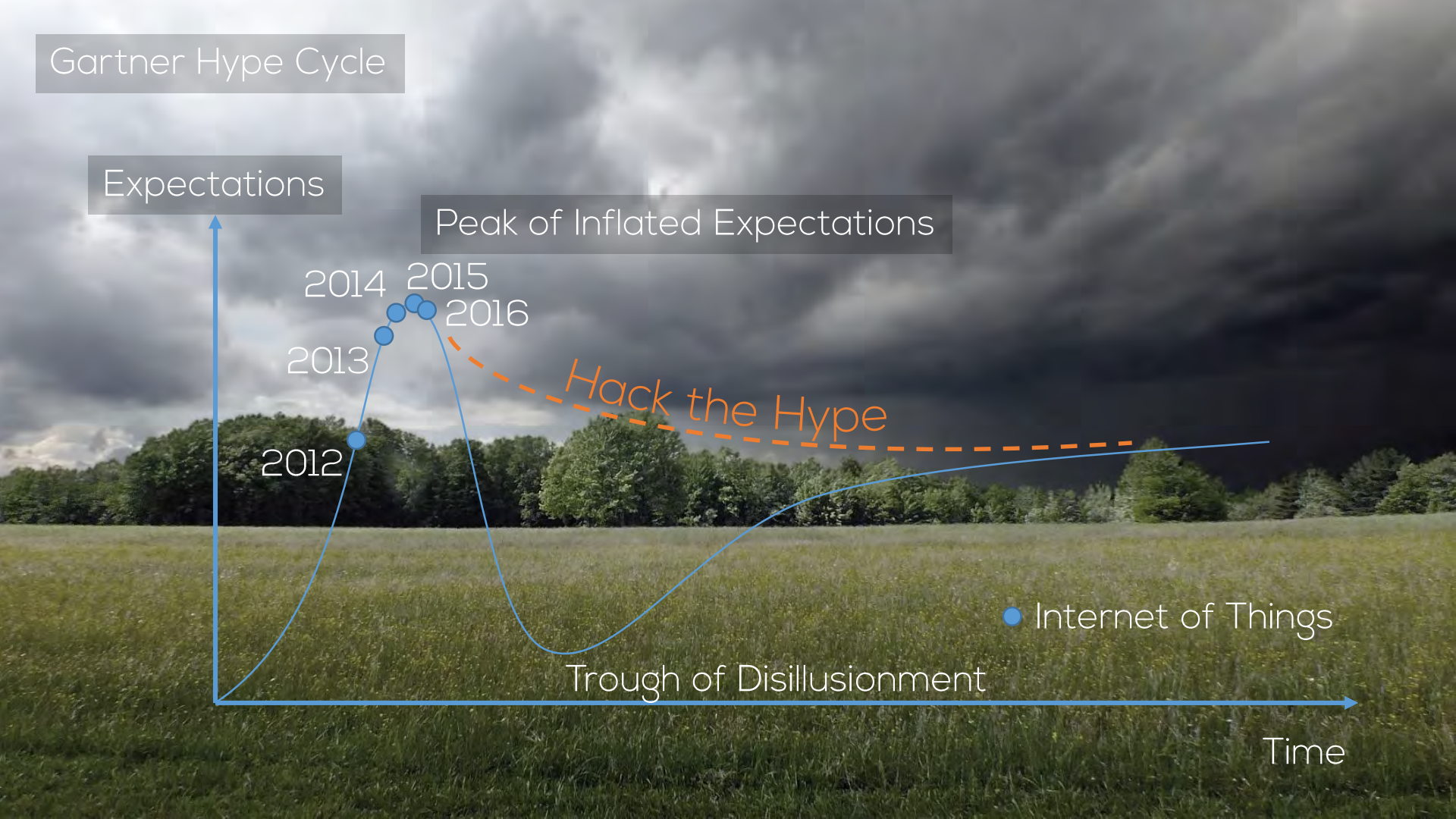
2012  
2013  
2014  
2015  
2016

*Hack the Hype*

• Internet of Things

Trough of Disillusionment

Time





Turn your idea into IoT



Ronald Vanschoren  
Founder

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