BRAVE
Device & App Development Phases

**Market Research**
- JAN- NOW
- INDUSTRIAL DESIGN RESEARCH
  - customer discovery
  - title ix collaboration
  - URBN
  - first round of low fidelity tests
  - preliminary patent drafting
  - **$15K**

**Design Research**
- FEB- MAY
- PHASE 0
  - Overall System Definition
  - Low fidelity tests
  - First round of hardware tests
  - **$50K-$150K**

**Systems Concepts**
- MAY- (EARLY) JULY
- PHASE 1
  - Hardware concept testing
  - Preliminary App UI
  - Software foundations established
  - **$150K-$200K**

**System Design Development**
- (LATE) JULY- SEPT
- PHASE 2
  - Creation of digital prototypes
  - Creation of hardware specs
  - **ESTIMATED FEES:**
    - $150,000 - $250,000
    - **FABRICATION EXPENSES:**
      - $30,000 - $50,000

**Validation & Engineering**
- SEPT- OCT
- PHASE 3
  - Electrical Engineering of internals
  - Integration of EE and ME work
  - Specs and drawings
  - Confirmation of usability and acceptance
  - **ESTIMATED FEES:**
    - $200,000 - $300,000

**Pre-Production Systems**
- NOV- DEC

**Production Documentations**
- JAN- FEB

**Total Summary:** **$995K-$1.65M**

**Phase 4**
- Final tooling CAD
- Assembly of Electronic package
- App prototyping
- CAD and Spec sheets for prototyping
- **ESTIMATED FEES:**
  - $100,000 - $150,000
  - **TOOLING EXPENSES:**
    - $50,000 - $100,000

**Phase 5**
- Packaging and Sales kit specs
- Molding and Assembly reviews
- UI assets for Software Development
- **ESTIMATED FEES:**
  - $100,000 - $150,000
  - **TOOLING EXPENSES:**
    - $150,000 - $300,000

*For budgetary purposes only.*