THE ULTIMATE STARTUP GUIDE TO PRODUCT DEVELOPMENT

Build, scale, and launch with the **3D**EXPERIENCE Startup Offer

DASSAULT SYSTEMES

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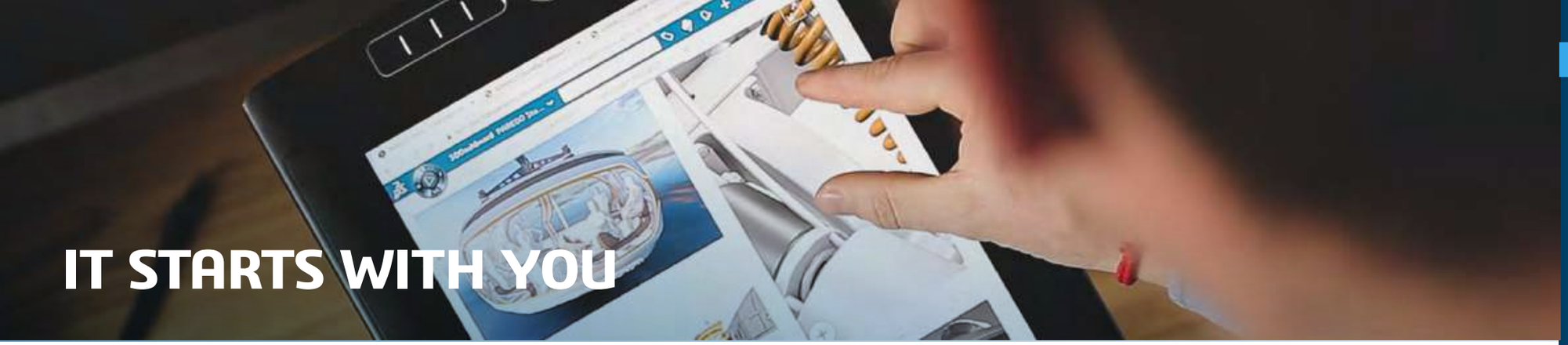

IT STARTS WITH YOU

Every startup begins with an idea. An idea that could disrupt industries and redefine experiences we took for granted.

But there's nothing simple about taking that idea and growing it into a successful business.

Developing a successful product means solving design issues, building a team, prototyping and testing. But there's also so much more: getting investors on board, keeping them excited about your product's potential and finding your first clients. And sometimes there are the bumps in the road that threaten to derail the whole process—unexpected failures, prototypes that don't work the way they should, or friction with teams working in different places on complex design challenges.

What can you do to boost your chances of success?

One decisive advantage is facing these challenges head-on with technologies that speed up and improve your design process—as well as helping you secure funding at every stage. You can vastly reduce your reliance on expensive physical tests to get t o market faster, and create gorgeous, persuasive investor presentations to get the money rolling in from those very first trade shows. And you can adopt the tools to work seamlessly with global talent on sophisticated designs.

Getting to a launch, and beyond, starts with setting yourself up for success.

This is your guide to the solutions you need to do just that.

DASSAULT SYSTÈMES AND STARTUPS

We at Dassault Systèmes have worked with hundreds of startups and new businesses to help them bring their ideas to life. We're known for our industry-leading solutions for every aspect of product development, including CATIA, SOLIDWORKS, SIMULIA, ENOVIA and DELMIA.

We view our relationships with entrepreneurs as a partnership: we're here to support you all the way with best-in-class solutions and decades of expertise creating and nurturing disruption.

Our **3D**EXPERIENCE Startup Offer is a unique portfolio of solutions that we curated to allow startups to develop their products end-to-end with the best tools from the start. On the other side, our startup accelerator, the **3D**EXPERIENCE Lab, works directly with startups to nurture their ideas.

We believe the only progress is human, and startups are pivotal to driving it forward.

> *"Every startup has a chance to change the world, by bringing not just a new product, but an entirely new institution into existence."*
>
> **– Eric Ries,** The Lean Startup

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AGILE PRODUCT DEVELOPMENT

Lean and agile product development is vital for startups who want to deliver truly innovative products and experiences. You need a product innovation process that balances the layers of complexity involved in developing a new transformative experience with your need to minimize risks and maximize resources. To get it to market successfully, on time, the first time.

Without a unified system to seamlessly move a concept from design to engineering and beyond, unnecessary friction is introduced at each stage of the development lifecycle. Sometimes all it takes is a small bit of resistance — an omission of input, a versioning error, or a manual hurdle — to stop even the best idea in its tracks.

> *"If no-one ever broke the rules, then we'd never advance."*
>
> **– Simon Sinek**

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THE PLATFORM APPROACH

The new industry gold standard is a platform approach that lets you build and customize your product development ecosystem. The **3D**EXPERIENCE platform on the cloud lets you easily connect your team, your clients, and any external collaborators like suppliers, marketing or design agencies.

A key benefit of the platform approach is the ability to integrate design, engineering, PLM and data management in a single ecosystem. Digital continuity saves time and eliminates costly mistakes. Team members can work on the same CAD model in parallel or one after another, no hand-offs required. Keep your data up-to-the-minute and ensure usability across applications without file conversions or versioning errors.

SIMULATION-DRIVEN DESIGN WITH MODSIM

Integrated modeling and simulation (ModSim) is a critical competitive of the **3D**EXPERIENCE platform on the cloud approach. ModSim allows engineers to fully experience the product and its behavior in the early design phases, relying on technologies that can accurately predict, compare and simulate multiple product behaviors.

Instead of relying on extensive physical prototyping and testing, designs can be optimized virtually, before the first prototype. Cross-disciplinary teams can work together more efficiently to contribute their expertise to each aspect of the design. Conditions of operation, manufacturing materials and processes are taken into account from the beginning.

It's a paradigm shift in design optimization, allowing startups to shave months to years off their time-to-market.

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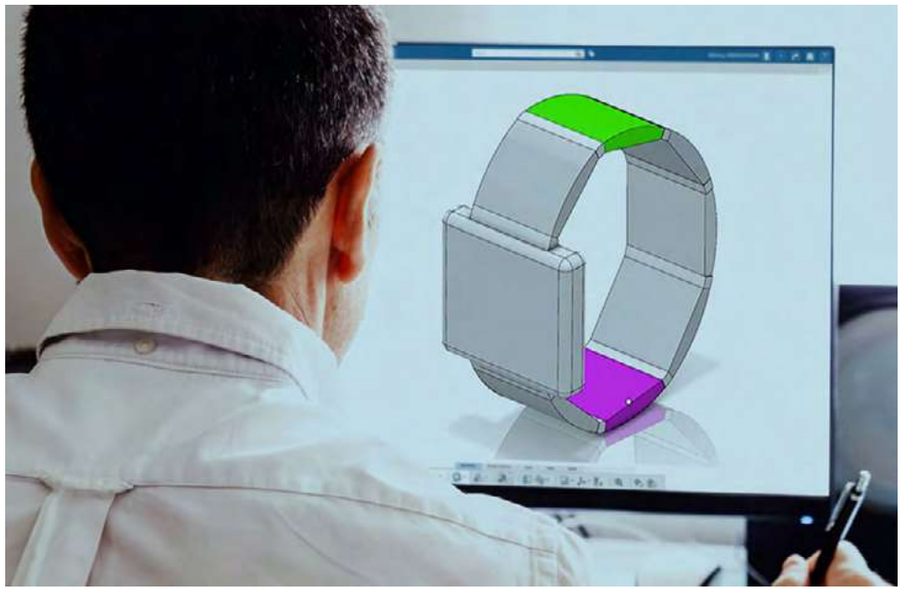
READY TO GROW

You already know scalability is key—creating processes and structures that can grow with you. Doing more means hiring more people, building new servers, buying new software licenses. All steps that can cause bumps in the road at critical stages of growth.

How do you build scalability when it comes to your team, your IT and your workflow?

We built the **3D**EXPERIENCE startup offer with the goal of offering agility and scalability across domains. Here's what the **3D**EXPERIENCE platform on the cloud approach means for agile product development.



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GET STARTED FAST
Add new apps and capabilities on the go

- Deploy within hours. Set up and start using the **3D**EXPERIENCE platform with minimal configuration.
- Quickly add new apps, configure, and train as you go. Easily add capabilities like simulation and rendering to keep pace with your business development.

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STAY LEAN
Stay in control of your budget

- Cut down on early hardware expenses. Shift resources to cloud computing clusters and add more when you need them.
- Hire only the people you can't do without. Shift a big part of the burden of server maintenance, upgrades, platform operation and cybersecurity off your shoulders.
- Choose a subscription model to keep overheads low and pay only for what you need.

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GET STARTED WITH 3DEXPERIENCE

SCALE YOUR PROCESSES
Get stronger as you grow

- Set up scalable processes to stay on top of each phase of business development. Build in project management, schedules, and end-to-end visibility.
- Add seats and licenses quickly for new team members.
- Start small, think big. Adopt a solution that grows with your business, with scalable industry-leading tools and applications for every aspect of product development.

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SOURCE GLOBAL TALENT
Work with anyone, anywhere

- Hire the best people for the job. Remove barriers to collaboration.
- Keep designers, engineers, marketing, sales, and management on the same page. Keep all project data and models up to date with a single source of truth.
- Take presentations and CAD models with you. Show clients and investors up-to-date content on a tablet or mobile device.
- Add freelancers and external suppliers to your team with global cloud access. Stay in control of access rights so you can securely share content with internal and external collaborators.

These days we're not all working in the same office. Your design team might be in California, your engineering team in Korea and your web design team in Finland.

The new normal is the flexibility to work from anywhere without skipping a beat. You can't afford downtime if you're working remotely, and you can access mission-critical data securely in an investor meeting or on the factory floor.

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SCALABLE GROWTH WITH SAAS AND PAAS

Start small

Set up with minimal hardware and software costs

Move forward

Switch capabilities on and off for each product development phase

Hire talent

Easily add seats when you add new team members

Think global

Source the best talent and work with anyone, anywhere

Keep growing

Add servers without needing to build or maintain them yourself

Power up

Easily purchase new applications and cloud credits

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GETTING TO MVP

The Minimum Viable Product—or first mock-up—is an essential step in lean product development, but the initial design and engineering steps can take months or sometimes years.

What startups are doing with **3D**EXPERIENCE platform on the cloud is speeding up these early development phases to provide early proof-of-concept. Steps that typically take months can be accomplished in weeks. You can test concepts earlier on and get early feedback with capabilities like integrated design and simulation. It also allows you to show investors something persuasive with credible, compelling simulations and visual mock-ups with more advanced styling and engineering.

For startups in the automotive industry, for instance, the **3D**EXPERIENCE platform on the cloud makes it possible create a computer-aided engineering (CAE) model without CAD data. It's possible to get a full vehicle model up and running within 2 weeks, then sync the CAE with the CAD to refine it further. This can save a lot of time compared to the traditional model of the CAD leading the CAE.

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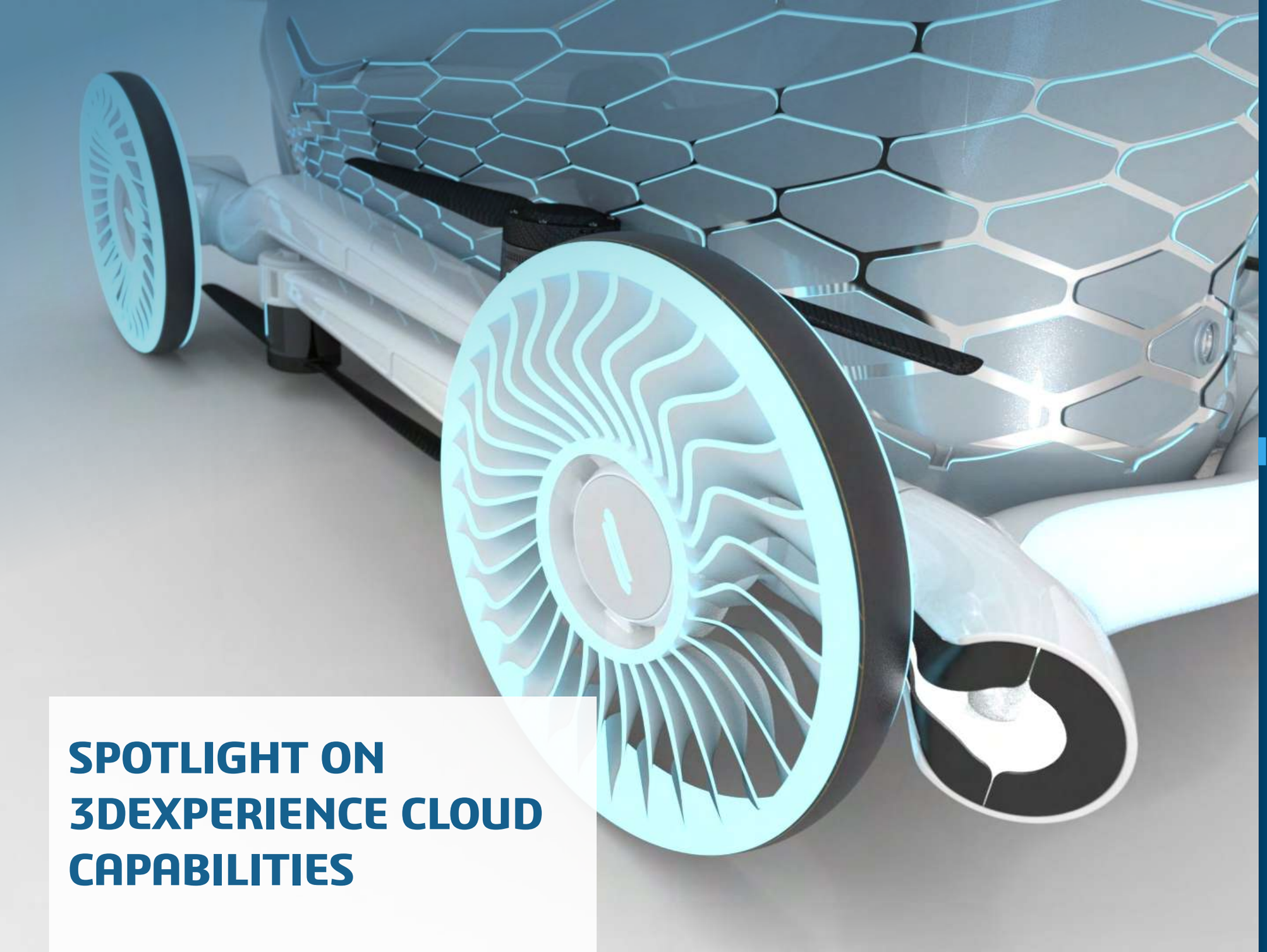

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TACKLE ANY DESIGN CHALLENGE

CATIA is the industry-standard design and styling solution trusted by industry giants like Boeing and Jaguar Land Rover. It's known for tackling any design challenge with grace and confidence—Tesla Motors developed their innovative products on Dassault Systèmes software from their inception[1]. Now CATIA is giving a new generation of disruptors what they need to efficiently engineer products from the ground up.

In the **3D**EXPERIENCE Startup Offer, the remarkable design capabilities of CATIA are available on the cloud. Work on the same models alongside other team members anywhere in the world. Take your designs with you on a tablet or mobile device. Design on the go and easily share models with investors and clients.

With **3D**EXPERIENCE CATIA you are sure to get the best geometry accuracy for part and tooling surfaces. It also guarantees the highest level of performance even if you work on very heavy models with thousands of features or parts.

3DEXPERIENCE CATIA's simple and very lean knowledgeware language lets you automate repetitive tasks. Capture and reuse your best practices to make your work faster and easier. You can also create templates to store your intelligence and expertise within specific 3D models that can be reused in different contexts.

Connect your whole team in **3D**EXPERIENCE platform on the cloud to speed through design phases and work collaboratively at every step of the way.

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TACKLE ANY DESIGN CHALLENGE

Feature Highlights

- Advanced styling and shape designing
- Design Guidance and automated design exploration
- Intuitive sketching and modeling on mobile devices
- Generative design for lightweighting
- Class A surface modeling
- Model-Based Systems Engineering
- Seamless collaboration across engineering domains
- High performance for any size assembly

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GET TO MARKET FASTER

Simulation IS design. When you work with fully integrated modeling and simulation from the beginning of the design and validation process, the result is greater product insight and reduced uncertainty about the performance of the final product.

This is because you can quickly explore more design alternatives and produce accurate simulations of the product's behavior to guarantee that manufacturing constraints are respected and the design is optimized to meet requirements.

The simulation capabilities in the **3D**EXPERIENCE Startup Offer are fully integrated with design capabilities to help startups develop better products and dramatically reduce their reliance on expensive and time-consuming physical testing. Instead of building physical prototypes, startups are performing simulations and automating design exploration for a much faster process that can handle even complex physics couplings.

Connect multi-physics, multi-scale simulation to your 3D model data to run scenarios and optimize designs quickly and accurately, and set up high-fidelity simulation and analysis even with little to no simulation expertise thanks to built-in User Guidance.

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Feature Highlights

- Multi-physics, multi-scale simulation and analysis
- User Guidance and fast simulation setup
- Broad physics coverage for mainstream CFD applications
- Instantly update CAD with analysis results
- Boost computing capabilities with HPC & cloud computing clusters
- Works with cost-effective cloud computing credits
- Validated for mechatronics and other systems engineering

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GET INVESTORS AND CUSTOMERS ON YOUR SIDE

3DEXPERIENCE solutions include a suite of rendering applications that are fully integrated with your CAD. These are a simple way to create stunning visuals for events and investor presentations, including detailed digital mock-ups and photorealistic product views.

Feature Highlights

- Photorealistic mock-ups
- Interactive storytelling
- Interactive 360° views
- Explosions to display product layers
- Detailed technical illustrations
- Persuasive product staging

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THANK YOU FOR READING!

We appreciate your time and dedication to exploring the insights shared in this ebook. If you're eager to delve into real-world success stories from our customers who have embraced innovative strategies and technologies, we invite you to visit our **Customer Success Stories page**. There, you'll find inspiring accounts of businesses that have harnessed the power of scalable solutions to achieve remarkable growth and success. Feel free to explore these stories for valuable lessons and practical applications.

Wishing you the very best on your journey to scalable and sustainable success!

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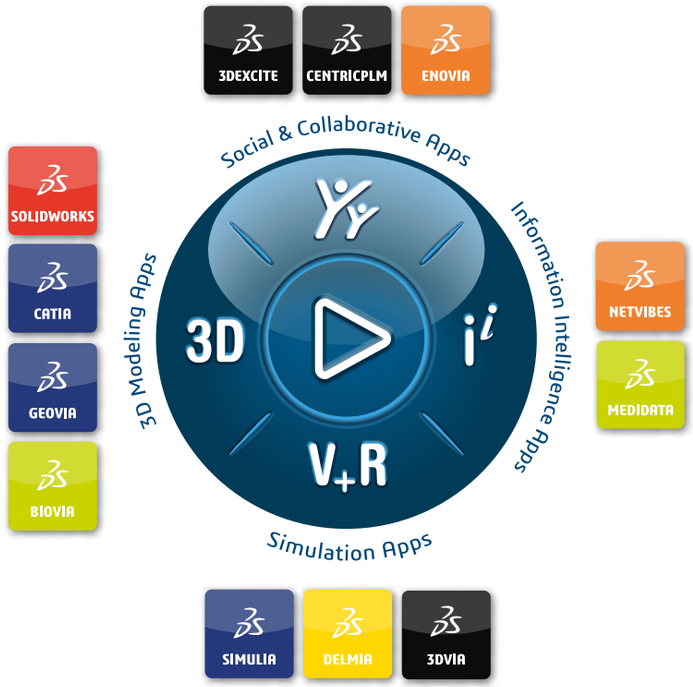
Design, develop and deploy faster with the **3D**EXPERIENCE platform on the cloud. Get started on our SaaS solutions with minimal hardware investment and set-up time and get the best tools for startup success.

Got questions? We're here to help. Get in touch with our experts or learn more today.



Our 3DEXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE** Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our **3DEXPERIENCE** platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit **www.3ds.com**.

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