

Consumer Electronics Product Development & Manufacturing Coordination

KOAR · Consumer Electronics Startup · Co-Founder & Business Partner

ROLE: CO-FOUNDER & BUSINESS PARTNER · MANUFACTURING OPERATIONS

THE CHALLENGE

KOAR set out to develop and launch the BeBox—a portable Bluetooth speaker that also functioned as a power bank and speakerphone. Integrating these capabilities into a compact, silicone-wrapped device represented a genuinely differentiated product offering. Realizing it required something more difficult than the design itself: coordinating product development, overseas manufacturing, packaging, and production across languages, cultures, and time zones.

The core challenge was not simply managing a vendor relationship. It was maintaining design intent through a long chain of communication where assumptions, terminology, and expectations rarely aligned on the first exchange—and where a misunderstood specification could mean an unusable production run.

THE APPROACH

Working with a China-based sourcing agent who served as the primary liaison with the manufacturer, each stage of development was coordinated from concept through commercialization. Product specifications and design requirements were communicated precisely, packaging requirements defined and developed, and prototypes and production samples reviewed with attention to both quality and compliance with the original design intent.

Success depended on disciplined documentation, proactive follow-up, and an ongoing translation of technical and cultural context—not just language—so that what was built matched what was intended. Manufacturing questions were clarified, revisions managed, and production timelines coordinated through to launch readiness and post-production logistics.

KEY CONTRIBUTIONS

- Coordinated communication between the company and China-based sourcing agent and manufacturer
- Reviewed and refined product design specifications through each development iteration
- Defined packaging requirements and coordinated packaging development and production
- Reviewed prototypes and production samples, managing revisions and design clarifications
- Coordinated production timelines and launch readiness across overseas manufacturing partners
- Supported logistics and post-production activities through to commercial launch
- Maintained design intent throughout a complex cross-cultural communication chain

OUTCOMES

The BeBox was successfully manufactured and brought to market. Following a successful crowdfunding campaign, all backer commitments were fulfilled. The product continued selling through Amazon, the company website, and additional online retail channels—demonstrating the company's ability to design, manufacture, and launch an innovative consumer electronics product across a complex international supply chain.

IMPACT AT A GLANCE	
✓	PRODUCT DESIGNED & MANUFACTURED
✓	ALL BACKERS FULFILLED
✓	MULTI-CHANNEL COMMERCIAL LAUNCH

CORE SKILLS

Overseas Manufacturing
Supplier Coordination
Product Specification
Cross-Cultural Communication
Prototype Review
Packaging Development
Production Planning

From Design Intent to Manufactured Product: The Coordination Challenge

BEFORE → AFTER

BEFORE	AFTER
Product concept with no manufacturing relationship or production path	Product successfully manufactured through overseas supply chain
Design intent held internally with no process for communicating it to overseas partners	Design specifications clearly documented and communicated across cultural and language differences
No packaging requirements defined or supplier relationships in place	Packaging developed, produced, and coordinated with manufacturing timeline
No prototype or sample review process established	Prototypes reviewed and revisions managed through to approved production sample
No production timeline or launch coordination structure in place	Product launched commercially through multiple retail channels

DEVELOPMENT PROCESS

- 1

Specification & Communication
Define product requirements; establish communication protocols with sourcing agent and manufacturer
- ↓
- 2

Packaging Coordination
Define packaging requirements; coordinate packaging design and production with manufacturing timeline
- ↓
- 3

Prototype Review & Revision
Review prototypes and production samples; clarify manufacturing questions; manage design revisions
- ↓
- 4

Production & Launch Readiness
Coordinate production timelines, logistics, and post-production activities through launch readiness
- ↓
- 5

Commercial Launch
Prepare product for commercial launch; fulfill backer commitments; establish multi-channel distribution

VALUE DELIVERED

- Design Intent Preserved Through a Complex Chain**
Coordinating product development through an overseas sourcing agent and manufacturer required more than managing a vendor relationship. It required translating design intent clearly enough that each iteration—across languages, time zones, and cultural assumptions—moved closer to the product that was originally envisioned, not further away.
- Communication as Operational Discipline**
Success depended on recognizing that intelligent people can communicate clearly and still build the wrong thing when they are operating from different assumptions. Proactive documentation, structured follow-up, and explicit clarification of technical and cultural context were not overhead—they were the mechanism that made production possible.
- End-to-End Manufacturing Coordination**
The scope extended from initial specification through prototype review, packaging development, production planning, logistics, and post-production support—demonstrating the ability to manage a full product development lifecycle across an international supply chain without an in-country presence.
- Commercially Viable Product at Launch**
The BeBox reached commercial launch as a marketable product that matched design intent, fulfilled backer commitments, and established sustainable distribution across Amazon, the company website, and additional online retail channels—confirming that the coordination process produced results that held up in the market.

"Intelligent people can communicate perfectly and still build the wrong thing—because they are operating from different assumptions. The discipline of overseas manufacturing coordination is not fluency in the language. It is fluency in the assumptions: understanding what your counterpart hears when you say what you mean, and designing every communication to close the gap between those two things before production begins."

STRUCTURAL CLARITY™

Helping organizations improve execution through better systems, governance, documentation, AI-enabled workflows, and operational design.

"The gap between vision and results is rarely effort. More often, it is the absence of a structure capable of turning strategy into execution."

AREAS OF PRACTICE

Program & Project Management Designing the structures, reporting, and governance that allow complex programs to execute with clarity.	AI-Enabled Operations Building practical AI workflows, prompt libraries, and documentation systems that teams can actually use.
Process Improvement & SOP Development Standardizing how work gets done so execution quality doesn't depend on who's doing it.	Executive Reporting & Decision Support Creating the visibility infrastructure that helps leadership make faster, better-informed decisions.
Grants Management & Program Delivery Designing and sustaining grant-funded programs with the compliance, documentation, and operational rigor they require.	Organizational Diagnostics Identifying the structural patterns—not surface symptoms—that slow execution and limit organizational performance.

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Program Management · Process Improvement · AI-Enabled Operations · Organizational Diagnostics