



## Success Story: Product Realization Roadmap

Medrith Nolan is the founder of Art of Flame and creator of Luméjere, a toxic-free fire source. Like many of us, Medrith enjoyed the warming glow and aroma provided by finely scented candles. However, once she became aware of the harmful effects attributed to traditional candles and synthetic fragrances, she set out to create a healthier alternative. Medrith conducted extensive research over a two year period to develop and patent her product, and she introduced Luméjere at the Stanford Cool Product Expo in Palo Alto. Now that she had a product and customer interest, she was faced with her next challenge...how would she go-to-market?

**Upon developing a healthier, patent protected, glowing flame product, Medrith needed help to bring it to market.**

Although the inception and creation of the product was targeted towards health spas, it was actually the special events industry that became the initial market. Luméjere was in high demand and Medrith needed help to scale her business. Medrith now had the opportunity to make Luméjere available to a large number of customers.



### Focus Areas

Intellectual Property (IP) Protection	Go-To-Market Strategy
Business Incorporation	Vendor Selection
Financial Set-up and Cash Flow Management	Supply Chain Management
Cost of Good Sold (COGS)	Product Safety and Regulatory
Bill of Materials (BOM) for Prototype and Volume	Order Processing and Logistics

Art of Flame is committed to socially, ethically, and environmentally responsible business practices. We believe our products are an extension of who we are, and those healthy, toxic-free products that are truthfully labeled make for healthier people and a healthier planet. Please join us in our endeavor to live a healthier and greener life.

**For more information, visit <http://www.artofflame.com>.**



## Success Story: Product Realization Roadmap (continued)

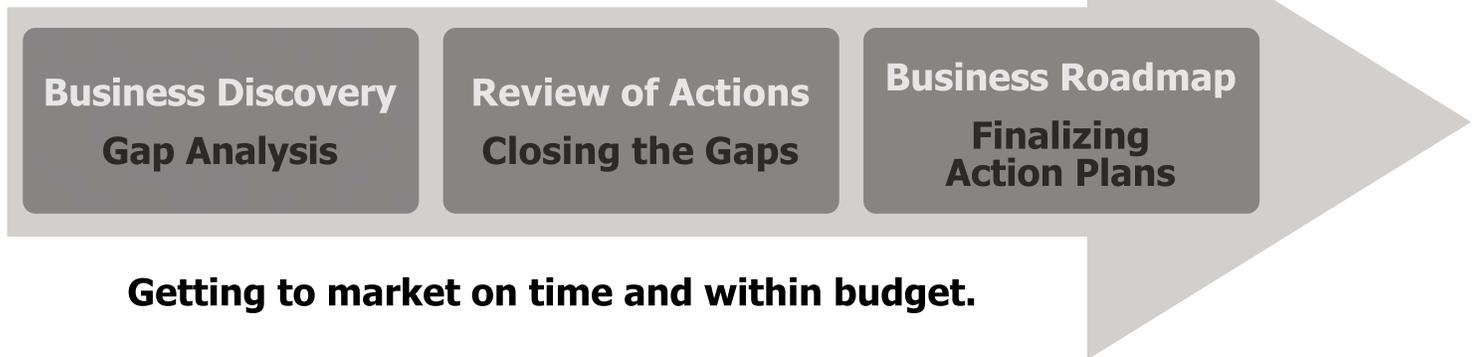
Medrith's search brought her to the Product Realization Group, which had developed a Product Realization Roadmap tailored for start-up companies. The roadmap consisted of three phases (1) business discovery and gap analysis, (2) development of actions to close the gaps, and (3) a final set of recommendations for going-to-market.

Medrith worked with two PRG senior consultants to help develop Art of Flame's business plan. These consultants, along with PRG's extensive network, provided the range of expertise that Medrith needed to take Luméjere from concept to market.

“ The Product Realization Group crystallized my go-to-market strategy. PRG delivered a roadmap for growing Art of Flame's business in-line with my personal goals.

Medrith Nolan  
Founder & Owner  
Art of Flame ”

### The PRG Entrepreneur Kit Framework:



PRG's Product Realization Roadmap delivered and product sales have exceeded her original projections. Luméjere's popularity continues to grow with each conference, product demonstration, and customer referral.

Product Realization Group is a consortium of Silicon Valley companies that can take your product from idea to scale. One source for prototype design and build, cost-reducing insights, and scalable manufacturing. Go to market faster, for less money than do-it-yourself. Our 500 clients include medical device, consumer electronic, and high-technology start ups, SMBs, and large companies such as GoPro, EMC, and Intuitive Surgical.

For more information, visit <http://www.productrealizationgroup.com>.