

Avnet's Merriman: Supply Chain is Missing Link for Many Startups

Terms:

Open source hardware and software, makerspaces and crowdfunding have "democratized" the process of technology development, making it possible for individuals of all ages, backgrounds and economic means to flex their innovation muscles. But, time and again, these budding entrepreneurs find that realizing the potential of bringing "the next great thing" to market takes more than just a creative idea. The missing piece in these efforts, according to Avnet's Emerging Opportunities Specialist Bob Merriman, is an adequate operational skillset, i.e. the knowhow for scaling a project into production or the capacity to manage the whole fund, make, produce, distribute, market and service lifecycle.

Merriman discussed these challenges, and Avnet's growing ecosystem of design and supply chain products and services including [Dragon Innovation](#) [1], [Hackster](#) [2] and [Hardware Studio](#) [3], in a recent [Electronics Sourcing article](#) [4]. "In talking to startups, if we ask them 'what are your lead times,' they may look at us like they don't understand the question," said Merriman. "The idea that it could take 6, 12, or 20 weeks to get certain components is a very new concept to a lot of startups. They need help navigating the process."

Click [here](#) [4] to read more of Merriman's insights on how Avnet is helping makers and startups work through the challenges of bringing innovative new products and services to market.

Explore Avnet's range of startup resources at <https://www.avnet.com/wps/portal/us/resources/startup-resources> [5]. Give and get expert advice through Avnet's many technical communities, including [element14](#) [6], [Hackster](#) [2], [MakerSource](#) [7] and [ZedBoard](#) [8]. Get inspired by the success stories of Avnet customers at <https://www.avnet.com/wps/portal/us/company/about-avnet/success-stories> [9].

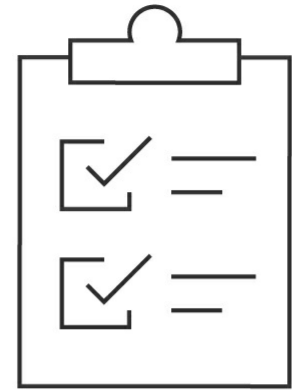
Multimedia

Preview Image:



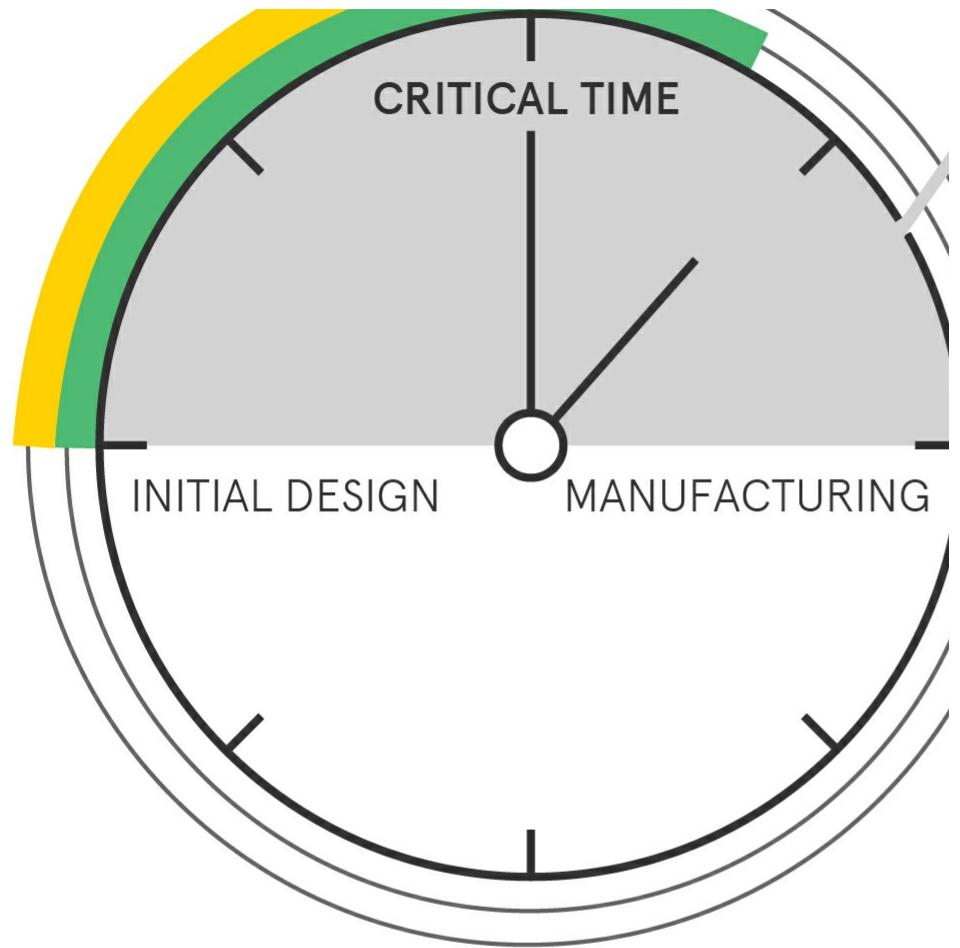
SURVEY OF MAKE

Insights into the challenges designers developing new technology product bringing them to market.



RESULTS

The period of time following initial design and prototyping and manufacturing is the most significant stage of product development, according to the makers surveyed.



33% NOTE THAT **PROTOTYPE** & **EARLY STAGE DEVELOPMENT** ARE MOST CRITICAL

Source: Avnet survey of 400 entrepreneurs in the

Language:
English

Show recent blog posts

Source URL: <https://news.avnet.com/blog/avnets-merriman-supply-chain-missing-link-many-startups>

Links:

- [1] <https://www.dragoninnovation.com/>
- [2] <https://www.hackster.io/>
- [3] <https://www.kickstarter.com/hardwarestudio>
- [4] <http://www.electronics-sourcing.com/2018/06/06/distributors-see-growing-business-from-startups/>
- [5] <https://www.avnet.com/wps/portal/us/resources/startup-resources>
- [6] <https://www.element14.com/community/welcome>
- [7] <https://www.makersource.io/>
- [8] <http://www.zedboard.org/>
- [9] <https://www.avnet.com/wps/portal/us/company/about-avnet/success-stories>