



Case Study 3

A Billion Dollar Company has a retail presentation in a few days and cannot show their product. Can ToyRecruiter.com assemble a design TEAM in HOURS that can complete a job in DAYS that normally takes MONTHS?

At 9:01AM on a Monday morning I fielded a call from one of the premier companies in the industry. They had a product that they wanted to present to a retailer; one they had already invested a tremendous amount of time, effort and resources in and one they only just learned was infringing on a competitor's product's intellectual property. This company had two options; they could cut their losses and abandon the product and cancel the retail presentation or they could make some design (graphic and engineering) changes and modify the product in a way that would keep them out of any litigation. The company wanted to go forward with their product; a product they felt was a *better mousetrap* so to speak. The problem was all the King's horses and all the King's men weren't able to devote enough man hours to this project, and get it done, in a few days. They asked ToyRecruiter.com if I could assemble a team of Freelance Product Designers, Engineers and Graphic Artists on the spot (I had until lunch time) to handle this assignment.

The obvious answer was "*Of course*" and I directed the client to our sister-site of Freelancers, ToyIndustryDesigners.com. While the client picked out freelance designers from the site, I would make contact with the targeted designers, confirm their availability, request additional portfolio samples, send them to the client, wait for the go ahead and follow up with a Non Disclosure and Work For Hire agreement...then give the artists their marching orders. Then I would reconnect with the client and repeat the process. The work had to start immediately. The milestone process was measured in hours, not days or weeks. In total, eleven different engineers and (product and graphic) designers - who never worked together before - worked in concert to do in a matter of days what usually takes months.

Obviously the retailer loved the product and purchased it (it was ultimately a success) but the most satisfying moment for me came when the product was featured on a day-time talk show as one of the host's favorite products. For a product to be successful it has to be good, the timing has to be right and a little luck doesn't hurt either. I think we provided the luck needed when the team of eleven designers came together over a few days time.