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## Athabasca Chipewyan First Nation

Presents a virtual workshop on  
**'Product Development'**  
for aspiring entrepreneur artisans.



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***Workshop Title:***

***Crafting Your Success: A Beginner's Guide to  
Product Development for Artisans***

**"Learn, Create, and Thrive"**



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- **Workshop Objectives:**

- By the end of this session, participants will:

1. Understand the fundamentals of product development.

2. Learn to identify and cater to target customers.

3. Discover how to transform raw ideas into market-ready products.

4. Gain insights into pricing, branding, and marketing artisan products.



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## AGENDA

***Welcome and Introduction***

***Module 1: What is Product Development?***

***Module 2: Identifying Your Market***

***Module 3: Designing and Prototyping***

***Health Break***

***Module 4: Pricing and Costing***

***Module 5: Branding and Presentation***

***Module 6: Marketing Your Product***

***Q&A and Closing***



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## Welcome and Introduction

- Warm-up activity: Participants introduce themselves and share one product they dream of creating.
- Overview of the workshop objectives and agenda.



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## 1. Introduction to Product Development

- Product Development Stages: Overview of the product lifecycle—from ideation, design, and development to launch, growth, and maturity.
- Product-Market Fit: How we define and validate a product's market fit, ensuring it meets a real need for a target audience.



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# 1. Introduction to Product Development

- Importance of Customer-Centricity:

We must stress the importance of building products that solve specific customer problems and align with customer expectations.





# Networking For Artists

*Networking for artists, or any entrepreneur is an absolutely essential skill.*

*Networking opens opportunities for keeping abreast of current changes, current ideas, current demands and much more*

## *5 Ways to Network Better*

- 1. X – (Twitter) ( put up a good picture)*
- 2. Social (schmooze a lot)*
- 3. Volunteer for helping within the community*
- 4. Attend Conferences outside your community*
- 5. get involved with an local colleges or universities*



# Your Most Valuable Asset

- ✓ It is often said that your network is your net-worth.
- ✓ (Or simply ) your network creates your net-worth.
- ✓ *It is not what you know! It is who you know!*
- ✓ Most business opportunities arise via networking
- ✓ Most business contracts are awarded? How?

The current issue and full text archive of this journal is available on Emerald Insight at:  
[www.emeraldinsight.com/0951-3558.htm](http://www.emeraldinsight.com/0951-3558.htm)

## How do strategic networks influence awarding contract? Evidence from French public procurement

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Networks  
influence  
awarding  
contract

357

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### Abstract

**Purpose** – The purpose of this paper is to study how networks may influence the awarding of a contract. In particular, the authors explore strategic networks originating from cooperative relationships.



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## Do You Agree ?

**“IF YOU’RE NOT  
NETWORKING,  
YOU’RE  
NOT WORKING.”**

**-DENIS WAITLEY**

An American Motivational Speaker  
“The Psychology of Winning”



## 2. Idea and Concept Generation *For Product Development*

- **Brainstorming Techniques:** Brainstorming is one of the techniques that combine unofficial problem-solving with lateral thinking. Basically, the goal is to provide a safe space with no rules for team members to come up with crazy ideas.
- **Identifying Market Gaps and Needs:** Show how to spot market opportunities using tools like surveys, competitor analysis, and customer feedback.
- **Validating Ideas:** Discuss methods to validate product ideas through concept testing and initial customer feedback before moving to development.



## 2. Idea and Concept Generation

We use this term a lot, but what does it really mean? Brainstorming is one of the techniques that combine unofficial problem-solving with lateral thinking.

Mind map involves writing down a central theme and thinking of new and related ideas which radiate out from the centre. By focusing on key ideas written down in your own words and looking for connections between them, you can map knowledge in a way that will help you to better understand and change your way of thinking.



## 3. Defining Product Vision and Goals

- **Crafting a Clear Value Proposition:** Teach how to articulate a product's unique value and why it stands out from competitors.
- **Setting Product Goals:** Guide on defining clear, measurable goals aligned with the business's strategic objectives, such as revenue targets, user engagement, or market share.
- **Creating a Product Roadmap:** Show how to build a roadmap that breaks down phases, timelines, and milestones for developing the product.



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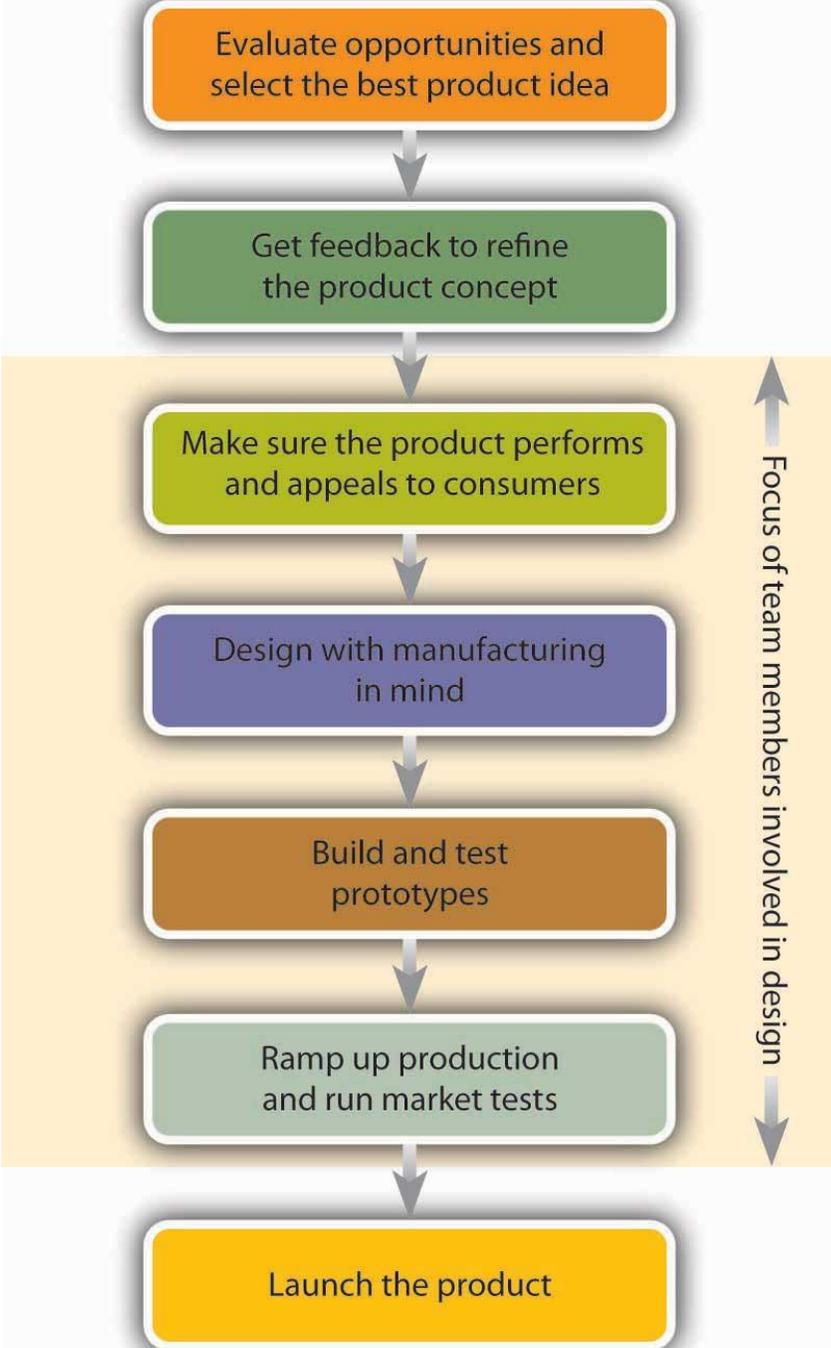
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## Module 1: What is Product Development?

- Definition and stages of product development.
- Examples of successful artisan products.
- Discussion: The unique value of handmade goods.

# Research & Development Process



# The Product Development Lifecycle

Discovery

Problem worth solving  
+  
Solution worth building

Planning

Prioritization  
+  
Roadmapping  
+  
Alignment

Execution

Spec'ing  
+  
Build & QA  
+  
Market & Measure

Evaluation

What did we learn?  
+  
What do we do next?



## What is Product Development?

- Definition: “The process of designing, creating, and marketing new products.”
- The product development cycle:  
Idea → Prototype → Testing → Launch.
- Example of a handmade product lifecycle.
  - Idea (Think Soap) – Prototype (making dozens of batches until you get the soap you want) – Testing (giving out samples or discount pricing in exchange for product feedback) – Launch (starting to market and sell)



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## Module 2: Identifying Your Market

- Who is your customer? (Demographics and psychographics)
- Tools for market research (online surveys, social media insights).
- Case study: Matching products with customer needs.



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## Identifying Your Market

“Who Is Your Customer?”

- Key points:
  - Demographics (age, gender, income).
  - Psychographics (preferences, behaviors).
- Visuals: A simple persona template example.
- Callout: Tools for market research (Google Forms, Instagram Polls, Surveys, Questionnaire, competitors, other artists ++ ).

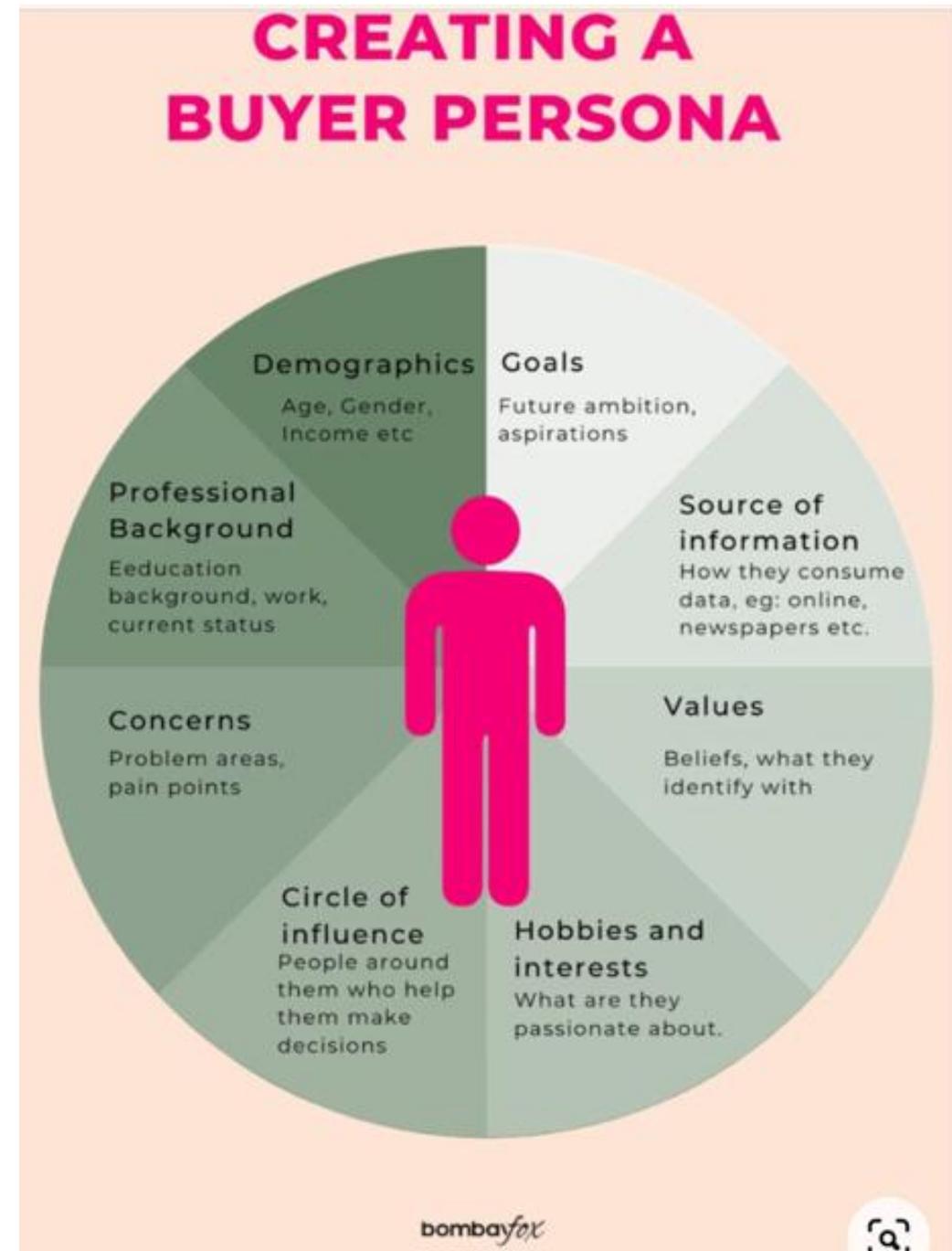


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## Persona Template

- Know your customer.
- Who are you targeting.
- Demographics are important.



Who is  
your  
Customer



# Identifying Your Market (Exercise)

- **Scenario:** You are creating handmade woven baskets.
- Target market demographics: Women, ages 25–45, eco-conscious, middle-income.
- Psychographics: Loves sustainable home décor, values craftsmanship.

# Identifying Your Market (Exercise)

**Activity:** Fill out a simple table:

- Who will buy it?
- Why will they buy it?
- Where will they find it?



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## Module 3: Designing and Prototyping

- Steps to turn an idea into a prototype.
- The importance of functionality and aesthetics.
- Activity: Sketch your product concept.



## “From Idea to Product”

- Visual: Steps in prototyping with icons (Sketch → Materials → First Draft → Testing).
- Tip: Balance function and aesthetics.
- Activity prompt: Sketch your product idea (use a downloadable worksheet).

Email me at [b.marshman@outlook.com](mailto:b.marshman@outlook.com)  
subject line “Product Development Workbook”  
and I can email you a soft copy.

### Product Development Workbook

A Step-by-Step Guide for Aspiring Artisan Entrepreneurs

Use this workbook to develop your product idea, understand your market, and create a plan for pricing, branding, and marketing.

#### Section 1: Product Development Checklist

Follow these steps to ensure your product development process is thorough and effective:

- Define your product idea.
- Identify your target customer.
- Design and create a prototype.
- Calculate costs and set pricing.
- Develop branding materials.
- Plan marketing and distribution.

#### Section 2: Pricing Calculator Template

Use the table below to calculate the selling price of your product:

Material Costs	Labor Costs	Overhead	Profit Margin (%)	Selling Price
\$	\$	\$	%	\$

#### Section 3: Customer Persona Worksheet

Fill out the following details to define your ideal customer:

Name your persona: \_\_\_\_\_

Age: \_\_\_\_\_ Gender: \_\_\_\_\_ Income: \_\_\_\_\_ Location: \_\_\_\_\_

Interests and preferences: \_\_\_\_\_

What problem does your product solve for them? \_\_\_\_\_

#### Section 4: Marketing Plan Template

Outline your marketing strategy using this template:

Goal: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Channels (e.g., social media, fairs, online stores): \_\_\_\_\_



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## Health Break (10 minutes)





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## Module 4: Pricing and Costing

- Understanding costs: Materials, labor, overhead.
- Pricing strategies for artisans.
- Hands-on exercise: Calculate the price for a sample product.



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## “How to Price Your Product”

- Formula: Total Costs (Materials + Labor + Overhead) + Profit  
Margin = Selling Price.
- Visual: Sample calculation (next slide).
- Interactive exercise: Price a hypothetical product using provided data



## “How to Price Your Product”

### Sample calculation

I am making paintings to resell to the public

- Material - direct costs – paint brushes, paint, canvas frames, (\$75)
- Overhead – light, heat, power, easel, ++ (only a portion of these cost may relate to my painting). (guestimate at \$100.)
- Labour – each of my painting usually take 5 hours. I expect to earn at least \$25 an hour (estimate at \$125.)
- Profit Margin – I feel comfortable with a profit \$150 per painting.

$$= \text{asking or selling price} = \$75 + \$100 + \$125 + \$150 = \$450$$



## Pricing and Costing Basics (Exercise)

- **Sample Data for Calculation:**
  - Materials cost: \$15 (wood, paint, varnish for a jewelry box).
  - Labor cost: \$20 (2 hours @ \$10/hour).
  - Overhead: \$5 (electricity, workspace costs).
  - Desired profit margin: 30%.
- **Activity:** Calculate the selling price using the formula provided on the slide.
- **Total Costs (Materials + Labor + Overhead) + Profit Margin = Selling Price.**



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## Artisan Products Pricing

- Artisan pricing is a pricing strategy that values unique, handmade, or high-quality products based on the time, skill, and effort that goes into creating them. Here's a simple breakdown:
- **Key Factors in Artisan Pricing**
- **Skill:** Factor in the artisan's expertise, training, and experience.
- **Uniqueness:** Value the product's one-of-a-kind nature or limited edition status.
- **Overheads:** Include business expenses, such as studio rent, marketing, and insurance.
- **Artisan Pricing Formula**
- If your artwork is unique, one of a kind, Decide on a fair profit margin based on the product's value and market conditions.
- By using artisan pricing, an artist can ensure they're fairly compensated for their time, skill, and effort, while also providing a unique and valuable product to customers.



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## Module 5: Branding and Presentation

- What makes a strong artisan brand?
- Basics of packaging and labeling.
- Tips for taking great product photos (for online sales).



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## “Building Your Artisan Brand”

- Key elements of a strong brand:
  - Consistent look and feel.
  - **Authentic story.**
  - Quality packaging.
- Tips: How to take great product photos with your phone.



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## “Take High Quality Pictures with your Phone”

Shopify - 6 steps to master phone product photography

1. [Use a room with good lighting](#)
2. [Choose your smartphone](#)
3. [Get a mini tripod](#)
4. [Set up your backdrop](#)
5. [Use white bounce boards](#)
6. [Set up a diffuser sheet if the sun is too bright](#)

<https://www.shopify.com/blog/15163633-how-to-capture-high-quality-product-photos-with-your-smartphone>



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## Branding and Presentation (Activity)

- **Visual Exercise:** Provide an example of branding elements:

The five brand pillars include purpose, positioning, personality, perception, and promotion. Understanding these pillars helps you build a clear identity helps with marketplace success.

- Logo: Simple, rustic, and clean.
- Packaging: Brown kraft paper with a twine tie.
- Brand voice: Friendly, eco-conscious, and handmade.
- **Activity:** Sketch a logo idea or describe your ideal packaging in one sentence.



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## Module 6: Marketing Your Product

- Creating a simple marketing plan.
- Leveraging social media and marketplaces.
- Discussion: Sharing marketing ideas.



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## “Reaching Your Audience”

- Key channels: Social media (Instagram, Facebook, WhatsApp, ++ ), Local markets, Online stores (Etsy, Shopify ++).
- Visual: A mini marketing plan template (Goal → Strategy → Action Steps).



## “A Mini Marketing Plan for Artists”

- Artists face lots of competition. If your work isn't in front of people, they are likely buying from someone else. Basically, talent alone isn't always enough to make sales and we're assuming you'd like to do just that so that you can make more work and continue to do what you love. An effective marketing plan is important for artists who want to reach their target audience and build a loyal following.

1. Understand Your Brand
2. Set Clear Goals
3. Identify Your Target Audience
4. Choose the Right Platforms
5. Budget Your Marketing Efforts
6. Create a Content Calendar
7. Track and Analyse Your Results
8. Stay Updated and Learn



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## Mini Marketing Plan (ACTIVITY)

- **Goal:** Sell 50 items in the next three months.
- **Strategy:** Use Instagram to showcase products and participate in one local craft fair.
- **Action Steps:**
  1. Post 3 times weekly (show process, final product, customer reviews).
  2. Research and book a booth at the craft fair.
  3. Create a promotional flyer for the fair.
  4. Activity: Fill in a blank template with your own product details.



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## Q&A and Closing

- Open floor for questions.
- Key takeaways “ *Every great product starts with a clear plan and passion.*” and next steps.
- Share resources and encourage networking among participants.



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## Product Development

### Downloadable handouts:

- Product development checklist.
- Pricing calculator template.
- Social media content guide.

# Workbook Templates:

## Product Development Checklist

- Step-by-step guide with checkboxes:
  - Define product idea.
  - Identify target customer.
  - Design and create prototype.
  - Calculate costs and set pricing.
  - Develop branding materials.
  - Plan marketing and distribution.

# Workbook Templates:

## Pricing Calculator Template

- A table with columns for:
  - Material costs.
  - Labor costs.
  - Overhead.
  - Desired profit margin.
  - Suggested selling price.

# Workbook Templates:

## Customer Persona Worksheet

Questions to fill in:

- Name your persona.
- Age, gender, income, geographic location.
- Interests and preferences.
- What problem does your product solve for them?

# Workbook Templates:

## Marketing Plan Template

- Sections to complete:
  - Goal.
  - Audience.
  - Channels (social media, fairs, online stores).
  - Weekly tasks (content creation, product updates).



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## Follow-Up Activities:

- Provide an optional "Product Development Workbook" for participants to complete.
- Schedule a follow-up session to review participants' progress.



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