

WHAT'S CRACKIN

AT HATCH PRODUCT DEVELOPMENT & CONTRACT MANUFACTURING



PRODUCT SPOTLIGHT

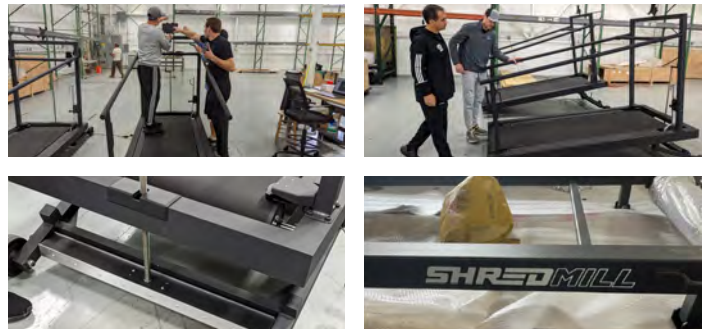
SHREDmill Unique Training Treadmill

- ✓ Mechanical Engineering
- ✓ Prototyping
- ✓ App Development
- ✓ Design for Manufacturing

SHREDmill is a unique training “treadmill” that is designed to maximize an athlete’s speed potential. The team at SHREDmill came to Hatch with an existing product design that needed to be manufactured. Although the proof of concept prototype was able to prove the initial idea, it was not yet ready to be mass produced. The device was heavy, expensive, and inconsistent in its design. Additionally, the client wanted to incorporate an IoT sensor into the product to enable connectivity with a new app.

The Hatch team started working with the existing CAD data to review design processes and manufacturability. Ultimately, the team improved the drawings and redesigned the components in a streamlined way that reduced the BOM and shipping costs. In parallel, the team incorporated an IoT sensor into the device that connects with a new mobile app designed by Hatch.

In order to prepare for manufacturing SHREDmill at Hatch CM, the team built prototypes for design verification. By prototyping a small quantity, the team was able to assess the quality of the components ahead of manufacturing. Using Hatch’s existing relationships with trusted vendors, the team improved the parts to ensure a high quality manufactured product. This also allowed line workers to be trained ahead of large scale manufacturing.



“Hatch’s pragmatic approach to DFM and the design verification process led to the absolute best manufacturable version of our product.”

CEO | SHREDmill

By using both Hatch’s in-house design and manufacturing teams, the transition to building the product was seamless. The engineers who worked on the product designs also assisted with creating a smooth final-assembly manufacturing line. The Hatch team procured material and managed inventory using cost effective overseas partners. Once the parts were delivered to Hatch, the previously trained line workers were able to expertly assemble the units. Finally, the quality control team ensured the delivery of a high quality, American manufactured product.

CURRENT PROJECT INDUSTRIES & TECHNOLOGIES:

- | | |
|---------------------------|---|
| Consumer Food/Bev IoT | Consumer Apps for Android, iOS, and Web |
| UV Disinfection | Connected Fitness Devices |
| Automotive Accessories | Industrial IoT Agriculture |
| FDA MedTech | |
| Electric Vehicle Charging | |

EMPLOYEE SPOTLIGHT



Dan Fiscus

Hatch CM VP of Operations

Dan has spent nearly three decades handling operations in manufacturing plants. His manufacturing experience ranges from commercial/industrial electronics to highly regulated devices including aerospace and medical products. Dan is passionate about finding the best way to manufacture our customers’ dreams.

Recent Events

HATCH HOLIDAY PARTY

Hatch's first annual holiday party was held on Friday, January 20, 2023 at Inner Shot in Wauconda. Employees, spouses, and families were invited to go axe throwing and participate in a shooting simulator. A great time was had by all!



OPERATION BLACKSITE

Speede Fitness was invited to showcase the Speede Challenger at Operation Blacksite in January 2023, a networking mastermind retreat for entrepreneurs, investors, and thought leaders. Speede's Chief Athletic Officer, UFC Fighter Michael Chandler, was an instructor at the event. Addison Merchut joined Dan Mooney from Speede to demo the unit.

SUPERBOWL WEEK

The Speede Challenger Alpha and Beta prototypes were showcased at the Legends Apparel Networking Event during Superbowl week in Phoenix, Arizona. Dozens of athletes, investors, and entrepreneurs tested their strength on the machines. Mark Schwartz, Dave Carlson, and Addison Merchut attended the event.

KYRO CREATIVE

Hatch team members Erik Lutz, Brian Schwartz, and Addison Merchut toured Kyro Creative's studio in Gilbert, Illinois. The Hatch team has worked alongside Kyro to facilitate top notch video assets for products.

Recent Hatch Days

Mark Schwartz | February 2

Hatch PD Anniversary | March 15



Join Our Team

The Hatch team is growing! We are seeking team members for the following roles:

- Manufacturing Engineer & Project Manager
- Software/Firmware Project Manager

Visit hatch-pd.com/careers to learn more and apply!



ABOUT HATCH

Hatch was founded in 2021 by ex-aerospace and consumer product engineers who wanted to turn the product design industry on its head. We are comprised of a multidisciplinary team that has the

business acumen, industry network, and combined engineering experience to design and manufacture products for a wide variety of highly-regulated industries in accelerated timelines.

CONNECT WITH US

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HATCH