

# Shaping the future of your company

Xavier Majoral, Jan 13 2015

# Hi,

We are a product design & innovation agency.  
We help companies grow by thinking, creating  
and developing more competitive products.

From detecting Business Opportunities >>> To its implementation in the market

Product Innovation

Find new business opportunities

Product Design

Create more competitive products

Technical Design

Make it happen

Implementation

Branding & Packaging

Consultancy

Make your business grow



stimulo

Services

Find new business opportunities

Product Innovation

User Research

Co-Innovation Lab

stimulo

Services

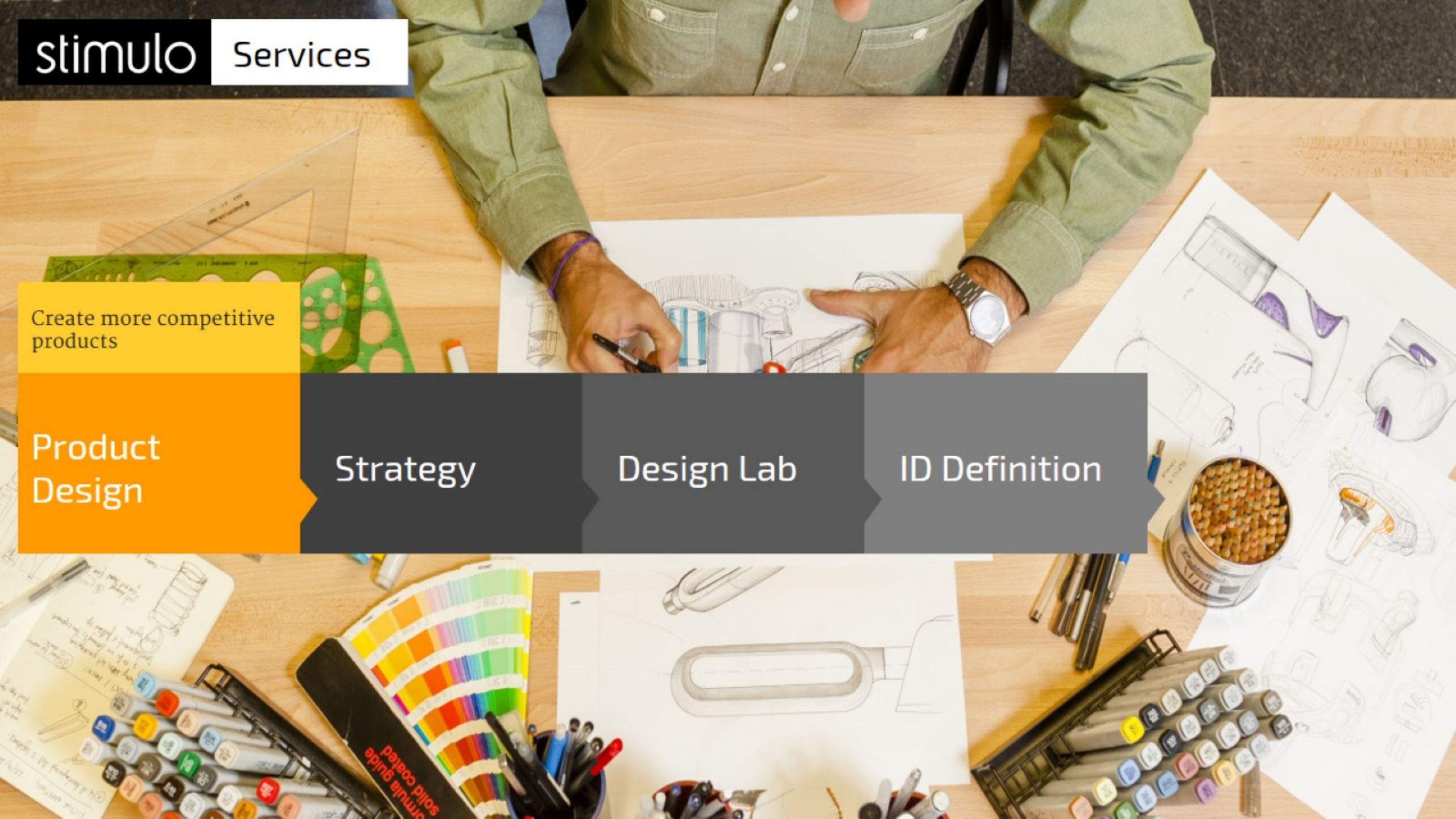
Create more competitive products

Product Design

Strategy

Design Lab

ID Definition



stimulo

Services

Make it happen

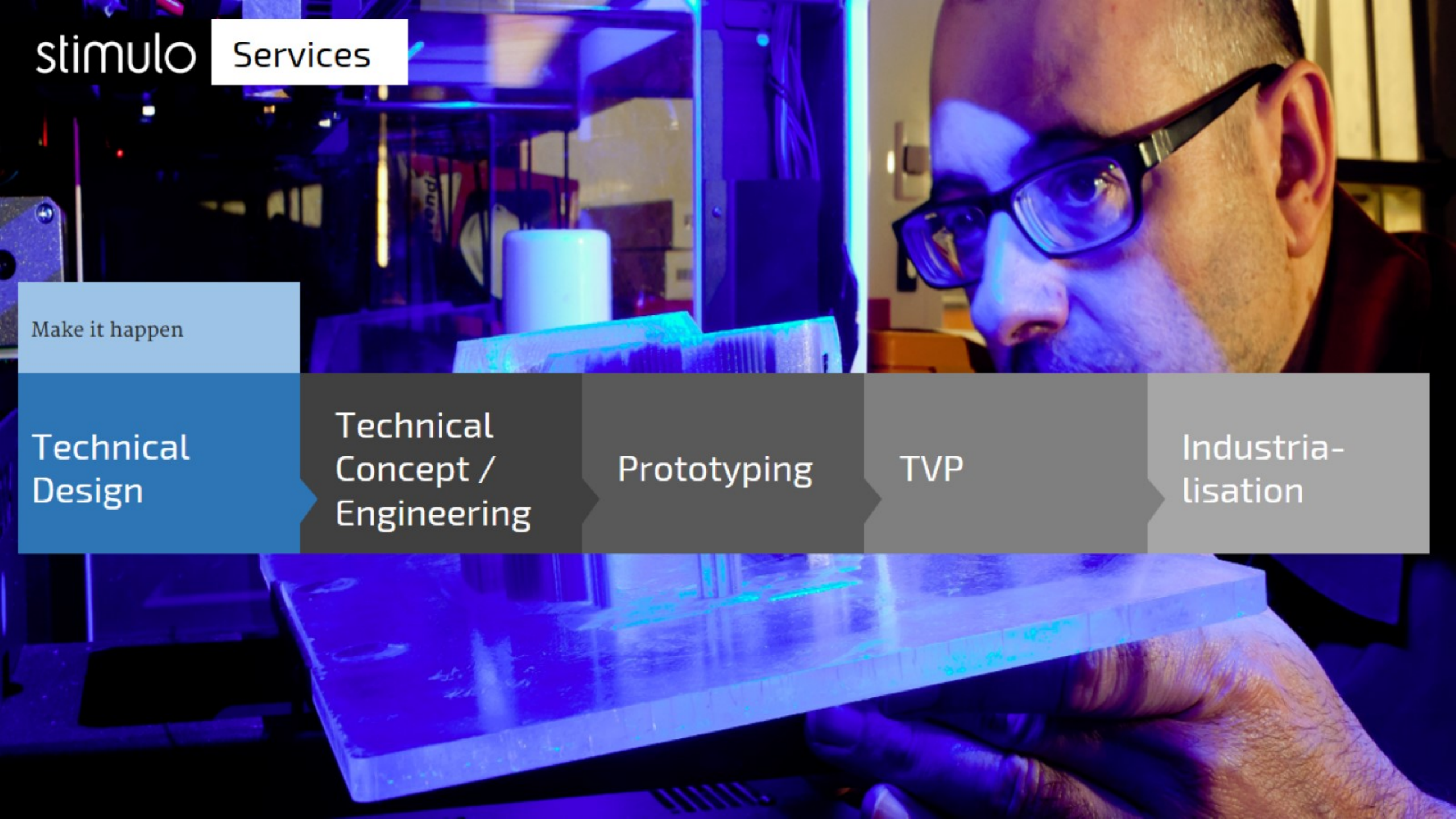
Technical  
Design

Technical  
Concept /  
Engineering

Prototyping

TVP

Industria-  
lisation



marks of a  
stimulo Services

I want to use  
*everyday!*

Branding  
& Packaging

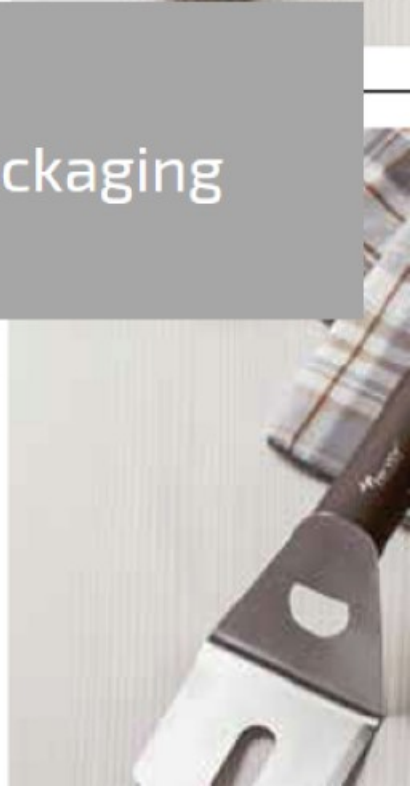
Implemen-  
tation

Branding

Visual ID

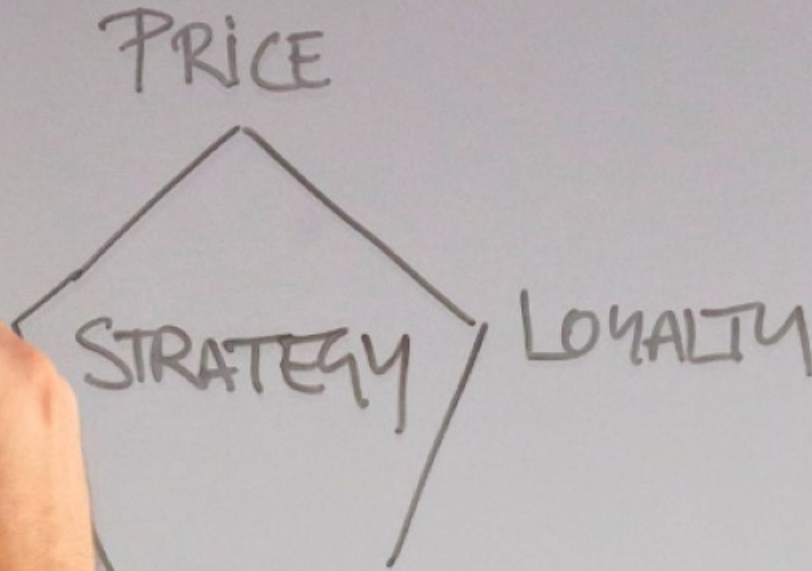
Web & Digital  
ID

Packaging



stimulo

Services



Make your business grow

Design  
Consultancy

Design  
Management

DLS

Trends



stimulo

Technical Lighting



stimulo

Urban Equipment



stimulo

Leisure Products



stimulo

Kitchenware



stimulo

Domestic Appliances



reddot design award

stimulo

Medical Equipment



stimulo

# How we can help

Services for Medical Equipment

**Marca**  
Valors / Posicionament / Servei  
/ Confiança / Garanties

**Prestacions**  
Rendiment / Funcions /  
Durabilitat / Usabilitat

**Funcio principal**  
És basic.  
Es el know how de l'empresa.



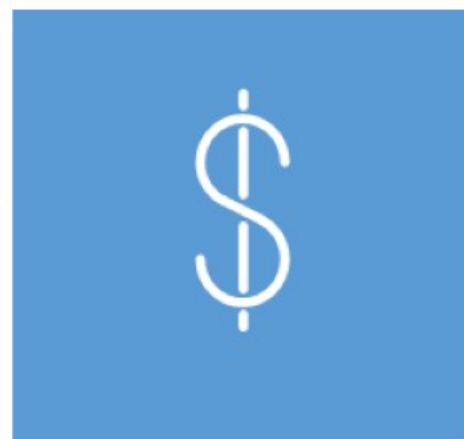




+



+



**Users**

Improve  
Interactions

**Technology**

Make it Happen

**Business**

Competitiveness

stimulo

Business



## Strategic Design

Bench  
Positioning  
Brand Building (Values)  
DLS

## Cost Oriented

Seducing the buyers  
Design for cost  
Office in China

stimulo

Human Centred Design



## Patients

Minimize  
emotional impact  
User-friendly  
Intuitive

## Health Pros

User-friendly  
Intuitive  
Efficient  
Safer

stimulo

Technology



## ENGINEERING

Mechanical  
Engineering  
Technology Scouting

## PROTOTYPING

3D printing & RP  
Digital Interface

## TVP

Getting ready for  
Testing and Validation  
DIN EN 62366 / ISO 13485  
Protection (IP rights)

stimulo

# How we do it

Strengths & Resources

stimulo

Team





Specialized team in Medical Equipment



**Carles Puche**

Creative Director

Former Senior Designer at  
Frog Design



**Thomas Hofmann**

Medical Equipment Designer

In partnership with Stimulo  
developing medical  
equipment devices.

stimulo



# Office in Guangzhou





stimulo

# Work

Portfolio in Medical Equipment

stimulo

## Emergency Evacuation Chair

Safe and Efficient.  
1 person can evacuate a patient

Intuitive colour codes

Mechanical Engineering

Cost reduction.  
100% made in Catalonia.



stimulo

# Dentist Treatment Unit

Enhancing  
Company  
Values: "Dental  
Excellence"

Improving Task  
Efficiency



\* By Frog Design



stimulo

# Intraoral X-Ray Generator

User Friendly.  
precision

User Friendly.  
Operating with  
your hands

Reducing  
Emotional  
Impact

Safer:  
Making sure the  
distance is right



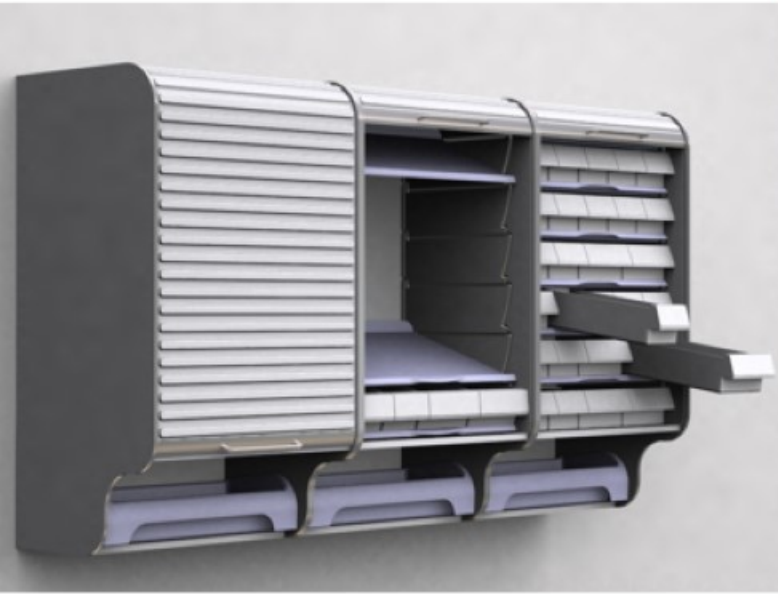
KaVo. Dental Excellence.

User friendly.  
Hospitals can  
make patients  
feel warmer.

Making use of  
new materials.  
Curved Phenolic  
panel

Product  
differentiation

Optimizing  
Costs



stimulo

## Multifunctional Trolley

Minimum investment,  
Maximum  
Functionality

Materials &  
Processes:  
Rotomoulded  
polimer.



Mechanical  
engineering.  
Robust +  
Flexibility

Cost  
Optimization  
(modular  
parts)

Easy to clean  
Maneuverability  
Flexibility  
Efficient Logistics

\*Made in cooperation with Thomas Hoffman, Stimulo partner.

stimulo

## Patch Pump

Wearable device for Type 2  
Diabetes patients

Reducing  
Emotional  
Impact in  
patients

Improved  
Psychological  
adaptacion

Improved  
quality of life



Confidential Project. Image just for reference.

stimulo

# Thank you

There is no reaction without Stimulo

Email // [xavi@stimulo.com](mailto:xavi@stimulo.com)

Web // [www.stimulo.com](http://www.stimulo.com)

Twitter // [StimuloDesign](https://twitter.com/StimuloDesign)