

HOW WE MAKE STUFF NOW

Turn Ideas into Products That Build Successful Businesses

by **Jules Pieri**
Co-Founder & CEO of The Grommet

“If you're a Maker who wants to build a business, look no further than the priceless advice that Jules and hundreds of companies have shared here.”

—**Meg Whitman, CEO of Quibi, former CEO of eBay, and author of *The Power of Many***

“Generous, hard-won lessons and case studies for anyone who's hoping to launch a product that makes things better.” —**Seth Godin, author of *This Is Marketing***

“A must-read for anyone who loves gadgets and the world of invention.”

— **Steve Greenberg, monthly contributor to *The Today Show* and author of *Gadget Nation***

All kinds of people come up with ideas for new products, but most have no idea how to move beyond the “what a great idea!” phase. These are individuals **Jules Pieri** wanted to empower when she cofounded her company **The Grommet**, an online product launch platform that discovers, supports, and sells innovative products made by ordinary Makers, inventors, and small businesses.

Now, with **HOW WE MAKE STUFF NOW: *Turn Ideas into Products That Build Successful Businesses*** (McGraw-Hill Hardcover, April 23) Pieri has written a book to share with all readers the advice and inspiration she has given to the thousands of partner entrepreneurs that The Grommet supports, so that anyone of any background can turn their idea into a product they can sell—and eventually, into a thriving business.

A leader and molder of entrepreneurs for over a decade now, Pieri built The Grommet on her belief in the endless supply of human creativity and the ongoing demand for innovative products from thoughtful consumers who seek to support independent companies. At The Grommet, Jules and her team look at 300 new product ideas a week, paying special attention to the fact that while female entrepreneurship is at an all-time high, funding remains painfully low compared to their male counterparts. Her mission in leading The Grommet Makers is to predict the future big winners and level the playing field so the *best* products and companies can win.

In **HOW WE MAKE STUFF NOW**, Pieri taps her expertise in industrial design, product development, and launching, managing, and growing a business to help fledgling entrepreneurs take full advantage of the Internet's tools and opportunities, navigate the array of options, and overcome the expected obstacles on the journey from dreamer to Maker.

Speaking to everyone with an idea for a new product, whether a handy kitchen utensil or a high-tech marvel, Jules stresses: "Even with great resources, you need to have a plan, to know the questions to ask, and to have real-life examples to illustrate the way."

HOW WE MAKE STUFF NOW walks Makers-in-the-making through everything that goes into getting a new product off the ground: ideation, market research, design, prototyping, industry access, funding, manufacturing, packaging, marketing, distribution, sales, logistics, e-commerce and payments, customer service, and financial and inventory management. Throughout, readers will find proven strategies and practical pointers on essentials from securing working capital to ensuring product quality and cracking down on copycats to winning customers' trust—plus savvy advice on why to invest in the design of product packaging and shipping boxes, avoid rushing into selling a new product on Amazon, and much, much more.

Since The Grommet's 2008 inception, they have helped **over 3,000 entrepreneurs** to get their products made and discovered, many of which have become household names, including: FitBit, Food Should Taste Good, GoldieBlox, IdeaPaint, Lovepop, OtterBox, SimpliSafe, SodaStream, and S'well. Among the many Makers featured in the book are:

- **Daniel Patton, Maker of Peeps**, was working in the optic industry and knew about a carbon-based technology developed by NASA that was responsible for cleaning the camera lenses at the International Space Station. Patton adapted the technology for the consumer market, creating a simple device to help people clean their glasses. The product was launched in 2016 and now sold in 30 countries.
- **Joelle Mertz, Maker of The Butterie**, who channeled her taste for soft, spreadable butter into a scientific investigation on how to safely and efficiently store butter at room temperature. Launched in January 2016, her ceramic countertop butter-keeper now sells in Bed Bath & Beyond and Ace Hardware stores nationwide.
- **Eugene Zabolotsky, Maker of Bite Helper**, an electronic gadget barely thicker than a pen that neutralizes the irritation of bug bites in 45 seconds, using science to soothe the skin from mosquito, bee, or wasp bites, with heat and vibration to help it heal.

For anyone raring to join the thriving Maker Movement, **HOW WE MAKE STUFF NOW** is the DIY guide and inspiration to launching a viable product supported by a sustainable business.

ABOUT THE AUTHOR:

JULES PIERI is cofounder and CEO of The Grommet, which has launched more than 3,000 consumer products since its inception in 2008. A leader of entrepreneurs in the Maker Movement, she is committed to building a [Citizen Commerce™](#) -powered platform to help people support products from independent companies that align with their interests and values. The company's Citizen Commerce movement is reshaping how products are discovered, shared, and bought. In 2017, Ace Hardware acquired a majority stake in The Grommet.

Jules spent her childhood days reading every single biography her Detroit elementary school offered, filling her head with gigantic ideas about how each and every person can impact the world. She started her professional life as an industrial designer. She soon realized how the majority of our economy is shaped by consumer product companies, so she followed the action over to consumer brands as an executive at Keds, Hasbro, Stride Rite, and Playskool. Discovering that big box stores often did not want to take risks with new and innovative products inspired Jules to start The Grommet, to give these products the best chance to succeed. Jules is told she is the first industrial designer to get a Harvard MBA, where she is an Entrepreneur in Residence Emeritus. Pieri is an investing partner with XFactor Ventures and is also a member of G20 Ventures.

Pieri was named one of *Fortune's* Most Powerful Women Entrepreneurs in 2013 and Goldman Sachs' 100 Most Interesting Entrepreneurs in 2014. She has been featured in the *New York Times*, *Wall Street Journal*, *Forbes*, *Fortune*, and many other media outlets. A frequent speaker on consumer trends and technologies, design, and entrepreneurship, she has presented at HBS, SCAD, MIT, and at conferences including SXSW, PwC Women's Conference, Internet Retailer, and the Conference on World Affairs.

Jules has lived in Paris and Ireland. She now makes her home in Massachusetts, hikes everywhere she travels, and enjoys having her three adult sons off the family payroll.

HOW WE MAKE STUFF NOW: Turn Ideas into Products That Build Successful Businesses

By Jules Pieri

McGraw-Hill Business | On Sale April 23, 2019

ISBN: 9781260135855 | Price: \$26.00

Learn more at:

www.howwemakestuffnow.com