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## **From Business Idea to Product Release: Overcoming the Obstacles -- Presentation at Darien Library**

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**Categories :** [Business](#), [Darien Library](#)

**Tagged as :** [SCORE Fairfield County 2018](#)[SCORE Fairfield County Event 2018](#)

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You know the scene: You've got an idea. You know it's a good one, but you want to make sure it's perfect before it's released. So, you make one more sketch, one more tweak.

Unfortunately, if this is your mindset, your idea will likely never see the light of day.

Learn how to release from the notion of perfection and use iteration to your benefit at this presentation from 6 to 8 p.m., Tuesday, July 10 at Darien Library.

[Register](#)

You will learn:

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- Minimum Viable Product
- Low-volume manufacturing
- Iterative product design
- Business Model Canvas

**About the presenter**

**Mark Alex Maidique** is the Founder of South Norwalk Skunk, a fabrication studio and prototyping lab. He has an MBA from New York University, with a specialization in product design and marketing, and is a licensed architect in CT & NY.

*This workshop is presented by [SCORE Fairfield County](#). Check-in starts at 5:30 p.m., the presentation starts at 6 p.m. and runs till 8 p.m. in the Conference Room at Darien Library*