

MORE THAN A

DESIGN

AGENCY

# minnim.

PEOPLE, DESIGN, TECHNOLOGY

grow your success



# grow your success

## GLOBAL DESIGN TO ENHANCE OUR CLIENTS' VALUE.

We are an agency located in the heart of Barcelona. We collaborate with our clients to create unique products and experiences for their users, empowering and reinforcing internal creativity.

## WE BORN AS A PERSPECTIVE AND CONTINUE EVOLVING AS MINNIM DESIGN BARCELONA

Our beginnings were focused on creating products based on strategic research and design, our main goal was providing added value to the end user and boosting our client's growth by differentiation. These first steps laid the foundations of an outstanding and recognized company with international design awards such as RedDot, Wima awards, KbbReview Awards, among others.

After 16 years of work and due to a natural evolution, Minnim design has grown at all levels, including its services. We have gone from designing products to creating complex bi-directional ecosystems, the so-called IoT or connected products.

We have entered a new era where the product goes beyond the mere "product", today they have intelligence, they communicate with other products, capture data, improve the user experience, offer recommendations, in short, they are smarter. And not only that, they also involve consumers in the evolution and growth of the product through digitization.

## EXPERTS IN TECHNOLOGICAL DESIGN & COMPLEX ECOSYSTEMS.

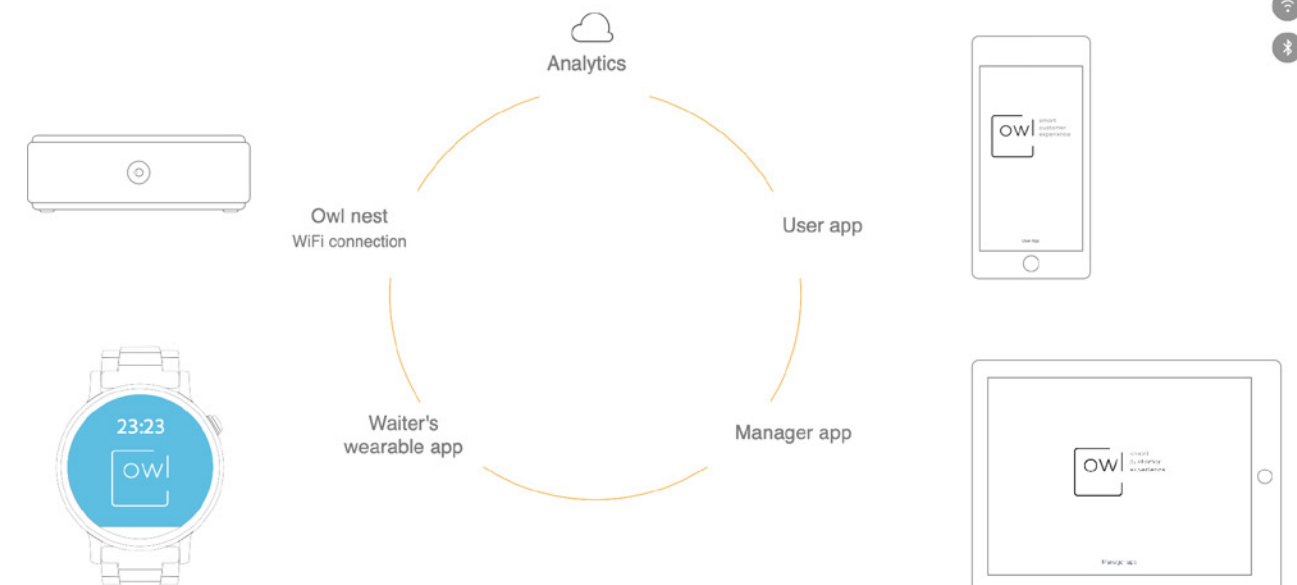
Our ecosystems meet our clients' expectations and captivate end users with unique experiences. The quality of our projects is born from the quality of our team and their great talent and own method evolved during these 18 years.

This satisfaction can be seen in the trust of leading and pioneering companies from different sectors. Thanks to them we have evolved to become a company with a unique DNA, specialized in the creation of complex ecosystems.

### IOT.

Markets have moved from manufacturing products to create advanced ecosystems. Ecosystems that generate higher experiences in order to captivate and satisfy their consumer. With the digital revolution, the world is moving from designing products with a very specific function to making a product that converses with others. We are facing a global connectivity where it is possible to collect and analyze user experience data, and even recommend new related experiences to users (Big Data, Global Services, Improve Experiences, Business Analytics, AI...).

This ability to communicate with other elements offers to the company more knowledge about its customers creating a framework of mutual benefit and shared network. Bi-directional ecosystems allow us to stay in permanent contact with our consumers/customers, sharing their experiences and offering them in real time what they need or want.



## CO-CREATION.

We drive innovation through co-creation solutions with startups or companies, where we act as a design and technology partner, with the aim of realizing successful projects and share the commercialization of them through joint ventures.

## INTERNATIONAL.

Our headquarters are located in Barcelona, in a unique environment to nourish our senses and design better products and ecosystems for our customers. We are currently present in Europe, South America and North America, with offices in São Paulo and Madrid..

## TEAM.

Our main value is in our people and their talent. Minnim design is formed by a diverse and multicultural professional team with experience and talent in different expertise areas. A team created during 20 years of trajectory, that balances experience and ambition, who works with a common goal: excellence.

Our team is made up of designers from different backgrounds (industrial, graphic and digital), mechanical and electronic engineers and process plus materials engineers.

*“We connect people, culture and technology to build physical and digital experiences.”*



# Expertise areas

*“We have evolved from industrial design to designing products that interact with each other”*



## STRATEGY

2004

## INDUSTRIAL DESIGN

2004

## ENGINEERING AND INDUSTRIAL DEVELOPMENT

2004

## MECHANICAL & ELECTRONIC PROTOTYPES MANUFACTURING

2004

## FIRMWARE DEVELOPMENT

2010

We develop on ARM Cortex platforms, SoC, Arduino PRO, Raspberry PRO, Espressif IDF,  
High and low level languages: C, C++, Python, etc

## INTERFACE DESIGN | UX & UI

2011

## SOFTWARE DESIGN & COMMUNICATION DEVELOPMENT

2010

iOS & Android |wifi, Bluetooth LE | Sigfox, Lora...

# Estrategy



One of the most important areas when we talk about new ecosystems, here we generate opportunity scenarios. We help our clients to set strategies based on the opportunities detected to increase competitiveness and differentiation. This is where we are able to draw the new ecosystem.

- Data analysis
- B2B and B2C research (industry, market and ethnographic)
- Market research
- Trend analysis
- Buyer persona
- Focus groups
- User experience and usability testing
- Customer journey map
- Conceptual design

Joining design and strategy allows transforming ideas into solid businesses.

# Industrial Design



Nuuk: smart fridge connected to the Cloud for sample traceability. IF Design Award 2022.

The most visible area of our company and where we have obtained more awards and recognitions. Industrial design for our clients is a strategic axis and an aspect we are committed to. Sometimes, design becomes a “commodity”, some companies stop the process here, but this axis must be expanded and seek differentiation in other complementary areas, such as technological application or experience through APPs.

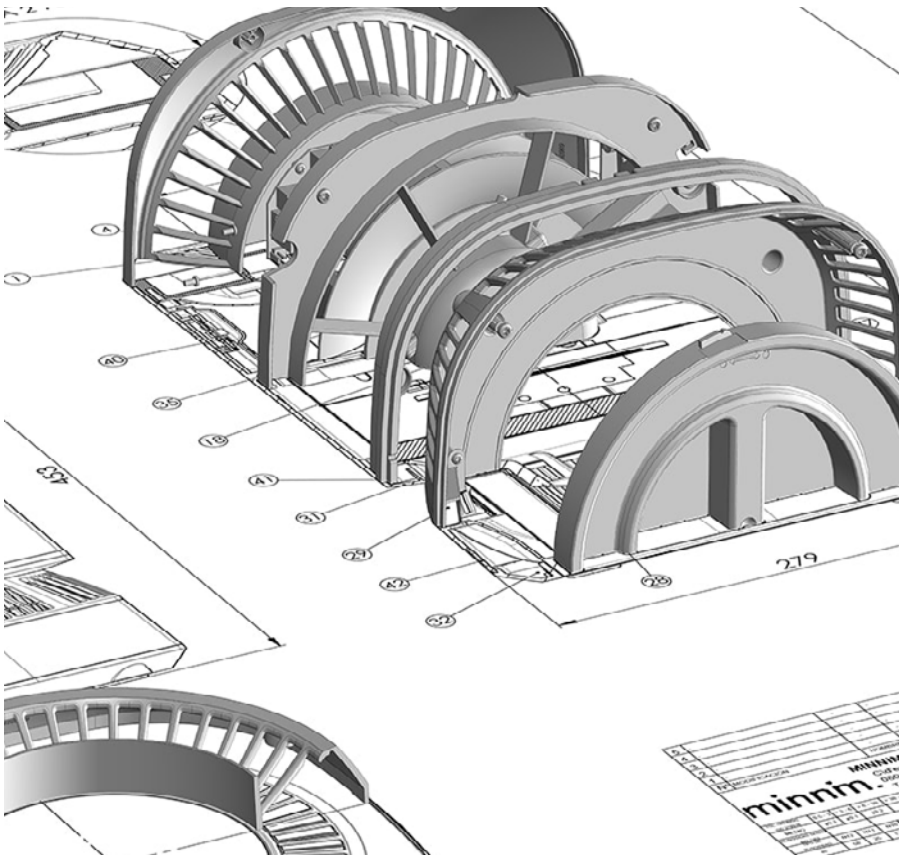
Products have gone from being functional to being emotional, from being mute to talking to users, from being passive to being proactive, industrial design is in another dimension. Understanding where we come from will help us to design the right product to succeed where we want to go. The profiles of this area are diverse, here converge product designers, automotive designers, experience and space designers

- Strategy framework for design
- Industrial Design
- Product and family design
- Research of innovative materials to provide value
- Realistic mock-ups for commercial areas
- Concept testing

# Mechanical Engineering & Industrial Development

Related to product design, made up of mechanical, electro-mechanical and design engineers.

Main focus is on research and development of mechanical solutions and technical development of the products, in order to guarantee their performance and quality with adequate costs.



Manufacturing mold of the Puryfier, air purifier designed for Cata Group.

- Mechanisms, mechanical or electro-mechanical
- Components and assemblies engineering
- Dynamic / static finite number simulation
- Moldflow analysis
- Final documentation for 2D&3D manufacturing
- Prototyping, test, functional, realistic or realistic functional prototypes
- Pre-series silicone molds
- Prototype molds manufacturing
- Serial molds manufacturing

*“We create products and experiences”*

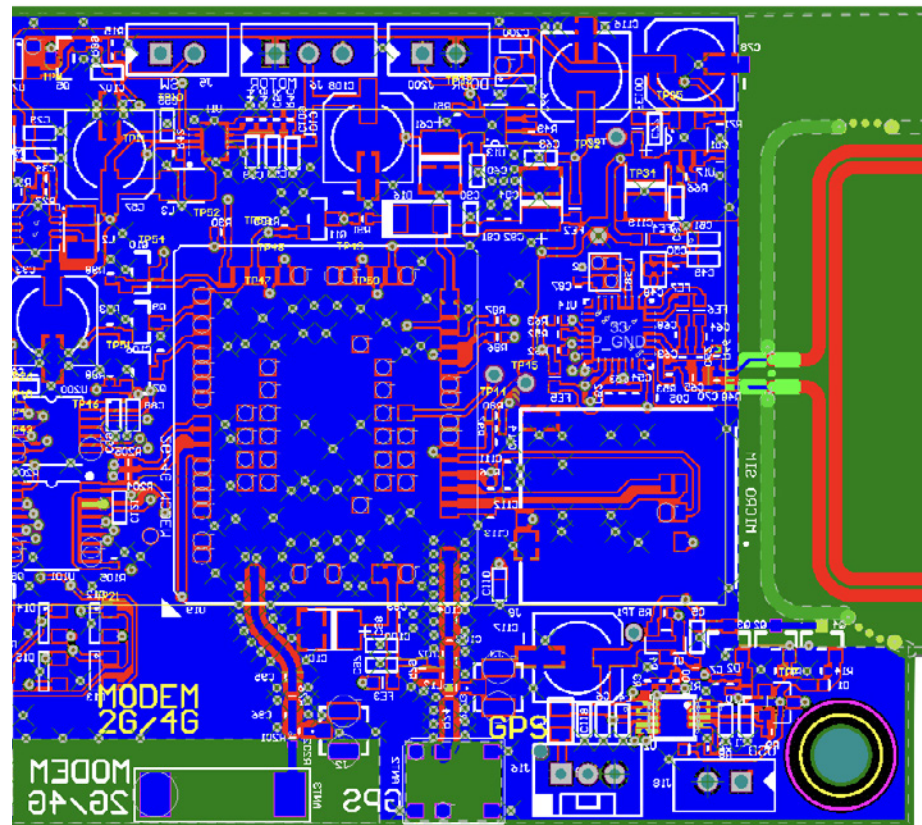


# Electronic Engineering Hardware & Firmware

Here we provide our designs with intelligence. Thanks to our telecommunications, electronics and software engineers, we make our solutions go beyond a visual design and generate a unique and beneficial experience.

Minnim design has been applying technology to its solutions since 2010 as long as they have a real value in the market.

Control PCB's, communication PCB's, etc  
Software Engineering  
Mature technology identification  
Technology implementation  
Cloud/server architecture development  
Final documentation for manufacturing  
Prototyping, functional testing  
PCB pre-series manufacturing  
Realization of series



# Digital UX & UI

*"We create experiences that captivate our users."*

Here we build all the software applications that will communicate with our entire ecosystem.

Our digital designers and developers specialized in Android and iOS systems are able to build interfaces where everything is visualized in detail.

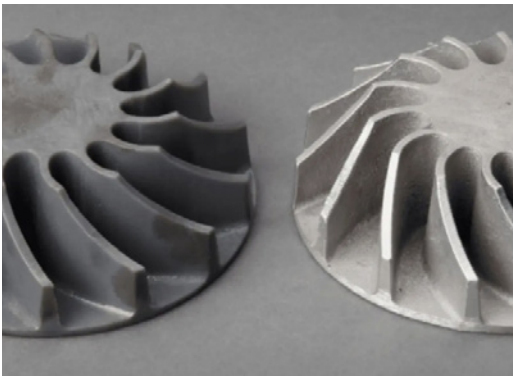
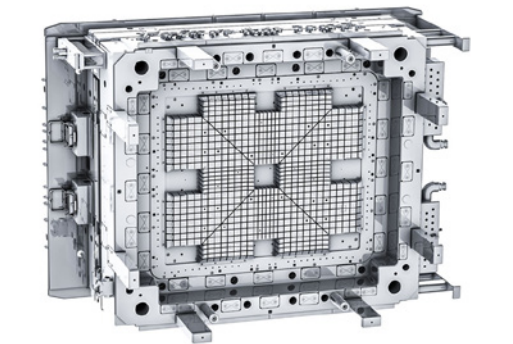
Our expertise in app flow, based on research, content definition and backend architecture are the best quality guarantee.

UX & UI Design  
Product/user interface design  
Web design  
iOS & Android development  
Cloud architecture  
Android Market and Apple Store  
Server and app maintenance  
Digital content creation



Application developed as part of the Rocook project for El Celler de Can Roca.

# Prototypes + Mold design & manufacturing



## PLASTIC INJECTION MOLDS & PARTS

- Plastic Injection Molds & Parts Design
- Mold Simulation & Part Filling Simulation
- Prototype Mold Making
- Manufacturing of final molds for production
- Spatial validation
- Injection molding, pre-series & serial parts
- US & spot welding
- Sub-assemblies/Assemblies Assemblies

## AESTHETIC & AESTHETIC-FUNCTIONAL PARTS & PROTOTYPE ASSEMBLIES

- Selection of materials & processes adapted to the prototype
- 3D design adapted to prototype tolerances
- Tracking & control & manufacturing of prototype parts and as-semblies
- Prototype technologies: CNC, Vaccum cast, SLA, SLS, 3Dprint, Additive, etc
- Sub-Assemblies/Prototype Assemblies

# Areas

Hospitality industry

Health

Appliance

Industrial

Smart home

Automotive

Pets

Sports

Lighting

Health logistic

# Awards

reddot award  
product design

wima  
NFC USA

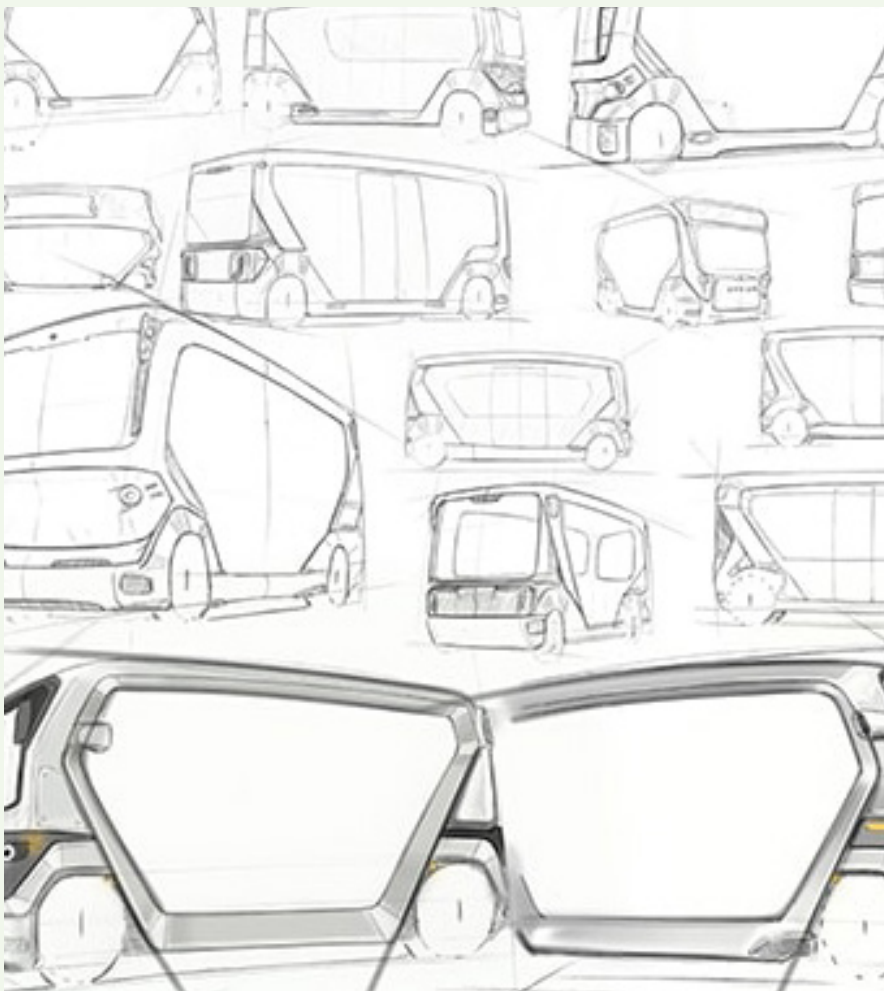
kbb  
AWARDS

100 MEASURES IDEAS

iF DESIGN AWARD 2022

# Clients





## CREATING PRODUCTS AND EXPERIENCES

Strategy, design and development in all its facets. Through design and technology we solve people's needs.



## Contact

### MINNIM DESIGN

Torre Diagonal One,  
Pl. d'Ernest Lluch i Martin, planta 4, oficina 29, 08019. Barcelona  
Telf. +34 938 598 758

### MINNIM ELECTRONICS

c/ de Castelao, 167  
08902  
Hospitalet de Llobregat

### CONTACT

Marc Real | [marc@minnim.design](mailto:marc@minnim.design)  
[www.minnim.design](http://www.minnim.design)