



## CARRYFIX

### Product-Led Venture and Commercial System Execution

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Carryfix is a product-led consumer venture founded under Formeta House, demonstrating my ability to translate applied product strategy into scalable commercial execution. Unlike consultancy-based design work, Carryfix represents end-to-end ownership of a product system, including user problem identification, solution definition, engineering for manufacture, supply chain coordination, and go-to-market strategy.

The product originated from ergonomic research into everyday carrying strain and evolved through iterative prototyping, user testing, and manufacturing optimisation. Multiple prototype generations were validated through field testing before transitioning to injection moulding. This process required tolerance engineering, material optimisation, tooling coordination, and quality control planning to ensure manufacturability at scale.

Beyond the physical product, I led the development of the commercial and operational infrastructure supporting Carryfix. This included brand positioning, packaging systems, digital product communication, e-commerce setup, fulfilment workflows, and customer experience design. The product ecosystem was structured to ensure consistency across physical artefacts, digital touchpoints, and post-purchase usage.

Carryfix has been produced in over 3,000 units across multiple manufacturing batches and sold continuously for more than three years. The product has reached customers across Türkiye and parts of Europe and has been stocked by curated cultural and design-focused retailers, including Odunpazarı Modern Museum. This sustained market presence demonstrates product-market fit, operational continuity, and commercial viability.

This evidence demonstrates my capability to lead a product-led venture from concept through manufacturing and market deployment, bridging physical product development with digital infrastructure, operational systems, and commercial execution. The experience directly informs my approach to building scalable technology-driven products and platforms.

#### **This evidence supports Optional Criterion by demonstrating:**

- Founder-led execution of a product-led venture, covering end-to-end ownership from problem definition through manufacturing, market launch, and sustained commercial operation.
- Proven ability to translate applied product strategy into scalable commercial systems, including supply chain coordination, production planning, and go-to-market execution.
- Sustained market validation through continuous sales across multiple years and international markets, demonstrating product-market fit and operational continuity.
- Integration of physical product development with supporting digital infrastructure, including e-commerce, customer experience design, and post-purchase workflows
- Commercial impact achieved outside consultancy-based work, evidencing independent entrepreneurial capability and readiness to build scalable technology-driven products.

## CARRYFIX

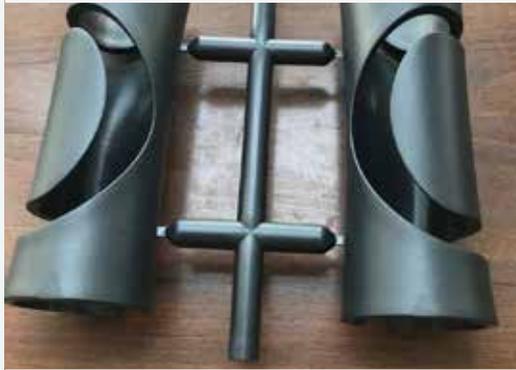
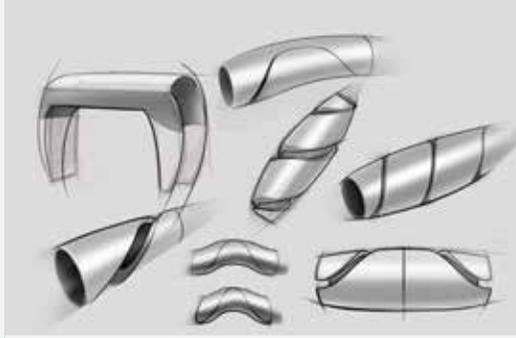
From Prototype to Market-Ready Manufacturing

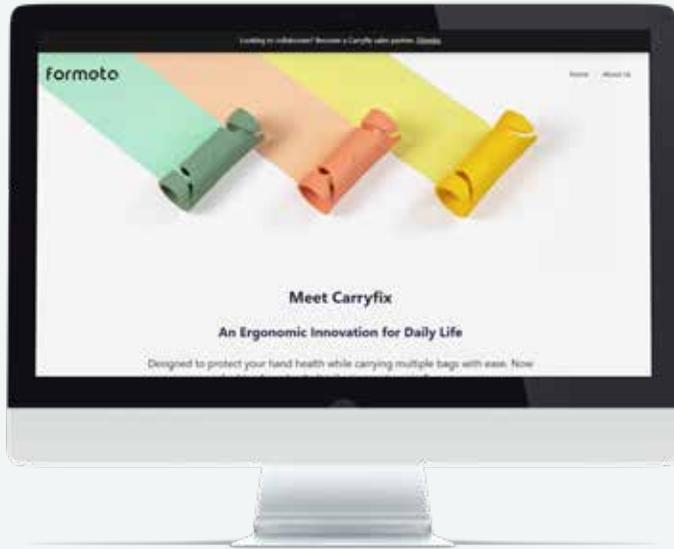
Demonstrating design-for-manufacture, supply chain coordination and scalable production

Carryfix began as a series of ergonomic experiments exploring how everyday carrying tasks could be improved through compact, engineered accessories. After validating the core geometry through multiple rounds of prototyping, 3D-printed test batches and field testing with users, the product was refined for injection moulding and prepared for full-scale manufacturing. This required adjusting tolerances, wall thicknesses and part geometry to meet injection moulding constraints.

The images shown here document the transition from early prototypes to factory tooling, quality control batches and packaged products. This process required coordinating suppliers, overseeing tooling development, managing colour and material specifications, and ensuring manufacturability at scale. Carryfix has evolved into a versatile product line that demonstrates my ability to take a physical product from concept to validated, market-ready form.

The ability to oversee this full manufacturing pipeline evidences my capability to manage technical, operational and commercial requirements at a founder level.





## Bringing the Product to Market

E-commerce, branding, user communication and product ecosystem building

The Formeta House website presents the full Carryfix ecosystem with product stories, lifestyle photography and detailed usage guidance. The platform reflects a cohesive brand strategy built around simplicity, utility and everyday design. Beyond the physical product, I designed the communication system, interface layout and customer experience, ensuring that the brand delivers clarity and trust at every touchpoint.

Launching Formeta House online required integrating e-commerce tools, managing content production, coordinating packaging design and creating a reliable fulfilment workflow. This digital presence demonstrates my ability not only to design and manufacture consumer products but also to build a complete commercial infrastructure around them.

Carryfix has been stocked and sold for more than three years in cultural and design-focused retail spaces across Türkiye, most notably the Odunpazarı Modern Museum. Its presence in curated museum shops demonstrates market acceptance, product quality and sustained commercial credibility.

This demonstrates that my product development work has achieved sustained real-world adoption beyond the design studio.

Carryfix has been produced in 3,000 units across multiple batches and has reached customers throughout Türkiye and parts of Europe, demonstrating consistent market interest and commercial continuity.

