

## Top Ten reasons to Buy versus Build smart circuits for GaN

- 10. A bloated Materials liability needs a diet.** Hand off the responsibility of implementation to an experienced company. No one enjoys documenting 100+ new parts for just one project. With the pace of technology, your reels of parts in the stockroom will be waiting for auction.
- 9. Major distraction to core-competency.** With the exception of large companies having cross-functional teams, many RF houses will struggle with obtaining analog expertise or transition smoothly to GaN technology. They can just buy now and develop later.
- 8. Proof-of-concept in a flash.** Buying something that already works rather than trying to figure it out from scratch is a no-brainer, especially when potential for production is few or somewhere in a distant future.
- 7. Best practices have been figured out.** Vendors regularly show continuous improvements on their niche product, and they can serve as free consultants for many applications.
- 6. Very difficult to duplicate.** We used the most aggressive IPC standards for board design and fit everything in the size of a nickel. Miniaturization promotes compatibility to several GaN platforms in the industry. Sure, someone can build something similar to a size of a credit card.
- 5. Gambling with your ROI.** Reinventing the wheel requires spending lots of time, effort, and money to set-up a team which would take on unnecessary risks that may end up with lousy return-on-investment. How many projects have we all logged that went nowhere?
- 4. Save your budget for the important stuff.** Up-front costs for buying are very low and obvious. However, in-house builds have huge up-front costs that have hidden maintenance costs buried in the operational budget for years.
- 3. Ownership of design.** We are a consultancy that can partner with our customers to integrate our products to their systems. Eventual ownership of our products can be secured for long-term planning.
- 2. Slow and steady don't win races, period.** Your customers will be much more impressed and will give extra attention to the first demonstrator. What you present becomes a benchmark with favorable comparisons than later participants. Why not get a competitive advantage against the big players?
- 1. All Engineers can get in on the fun!** The number one reason for workplace fulfillment is the opportunity to grow professionally. The early stages of GaN technology is a boon to principals and designers. But this club is not exclusive. Applications, Test, and Manufacturing Engineers can showcase their wares with their own design to streamline operations. Dropping in our modules is super easy!

