

Here in Shenzhen

Build in Shenzhen

Practical product, manufacturing, and supply-chain support for overseas founders, startups, and teams building through

Robin Luo | Here in Shenzhen



Most teams come to Shenzhen asking the wrong first question.

They ask: "Can you introduce me to a factory?"

The better questions come first:

01 What stage is the product actually in?

Concept, prototype, or pre-production? The answer changes everything.

02 What kind of partner is needed?

Sourcing, prototyping, and co-development require different relationships.

03 Which assumptions still need to be tested?

Cost, timeline, and manufacturability are often misread before the first factory meeting.

The right introduction only matters after the right path is clear.

Hardware teams rarely fail because they lack ideas.

01 Too early, too fast

Talking to factories before the product brief is ready creates noise, bad quotes, and wasted months.

02 Wrong category of partner

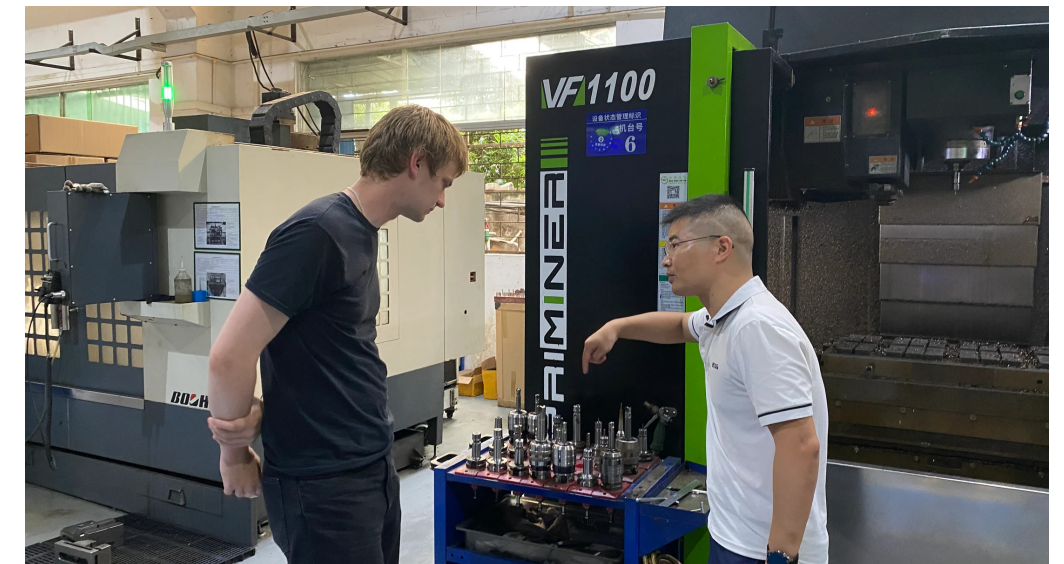
Sourcing is not the same as co-development. Choosing the wrong type of partner delays everything downstream.

03 Price over fit

The lowest quote ignores engineering depth and production reality.

04 Invisible complexity

Testing, tooling, and production ramp-up are consistently underestimated.



In hardware, the wrong path can look productive for months.

Shenzhen is where hardware ideas meet manufacturing reality.

For hardware founders, Shenzhen offers a density of resources that is genuinely difficult to replicate anywhere else when you know how to access it.

What's here

- Components and raw materials
- PCBA and circuit assembly
- Industrial design houses
- Rapid prototyping and tooling

At every scale

- Robotics and electronics suppliers
- Production engineers
- Contract manufacturers
- Factory operators at all tiers



More options do not automatically mean a clearer path. Speed only helps when you know what should happen next.

I help founders make the right Shenzhen decisions before they commit.

01

Before talking to factories

Clarify what stage the product is in and what information is still missing.

02

Before choosing partners

Identify whether the team needs sourcing, prototyping, co-development, or manufacturing support.

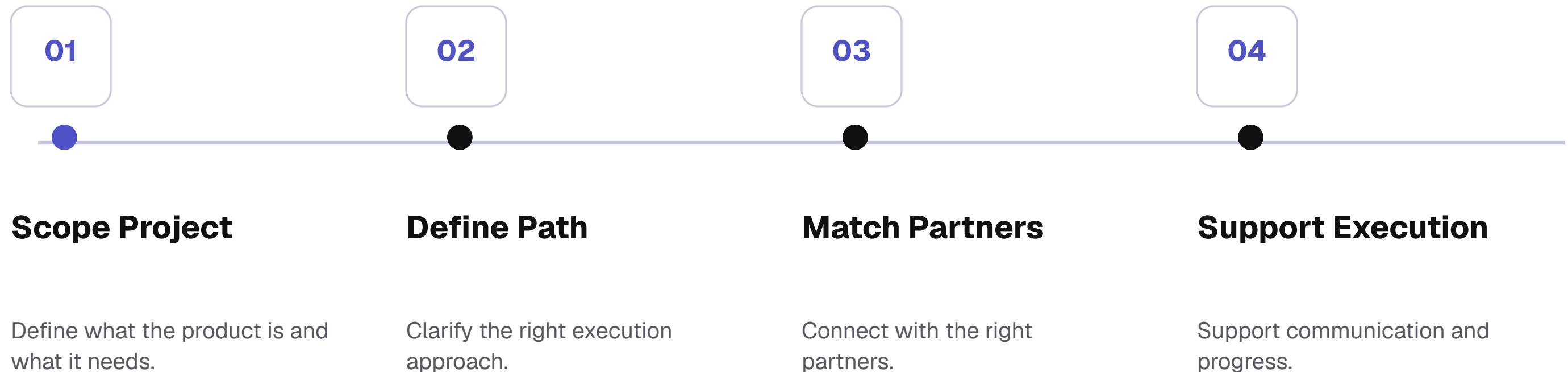
03

Before spending serious budget

Check assumptions around cost, timeline, feasibility, and supplier fit.

My role is not to send you more contacts. It is to help you avoid the wrong path.

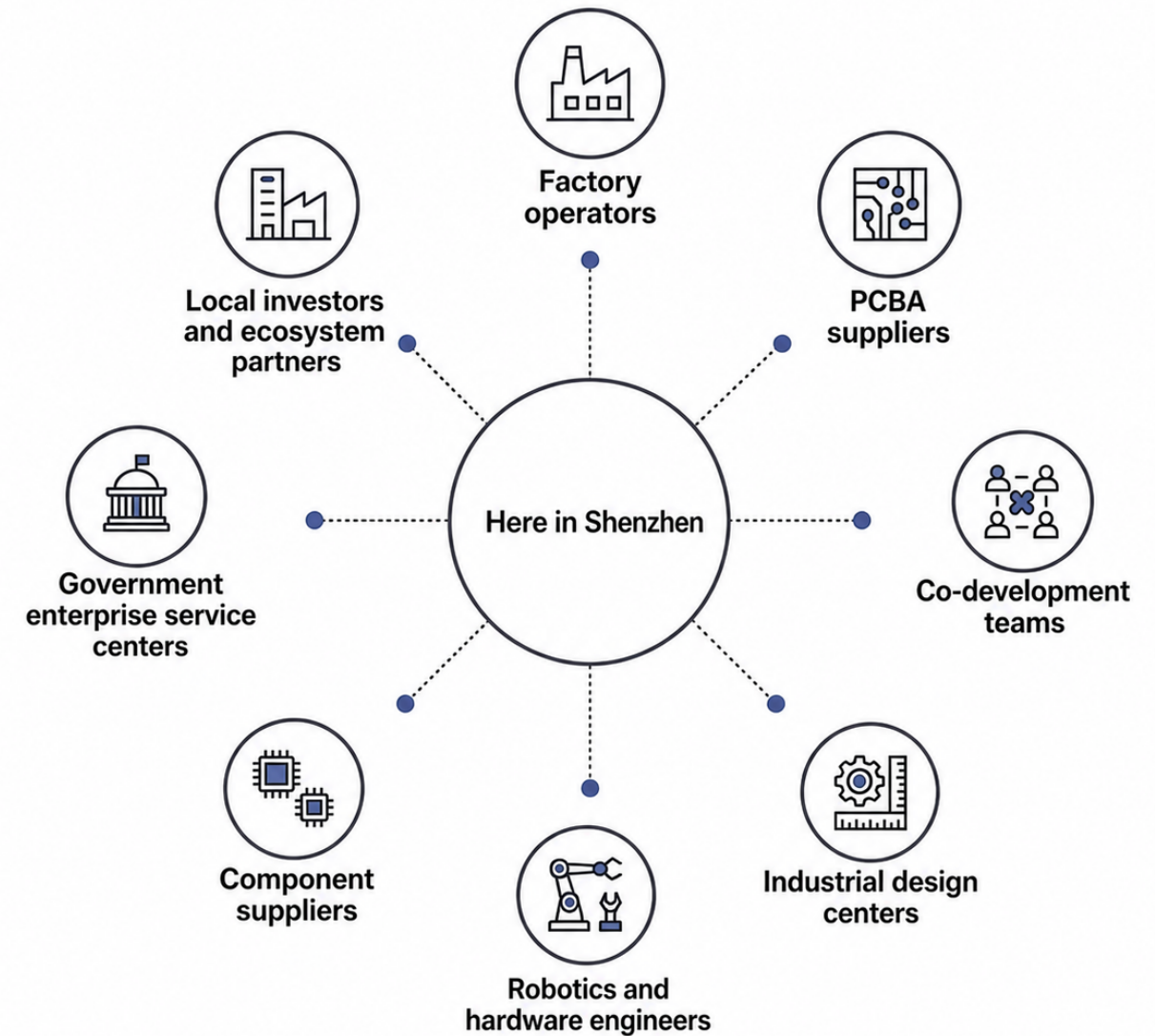
A staged process, not random introductions.



Partner introductions happen after clarity, not before.

A practical Shenzhen network around your project.

Depending on the project, I coordinate with the right technical, manufacturing, business, and local resources once the direction is clear.



Built from real conversations and factory visits.

Here in Shenzhen documents Shenzhen's real business world from the ground, not from a consulting desk.



Founder Interviews	Direct conversations with hardware builders operating in and around Shenzhen.
Field Notes	Factory visits, supply chain observations, and market walkthroughs documented as practical guidance.
Hardware & Robotics Coverage	Conversations with operators, engineers, and builders working at the edge of Shenzhen's hardware output.
Ground-Level Perspective	This is not agency research. It is the kind of judgment that comes from showing up in person, repeatedly.

Best fit teams.

Serious teams with real product intent, not casual factory shopping.

01 Hardware founders moving beyond concept

Clarify what can actually be built and what path makes sense.

02 Prototype-stage startups

Move toward production with the right partners and support.

03 AI hardware & robotics teams

Access Shenzhen-grade components, engineering, and supplier context.

04 Teams planning a Shenzhen visit around an active product, sourcing, or manufacturing project

Use the visit for relevant meetings, practical evaluation, and project progress.

05 Investor or portfolio teams

Understand manufacturing reality before or after investment.

How an engagement can begin

01 Project Scoping

Clarify the product, stage, problem, priorities, and practical next step.

02 Development & Partner Search

Identify and evaluate suitable development, engineering, manufacturing, or supply-chain partners.

03 Supplier & Manufacturing Evaluation

Assess potential suppliers, factories, capabilities, fit, and execution risk.

04 Local Execution Support

Support meetings, visits, communication, follow-up, coordination, and project progress in Shenzhen.



Coming to Shenzhen primarily to understand the ecosystem first? Start with Business Exploration.

CASE STUDY 01

An Urgent Hardware Need, but No Clear Shenzhen Path

A US AI-for-science company needed a first-person visual data-capture device for research use.

They were exploring two paths

- A fast prototype using available products
- A fully customized device for long-term use

THE CHALLENGE

The real challenge was not finding more suppliers. It was defining the right development path and identifying the right type of partner.



CASE STUDY 01

From a Broad Search to a Focused Partner Shortlist



What we did

- Clarified the requirements and project stage
- Screened co-development, NPI, engineering and design teams
- Identified around six relevant partner options
- Arranged calls and five days of focused meetings in Shenzhen

OUTCOME

The client left Shenzhen with two to three potential development partners for final evaluation.

KEY TAKEAWAY

A structured search helped the client avoid irrelevant meetings and make better use of their time in Shenzhen.

CASE STUDY 02

Building a More Reliable Lab-Diamond Supply Chain

A Philippine jeweller and e-commerce entrepreneur needed lab-grown diamonds with consistent quality, competitive pricing and reliable delivery.

What we did

- Defined specifications covering shape, grade, cut, carat and certification
- Verified suppliers through industry networks, exhibitions, Shuibei and direct factory research
- Tested selected vendors through small-batch purchases
- Coordinated payment and international logistics

OUTCOME

The first shipment was delivered successfully, followed by repeat orders and continued supply-chain optimization.



KEY TAKEAWAY

Reliable sourcing comes from testing suppliers, not simply comparing quotations.

CASE STUDY 03

Helping an Early-Stage Wearable Startup Take the Next Step



A UK AI hardware startup was developing a wearable device that collects environmental data for personal health applications. The team needed a fast prototype, suitable development partners and a practical plan for entering Shenzhen.

What we did

- Clarified the product concept and immediate development priorities
- Identified three relevant co-development and prototyping teams
- Planned focused meetings for the client's Shenzhen visit
- Identified hardware-focused investors for future discussions

CURRENT STAGE

The engagement is ongoing, with partner discussions and the Shenzhen visit being prepared.

KEY TAKEAWAY

At an early stage, the priority is validating the product path before thinking about mass production.

SELECTED PARTNER CAPABILITIES

Examples of capabilities within the partner network

- 01

Smart Audio IoT Device

MTK hardware adaptation, microphone-array integration, Android systems, cloud services and AI functionality.
- 02

Custom Position-Tracking System

Custom sensing, precision mechanical design, signal conversion and advanced manufacturing.
- 03

Commercial POS Device

Hardware, software, industrial design, OTA updates and multi-interface connectivity.

WHAT THIS DEMONSTRATES

Access to development teams capable of supporting projects across electronics, sensing, embedded software and commercial product integration.



These examples were delivered by specialized teams within our broader partner network.

Build smarter in Shenzhen.

Clarify the path

Define the right next step for your product before committing time and budget.

Find the right partners

Meet qualified teams matched to your product, stage and technical needs.

Move the project forward

Use focused meetings and local follow-through to reach the next decision.

Planning a hardware project in Shenzhen?

Tell me what you are building, what stage it is at, and where you are currently blocked.

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