

JONATHAN C. ABBOTT

Hardware Founder | Technical Sales | Manufacturing & Global Sourcing

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SUMMARY

Hardware founder who took a consumer electronics product from first CAD model to **3,000+ units shipped, \$446K in revenue at a 63% gross margin**, built with 17 factories overseas. Before that, a top-producing sales rep in real estate acquisitions and a business analyst. Speaks both languages a manufacturing customer needs: the engineer's (DFM, tooling, tolerances) and the buyer's (unit cost, lead time, margin).

EXPERIENCE

NANO RC — Founder & Product Lead

Feb 2024 – Present

Consumer hardware brand; invented the NANO X100, a 1:64-scale fully proportional RC excavator

- Took the X100 from concept to **3,000+ units delivered** worldwide with no prior hardware experience; generated **\$446K revenue at 63% gross margin**.
- Launched on Kickstarter, raising **~\$350K from 2,400+ backers**, then fulfilled every pledge and moved to direct-to-consumer sales.
- Sourced and managed **17 factories and 1 global assembly partner** (injection molding, PCBs, electronics, packaging); negotiated pricing and terms and protected IP with NNN agreements.
- Ran a **\$96K injection-mold tooling program**: designed every part for manufacturability in Fusion 360, finished initial tool-up in 5 months, and keep iterating tools to improve fit, yield and quality.
- Prototyped in-house with 3D printing and a Tormach CNC mill; managed PCB sourcing, FCC certification and product compliance.
- Built the paid acquisition engine: **\$60K in Meta ad spend at 7.4x ROAS**. Added curated third-party products through direct relationships with manufacturers (LDARC, Turbo Racing, Hstar).
- Managed landed cost through tariff classification and shifting U.S. trade rules, including the end of de minimis.

New Western — Real Estate Acquisitions Agent

2022 – 2023

Raleigh, NC

- **Company-wide top producer among first-year hires**; generated **\$125K in company profit in first month**.
- Underwrote hundreds of investment properties, put deals under contract, and pitched them to the dispositions team for sale to investors.
- Sourced on- and off-market deals through direct-to-seller campaigns; built a custom CRM tool integrated with Salesforce to manage pipeline and follow-up.

Jonathan Abbott Realty, LLC & Nest Investment Properties, LLC — Founder

2022 – 2024

- Founded a listings-focused brokerage and a property investment company (rentals and flips); sourced off-market deals for investors.
- Ran Google PPC, social, direct mail and SEO campaigns and automated lead-management workflows.

Dash Carolina — Real Estate Sales Agent

2021 – 2022

- Converted inbound buyer leads and prospected daily for listings in a competitive market; managed the client pipeline in a CRM.

Duke Home Infusion — Business Analyst

2020 – 2022

- Forecasted key performance metrics and recommended changes to pharmacy operations and the business plan.
- Built visual analytics dashboards and automated recurring reporting (Excel, Access, Smartsheet).

Earlier: A&A Custom Builders, Asset Management Specialist (2015–2017): underwrote rental and value-add acquisitions and estimated rehab costs. TekMountain, Intern (2019–2020): supported startups and a medical-device incubation program.

SKILLS

Manufacturing & Product: Fusion 360 CAD, design for manufacturing (DFM), injection molding & tooling, CNC & 3D printing, PCB sourcing, FCC certification, supplier management, import & tariff compliance

Sales & Growth: Consultative selling, negotiation, prospecting, Salesforce & CRM, Meta Ads, DTC ecommerce, crowdfunding

Analytics & AI: Financial modeling, unit economics, forecasting, regression analysis (SAS), advanced Excel, AI tools & workflow automation

EDUCATION

University of North Carolina Wilmington — B.S. Business Administration, Finance & Economics (GPA 3.5, Dean's List)

2020