Apart from the way you come across ("helping" as opposed to "selling") building relationships creates mutual understanding and you also have a better idea of what your market wants and needs.

In 2011 Jim launched 2 products on Kickstarter: PadPivot - an iPad stand that raised $200k and eventually landed on the shelves of Best Buy, and CableKeeps - the impetus for forming Nice, Inc., focused on releasing more "delightful and inspiring" designs.