

# Inventors COUNCIL

OF MID-MICHIGAN

PO Box 232, Lennon Michigan 48449

Web Site: [INVENTORSCOUNCIL.ORG](http://INVENTORSCOUNCIL.ORG)

The Inventors Council is an independent, non-profit 501 C-3 corporation formed to help inventors pursue their dreams of bringing new and innovative products to market. Our goal is to help fellow inventors succeed in the most efficient and least costly manner possible by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

We meet monthly at Walli's Restaurant, 1341 South Center Road Burton, Michigan. Just Two blocks south of I-69, Exit 139

VOLUME FOURTEEN

NEXT MEETING THURSDAY, July 8, 2010, 7:00PM

NUMBER SEVEN

## Idea Development Process is the Training Subject

### July 2010 Meeting

We will be conducting a training session tonight on the "Idea Development Process" Mike Ball will be conducting the training and be using a real product idea we need to find a solution for.

Come and learn how to help your ideas find the best solution fast.

The meeting will begin at 7:00pm in the upper level of Walli's Resturant on Center Road in Burton.

### June 2010 Meeting

We would like to thank David Dowling, founder of Yukon Seat Grip for presenting his invention to the club. It always amazes us to see the different ideas that inventors come up with to solve problems people face in life. The obstacles they overcome to take their product to market really motivate our inventors to find solutions to their own challenges.

**New: "Single Step"** This will be an agenda item at each meeting. It will be called "Single Step" and will be asking the audience "what step did you take to move forward this month?". We will be asking for one item only. The longest journey begins with a single step and we want to encourage our inventors to take at least one step toward completing their invention.

It could be a sketch, working on a mock-up, doing a marketing search, attending a seminar, or networking with someone about an issue for your invention.

Be ready to stand up and tell the other members about your "Single Step" this month.

## Idea Development Process

How do you develop an idea? What method do you use to select a logo, a company name, a slogan, a design, a business plan, or any other task you need to have an answer to complete? While some would argue that you just can think them up in your head and you are done, is that the best method or way?

If we asked each person in a room to create a logo for a company, and did not allow them to talk to each other, then each person would come up with a different logo. We could choose the best of the bunch as our logo, but is this the best solution? Probably not. What you would have is all individual ideas, not a development process solution.

It is said that many heads are better than one for solving problems. Maybe or maybe not. Can you imagine telling a crowd of 10,000 people to shout out their best idea of a new product name so you can select the best name for your product or invention? It would be utter chaos and who would figure out the best solution from this method?

What we will teach tonight is a system I learned while working in Product Development of GM Truck Engineering. This system provides the "best" solution for any problem. It is called the Idea Development Process (some call it the "White Board Process") which allows several people to provide input and come up with the best collective solution that we can put into action right away.

This is a disciplined process and provides not only the best but also the fastest solution to a problem. I use this on my inventions and company. As a matter of fact, I use it on almost any problem and it works every time. It is logical and documented and takes most of the guess work out of the process.

This meeting we will take a real problem and provide the best solution. Our inventors will get to work the process and see how and why it works.

This process will show us how to use everyone's ideas to make the best decision for any individual idea or problem.



## MARKETING

Hints from the Fog  
by Mike Ball, President



## Idea Development Process (cont.)

The best number of people for a team is five people. One leader, one subject matter expert, one person who is familiar with the subject, one person who understands the area of the subject (design, engineering, marketing, manufacturing, sales, etc.) and finally one person who does not have any knowledge of the subject.

This gives many looks at the solution from a wide variety of people. Sometimes the “best” ideas come from the “dumbest” person because they do not know it can’t be done that way.

Of course, if you can’t get a five person team together, then it can be done with any number of people. Just recognize that each person adds another input to the process and that adds value to the idea.

The secret to the “White Board” is the visibility and flexibility added to the process. This adds a dynamic to the process that flip charts, overheads, computer screens, etc. but does not provide with the audience interaction and feedback.

Come to the training this meeting and learn if this process will help your invention ideas.

## Events Coming Up in July

**Automation Alley New Member Networking Event.** Join us to for this new member networking event to introduce your company to new and existing Automation Alley members, and begin building relationships within the Alley. This invitation is open to all employees of your company. Details: Wednesday, **July 14**, 8-10 a.m., Automation Alley Headquarters, 2675 Bellingham, Troy - [http://www.automationalley.com/a2\\_nws\\_eventcal?m=7&y=2010](http://www.automationalley.com/a2_nws_eventcal?m=7&y=2010)

**Entrepreneur Education 2.0: Term Sheets/Fundraising.** How will you find investors and other sources of capital? Start with a compelling and well-rehearsed business pitch. Then add a finance plan that explains where your business is going and the milestones that lie ahead. Learn how to determine the amounts and timing of your capital requirements as well as the sources of funding that are best for your company. Highly recommended for GLEQ participants. Speaker: Kurt Riegger, Business Engines. Details: Wednesday, **July 14**, 5-7 p.m., SPARK Central, 330 E. Liberty, Lower Level, Ann Arbor- <http://www.annarborusaevents.org/events>

(More events on Page 3)

**We are inventors helping inventors.**

## Invention Review Panel

For objective evaluation and priceless feedback, share your invention ideas with an educated group of inventors, business owners, engineers and authors!

Our Panel will sign a non-disclosure agreement to guarantee your ideas are kept secret while we provide you with the input needed to make decisions, no matter what stage of the invention process you’re at!

There is a \$25.00 cost for a review. The Panel meets at 6:00 pm before each meeting. Call Panel Chairman Marty Sovis at 810-659-6741 for an appointment.

Review Panel Members  
Marty Sovis Rick Mason  
Jim White Mike Wiley

**Bob Ross 1919 - 2004**  
*Inventors Education Column*

## Inventors Event Notices

### Patents and Trademarks 101

Saturday July 24, 2010

Detroit Public Library

Main Library, Friends Auditorium  
5201 Woodward Avenue

Call (313) 481-1391 to reserve a seat

[Bst@detroitpubliclibrary.org](mailto:Bst@detroitpubliclibrary.org)

[5th Annual National Invention Search Contest, ICKC](#)

A way to have your invention reviewed by manufacturers.

*Go to the link for information*

Closes August 3rd, 2010

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