

Inventors COUNCIL

OF MID-MICHIGAN

PO Box 232, Lennon Michigan 48449

Web Site: 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, JANUARY 13, 2011, 7:00PM

NUMBER TWELVE

No December meeting/ tour

Happy Holidays Inventors !!!!!

No Meeting December 2010

There will be no field trip for December 2010. We could not get anyone to host us except before 4:00pm so we will not be doing a tour and Walli's is not available due to the holiday bookings.

January 2011 Meeting

Election are held at our first meeting of the year. Ballots will be provided to members to vote for the Board Members of their choice.

Only members who self nominated will appear on the ballot.

The top 8 vote getters will be elected to the board. It is the board of directors that will determine the direction for the club in 2011.

"Circle of Trust"

We are still seeking names of service providers to add to our Circle of Trust. We are looking for machinists, model makers, mold makers, prototype makers, CAD Designers, engineers, marketing, packaging people, production houses, tooling, etc. individuals or companies that will work with small inventors. We want people and companies that we can trust to work with our inventors. Trust and honesty are the key elements. Help us build the best network in the state to help inventors build their products.

ICMM has seen a lot of changes in 2010. As usual we have added new members and said goodbye to some former members. The club has grown to 38 full time members which is our highest total to date. We have made many improvements in 2010 and have more planned for 2011. In a tough economy we need to be frugal, but the need to help new inventors is great. So many more of our members are helping others now and we hope to get more people involved in 2011. The ICMM is the best resource for new inventors I have ever seen and we are getting better .

Recap or highlights of some of the changes at ICMM in 2010.

- Elected 4 new members to the Board of Directors the most new members on the Board ever.
- 9 speakers gave great and fun presentations to the ICMM inventors in 2010
- All communications went electronic in 2010 (Newsletter, notices) saving over \$1500 dollars in costs to the ICMM membership.
- Added visitors email addresses to Newsletter distribution.
- Web site added newsletters to site and more links to help our members find information about invention and related resources. Jim White maintains the site for ICMM.
- New tag line "Inventors helping Inventors" is now used in correspondence.
- Created Guest Passes for our members to invite a friend with free admission
- Invention Review Panel improved with a new disciplined and procedural approach. Increased review time and require a pre evaluation form now. A real value for new inventors and continuing to improve each month.
- New networking efforts. ICMM is now a member of the eTEAM with the Genesee County Chamber of Commerce which promotes the collaboration of Entrepreneurial Services Providers . Links added for GLEQ notices for our members.
- Continued our inventors training series to help members launch their inventions and training will continue in 2011.
- Added equipment to support our regular membership meetings i.e. White Erase Board, New Projector for presentations, Lapel Mic for speakers, provide a laptop computer for presentations.
- Scheduled upstairs at Walli's for entire year in advance to improve our seating capacity and tables to write on for regular meetings.
- Developing a list of trusted service providers called the "Circle of Trust" to refer our members to if they need help in making and producing their invention. This is ongoing into 2011, but is one of the most important items on the ICMM agenda for 2011.
- Improve notice of meeting in some newspapers and on cable channels.



MARKETING

Hints from the Fog
by Mike Ball, President



What is an Invention Club ???

Inventors Council of Mid-Michigan is the name of our inventors "club", but how does it work for you?

We are a 501-C3 Educational Charity, but all that does is allows you to get a tax deduction for dues and donations. We are all volunteers for any work we do to help others.

Our club is what we want it to be. It is my hope that we become a bunch of friends helping each other promote our ideas and dreams. We can be a back looking group talking about the past, or we can be a future looking group. Friends helping friends and providing a sounding board for ideas and different approaches to solving problems.

We are not in competition with each other. My business does not impact you and your business is not in completion with mine. We should be networking together and provide a support group to help each other without expecting any gain or reward.

In short, we are a group of friends that can help each other. We can share knowledge and experience to design, build, market, produce, advertise, test, sell, and any other skills that we all have that can help a fellow inventor.

Some people will want you to do the work for them. That is not what we do. We may show a person how to do something, where to find a service, who to talk with, what something means, etc. But the inventor is the only person that cares if his/her invention goes from idea to market. Let's help each other not do all the work for someone.

We have a club of very talented people in this club with vast knowledge in design, engineering, patent searching, marketing, web sites, mold making, selling, research, etc. so use the club as your network and share as well as take advice.

Being an inventor is a lonely vocation. You only know what you know. Without others to feed off and exchange ideas with you will not get better. Don't just come to the club, but network with others in the club. Get involved. Run for the Board of Directors, volunteer for projects, make suggestions, share your knowledge, and be supportive not critical of others.

It is my hope that 2011 will be another growing year for all our members. Good luck in your inventing and see you all in January 2011. Happy New Year!!! Mike

2011 Membership Dues
They are \$55.00 per year and due
By December 30, 2010

Send Check Payable to Inventors Council of Mid-Michigan
PO. Box 232
Lennon, Michigan 48449

We are inventors helping inventors.

The Events on the following page(s) are listed to try to help our inventors and friends of ICMM club to network and learn from other organizations and resources. Share these with your friends and attend an event that will help you take your invention (product) to market or

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 Donation 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

Club Events Coming Up

Looking for names to put in our "Circle of Trust" initiative. These include CAD designers, prototype builders, graphic artists, machinists, etc. Give the names to Mike Ball or Marty Sovis.

2011 Election Board of Directors nomination process has been sent to all members via email this week. Please nominate yourself if you want to appear on the ballot.

The 2011 Board of Directors election will take place at the January 2011 Regular Membership meeting.

Officers And Directors

Mike Ball
President
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Roger Stolpin
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Mike Wiley
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Mary Gavin
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Bill Brabenec
Director
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A 501-C-3
All-Volunteer
Corporation

More Events for our Inventors (Opportunity to educate, grow, and network)

GLEQ Business Plan Competition. Registered participants in the GLEQ Business Plan Competition must submit an Executive Summary by **Friday, December 17, 9 p.m.** Submissions are entered online and are judged by venture investors that provide written feedback and suggestions. Winners will be awarded cash prizes at ACE'11 on **Monday, January 31, 2011.**

Opportunities for Entrepreneurs...

Annual Collaboration for Entrepreneurship - ACE'11. Register Today. This is your chance to get in front of 1,000+ attendees as ACE celebrates its 11th year on **Monday, January 31.** Register now for a display table (the cost goes up as the event date approaches) and a chance to be selected for the **ACE'11** Elevator Pitch Competition. During this fast-paced competition with emcee Chris Holman, six entrepreneurs present three-minute pitches to win awards and services. The competition is a highlight of this annual event. *You must be registered for an entrepreneur display table to be selected.* Use this link to register for a display table: <http://ace-event.org/signup.aspx>. Learn more about the event at <http://www.ace-event.org/>.

Momentum 2011. Apply Today. Momentum is a venture incubator that provides seed capital, intellectual capital, and extensive mentorship to internet start-ups. Momentum is looking for great ideas and new technology and it's creating reasons for you to stay in Michigan. Momentum makes a small investment (\$20K) in your venture for a small stake (8%) in your new company. Your team resides in West Michigan for 12 weeks while you have support to develop and launch your product, refine your business strategy, and connect with investors and resources to quickly accelerate your product to market. The application period opened **November 4.** For additional information e-mail Amanda@momentum-mi.com, or visit <http://www.momentum-mi.com/>.

NEF - Prepare Your Pitch. If you're an entrepreneur seeking funding or other resources, New Enterprise Forum can match you with a coaching team and an opportunity to pitch your ten-minute investor presentation to the NEF audience of entrepreneurs and investors. To be considered, contact me at diane@gleq.org. Your NEF coaching team will prepare you to make a polished investor presentation. Get ready for pitch opportunities at ACE'11, Michigan Growth Capital Symposium -- and other events. Learn more at <http://www.newenterpriseforum.org/>.

Blue Water Angels - Boost Michigan. Be one of the early-stage entrepreneurs selected to present to angel and venture capital investors this winter at a Boost Michigan. "Boosts" are informal Pitch Night opportunities to get in front of coaches and mentors that will help you prepare for investor presentations. You'll talk about your business for two minutes and have the chance to win an impromptu Advisory Board dinner -- and the opportunity to present to Blue Water Angels and other investors. Upcoming Boost events are scheduled for December 15, Lansing; January 12, Midland; and March 9, Flint. Check the GLEQ website for details at <http://www.gleq.org/> or e-mail contact@gleq.org. For information on Blue Water Angels, contact Chris Moultrup at the MidMichigan Innovation Center (moultrup@mmic.us or 989-839-2336).

Accelerate Michigan Innovation Competition. Join in the excitement of the inaugural Accelerate Michigan Innovation Competition, December 9-11, as semi-finalists compete for the \$500,000 Grand Prize and students compete for cash awards up to \$25,000. Connect with the investment, business and entrepreneur communities at the Midwest's premiere \$1 million business competition. Registration is now open for the 3-day event and the Gala Award Brunch. Details: Thursday-Saturday, **December 9-11**, North Campus Research Complex, 2800 Plymouth Road, Ann Arbor - <http://www.acceleratemichigan.org/main.cfm?cid=2235>

Fundamentals of Marketing Your Business. The course presents practical applications of marketing concepts designed to help small businesses grow. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing is demonstrated with several examples of effective hands-on marketing techniques. Details: Thursday, **December 9**, 9:30 a.m.-12:30 p.m., Schoolcraft College MI - SBTDC, Business Development Center, Livonia - <http://www.misbtdc.net/events.aspx>

Innovation RainMakers: Innovation Acceleration. The morning will include a brief presentation on innovation, followed by breakfast, and a networking event designed for you to get to know other professionals in the community involved and interested in innovation. Space is limited, so please respond promptly to take advantage of this great opportunity! Details: Friday, **December 10**, 6:45-9 a.m., Kerby's Coney Island, 5407 Crooks Rd., Troy - <http://www.avg.com/>

SBIR/STTR 101: Introduction & Overview. BBCetc will conduct this half-day workshop covering the SBIR/STTR program basics, including: program purpose; eligibility; and sources of funding. The course is targeted to a broad audience that is still exploring the SBIR/STTR program. It is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development. Technology-based entrepreneurs and small companies seeking funding for R&D will learn the basics about this \$2.3 billion dollar federal funding program and determine whether their company is suitable and eligible for this source of non-dilutive funding. Speaker: Michael Kurek. Details: Tuesday, **December 14**, 9 a.m.-noon, SBIR/STTR Training at Biotechnology Business Consultants, Ann Arbor - <http://www.misbtdc.net/events.aspx>

GRIN - Grand Rapids Inventors Network. Sarah Kallio and Stacey Krastins are inventors of The Stocked Kitchen, a system that helps people cook scrumptuous meals while lowering grocery bills, reducing stress, and eliminating food waste. As co-owners of Stock, LLC, these two West Michigan idea people, have taken their concept, turned it into an organized methodology and product, and launched a successful business. Come to GRIN's December 14 meeting to learn and hear about this local innovation story. Details: Tuesday, **December 14**, 6-8 p.m., Grand Valley State University, Cook-DeVos Center for Health Sciences, 301 Michigan St., Grand Rapids - <http://www.grinventors.org/pdfs/Dec2010Flyer-web.pdf>

Writing a Successful Business Plan. You wouldn't take off on a circuitous road trip without a map. Following that line of reasoning, you wouldn't consider starting a business without a business plan - a business plan is the road map of a business. Planning is your map to success in the business world. Much money is made and then lost because one area of a business fails, dragging the positive parts down with it. Details: Wednesday, **December 15**, 8:45 a.m.-noon, Southfield Public Library, Southfield - <http://scoredetroit.org/content/view/16/30/>

Venture Capital "Office Hours". Beringea, Michigan's largest venture capital firm, is introducing an open investor pitch forum known as "Office Hours" to Michigan entrepreneurs. Eleven sessions in locations around the state, beginning in Farmington Hills in January and culminating in Petoskey in August, will provide entrepreneurs open access to Beringea venture capitalists for their perspective, feedback and advice on topics ranging from business ideas to fundraising to the market opportunity for technologies or services. The program kicks off in January. Pre-registration required. Details: Tuesday, **January 11**, Farmington Hills - <https://www.recpost.com/www.beringea.com/officehours.php>

Annual Collaboration for Entrepreneurship - ACE'11. Register now to attend this event highlight of the year and be there for the 11th anniversary of ACE on Monday, January 31. Network with 1,000+ members of the entrepreneurial community. The jam-packed program features a keynote presentation; a fast-paced elevator pitch competition with emcee Chris Holman featuring six entrepreneurs presenting three-minute pitches; interactive workshops; entrepreneurial company displays, and presentation of the **GLEQ Business Plan Competition Awards**. GLEQ participants must be present or represented at the event to win an award. Details: Monday, **January 31**, 2-9 p.m., Skyline High School, 2552 North Maple Road, Ann Arbor - <https://www.recpost.com/www.ace-event.org>