

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 FIFTEEN

NEXT MEETING THURSDAY, June 9, 2011, 7:00PM

NUMBER SIX

Thursday June 9, 2011 Meeting

Our guest speaker tonight will be William Harry Bleckler, of the Michigan Small Business & Technology Development Center.

Harry has helped some of our members, and helps other people set up their small businesses that are emerging and growing through the state. He helps coach inventors and entrepreneurs in business presentations, plans, cash flow, marketing and sales strategies among other things.

Harry is a great resource to leverage when you need guidance with you product plan and resources to start your business to assist you.

Join our inventors in a great night of learning and networking.

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

Thursday April 14, 2011 Meeting

We want to thank Bill Stolpin for a great presentation of the work he does as an artist and business man. His showing of the different hats he has to wear where in doing all the different jobs a small business owner has to wear every day was great. It sure showed the typical work an inventor needs to do to take his product to market.

Bill has some great products and showed that you have to watch the creative side of the business along with the cost side if you want to make a profit. Great job Bill !!!! Come visit us again, it was fun.

"ICMM Invention 2011" (continues Part 4)

Tonight we will be continuing the development of the "Cubicle Cop". We are still at the Mock-up stage and trying to solve some issues and design alternatives to make decisions and move to the prototype stage.

A mock-up is a special appearance model used in idea creation. It is a great design tool and allows every one on the team to see what we are creating.

A prototype is almost a production model, it looks, acts like, and tests like a production product. The only difference is the final paint color, texture, graining, etc. In the engineering process, it is the critical step in determining the final production specifications including sequence of assembly, engineering parts list (EPL), torque, sourcing, and all the other critical elements needed to produce the product.

Last meeting, we heard some people say, we should develop and define the final product specification before we do the prototype. This is the wrong order. We use Prototypes to develop the final specifications. These specifications are used to build, manufacture, and assemble the final product and send it to the market for sale.

If we knew all the specifications before we designed and engineered it, we would just produce it and skip all the discovery work of the engineering process. Not very realistic. The more complicated the product (invention) the more design and engineering work is required.

We will now concentrate on the prototype phase until we are satisfied it is ready to test and finalize the specifications to produce the final product. We will test it, source it, produce a few, package it, and then sell the product.

For now we will stay with the process and continue to enhance the mock-up ideas and decide the final direction for the prototype(s). Bring your other mock-up designs in CAD (save as PDF) on a memory stick to the meeting and we will work on the Cubicle Cop together on screen in the regular meeting. This is real design fun.

Remember we only have about 40 minutes a meeting to work on the design, but we will get there. This is way engineering is done. Give and take with collaboration with all our members. Come and participate and enjoy the education and journey of the product development process. Everyone's ideas are important.

Don't miss any meeting and get involved in the most valuable training opportunities a new inventor will ever have. See you at the June 9th meeting.

ICMM
Home of the Happy Inventors



MARKETING

Hints from the Fog
by Mike Ball, President



I am not afraid of anything !!!!!

People talk to me about their invention and when I give them advice about the next steps, it always comes down to conviction. I tell them they can succeed if they really want to take their invention to market, but they must commit fully to the invention. Many times the product may look ready and their market research looks correct, but they still will not proceed. I tell them they are just afraid to commit. People do not like to hear that. Poor people want guarantees, rich people want opportunities.

With men, this evokes a reaction and they say they are not afraid or scared of anything. The macho man defense. I tell them great, go ahead and make it happen. They then say, but what if I can't sell them, or I lose my investment, or the product does not work, or any other excuse. This points to the fact that they have no confidence in their invention, their market research, the design, selling ability, or they just don't have the courage to follow through on their idea.

Yes, I said courage. When people say they have an invention, but want someone else to develop it, invest in it, manufacture it, sell it, market it, and take all the risk, and then pay the inventor a royalty fee, this is very hard to achieve. Not many outside investors would take the risk.

Don't get me wrong, assessing risk is important, but with no risk, comes no reward. The way to minimize risk, is to do all the steps in the invention process in order. Research is key. This does not cost much money to do research, but is key to determining success. Asking the tough questions and answering honestly is the best protection against risk. A well researched, designed, mocked-up, good prototype, and well packaged product will give you the confidence in your product to move ahead to the market.

Courage to risk your own money and time, come with knowing you have your invention ready for the market. You know it solves the problem you designed it to solve and people need it. Your market research proves it.

Confidence provides courage to make a decision. Yes it does take a lot of courage to take a product to market. All the "what ifs" will be reduced if you follow the steps of the invention process fully. If any steps fail along the way, then you can stop the development of your idea. You will have lost very little and gained a lot of expertise to work on your next successful invention idea.

Just like school, if you have studied and prepared for the test, you are not afraid to take it. Being prepared does not take courage, it takes work. Taking risk will always require a little courage to face the unknowns, but if you have done all the inventing work, you can succeed. Have the courage to try.

We are Inventors Helping Inventors Using the Product Development Process

The Events on the following page(s) are listed to try to help inventors and friends of ICMC club to network and learn from other organizations and resources.

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's a \$25.00 Donation for a Review. The Panel meets at 6:15pm 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 Resources

INVENTHELP'S INPEX

June 14-17, 2011

Monroeville Convention Center
Pittsburgh, Pennsylvania
1-888-54-INPEX

Visit at: www.inpex.com
Americas Largest Invention Show

Invention & Idea Show

Minnesota Inventor Congress
June 10 & 11, 2011

Redwood Area Community Center
(507) 627-2344
(The oldest in the USA)

Officers and Directors

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Links for ICMC Inventors to Review to find networking opportunities

Entrepreneur Connect 2011. Registration is now open at www.gleq.org for this first-time event showcasing the energy and direction of entrepreneurship in Michigan. The two-day event is set for **June 9-10**, at the James B. Henry Center for Executive Development in Lansing. Included in the program are exceptional opportunities to network and make important business connections, including Thursday's reception hosted by the MSU Alumni Association and the **11th Annual GLEQ Business Plan Competition Awards Dinner**, and Friday's Entrepreneur Expo and the **Entrepreneur/Investor Golf Scramble**. Put your investor pitch to the test at **Boost Greater Lansing** on Thursday morning. The top two presenters will attend an on-the-spot advisory board meeting with the expert panel and win an opportunity to pitch to the BlueWater Angels. Learn more at www.entrepreneurconnectmi.org

GLEQ Business Plan Competition Deadlines and Event Dates: Document submissions due in the New Business Idea and Emerging Company Categories: Friday, **May 6**. Two-day Entrepreneur Connect 2011: Thursday, **June 9** and Friday, **June 10**, with GLEQ Awards Dinner on Thursday evening, **June 9** - www.gleq.org

