

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, July 14, 2011, 7:00PM

NUMBER SEVEN

Thursday July 14, 2011 Meeting

Our guest speaker tonight will be Tracy Joesph, Loan Officer of the Metro Community Development Group.

Tracy will be talking about the Micro Loan program in the Flint Metro area. She will also be speaking about the Revolving Loan Fund for the City of Flint.

Tracy will be informing our members of the opportunities her organization provides and also the rules under which they operate.

Tracy will be conducting a Question and Answer session, so come prepare to participate and ask questions if you like.

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 June 9, 2011 Meeting

We want to Thank Harry Blecker of the Michigan Small Business & Technology Development Center for a great presentation.

Harry has provided a great deal of guidance to people wanting to start their own business and provided a lot of business tips for our inventors.

Thanks Harry for the great talk and ideas you gave our inventors. Come see us again any time.

"ICMM Invention 2011" (continues Part 5)

Tonight we will be continuing the development of the "Cubicle Cop". We are now in the Prototype phase of Design.

We currently have two teams working on the Design of the Prototypes.

Team One, headed by Andy Burlager, is working on the "flip out" signs. Gene, Mary, and Frank are also on the team.

Team Two is headed by Mike Readwin. They are designing the "pull out" signs. Susan, Al, and Mike W are also on the team.

We will be reviewing the CAD designs for both these alternatives during the meeting Thursday. Hopefully we will pick the final design direction so we can proceed with the building of the selected prototype.

Some things to remember.

- This whole process has been high risk for an Inventors Club to take on. Most clubs are not design and engineering focused, but marketing, patent, business plan, etc. They tend to assess what someone has already or is about to create. This is a design and engineering learning experience. Our inventors will be making real design, engineering, sourcing, manufacturing, packaging and market decisions just as they need to do for their own product ideas. Welcome to the real world of inventing.
- We only have about 45 minutes each month in our meeting to work on the design. Most of the design work is done between meetings by the design teams.
- Our inventors meet and work on designs on their own. As in any group, some will put in more effort than others, but we need all inputs to achieve the best design outcome.
- We have asked our teams to use CAD to create the design and put it in a PDF format so the entire club can review it Thursday night. By using a Computer Aided Design (CAD) we make the design portable and may shared with others. Be there and be part of the solution for the Cubicle Cop product.
- We want to finalize the surface designs this month (Class A surface is anything the customer will see). We also want to move on to the material selection and things such as color, lettering, texture, etc. so we can produce a final prototype and get ready to go to production.

• Don't miss any meeting and get involved in the most valuable training opportunities a new inventor will ever have. See you at the July 14 meeting.

ICMM
Home of the Happy Inventors



MARKETING

Hints from the Fog
by Mike Ball, President



“Just Because” reprinted from UIA Blog by Mark Reyland from Roger Brown

1. Just because you love it and can see it in every home in the U.S. does not make it a reality.
2. Just because your friends and family loves it does not mean it is a million dollar idea.
3. Just because you have a patent does not mean its marketable.
4. Just because you can make it cheaply does not mean a company HAS to sell it.
5. Just because you sent it special delivery to a company does not mean they will open it right away or that they will love it
6. Just because YOU KNOW it would fit well with the companies line of products does not mean they will.
7. Just because you spent a lot of money having a prototype made, paid a lot for a patent, paid more to shoot a video, paid a marketing company for a marketing analysis and are in debt over your head does not mean a company has to take that into account when they review your idea.
8. Just because you have been busting your butt for the past 3 years on this product does not make it marketable.
9. Just because YOU want it to happen you can't force consumers to like your product and buy it.
10. Just because you got rejected does not mean THEY are stupid.
11. Just because there are 265 million people in the U.S. does not mean you put in your sell sheet that all 265 million people will throw away their current (perfectly working) product to buy your product.
12. Just because you don't understand WHY, people will buy things you think are stupid and useless over yours.

You may not believe this, but it's true - these are all very common things novice inventors do when they first start out. It's a very emotional process, and our mind has a way of framing the situation to meet the outcome we have already convinced ourselves of. The result is often a lot of mental and emotional justification that shifts the responsibility for failure to everyone but the inventor.

Sure, sometimes companies get it wrong. However not near as much as inventors. After all, they do this day in and day out, and when you bring them a product you are a guest in their world - so try to respect that.

For more information on inventing check out www.rogerbrown.net

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 ICMM 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

Bob Ross 1919 - 2004
Inventors Education Column

Inventors Resources

Michigan Inventors Clubs

Inventors Council of Mid-Michigan
Inventorscouncil.org

Muskegon Inventors Network
Muskegoninventorsnetwork.org

Grand Rapids Inventors Network
GRinventorsnetwork.org

Jackson Inventors Network
Jacksoninventors.org
MidMichigan Innovation Center
www.mmic.us

Officers and Directors

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Links for ICMM Inventors to Review to find networking opportunities

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