



OF MID-MICHIGAN

PO Box 311, Flushing, Michigan 48433

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 SEVENTEEN

NEXT MEETING THURSDAY, March 14, 2013, 7:00PM

NUMBER THREE

Thursday March 14, 2013 Meeting

The meeting will take place at 7:00 pm in the upstairs of Walli's Restaurant in Burton Michigan.

Our Speaker for February is Elizabeth Garlow, Director of Strategic initiatives for Michigan Corps website: Michigancorps.org

To date, Michigan Corps has connected business entrepreneurs with mentors, helped students generate ideas for community change.

Meeting will start at 7:00pm Thursday March 14, 2013

Thursday February 28, 2013 Jump Start

Entrepreneur Conference

ICMM had a table at the Jump Start Event. Marty Sovis manned the table with Mike Ball. Mike also conducted the Breakout Session for the Inventors.

Jump Start had some good speakers and a lot of entrepreneurs were recognized.

Information breakout sessions include:

- Government contracting
- Business planning
- Marketing
- Legal fundamentals
- Inventors: Idea to Market
- And more

This was our 3rd year of supporting Jump Start in Flint with the other eTeam members. Plan to attend the next Jump Start if you can. It is a great networking event.

Product Packaging Requirement and Ideas

Required on all retail packages (individual packaged)

UPC Code (Bar Code)

Obtain from the internet

Functional name of product

(What it does Examples: grinder, drill guide, opener, etc.)

Country product is produced in (Made in USA, Canada, China, etc.)

Displayable (Box, hang hole, stackable, bag, shrink wrap, clam shell, bulk container, counter display, etc.)

Tamper Proof (Sealed, security devices, etc.)

Nice to have for sales

Multiple Languages (some distributors require this)

English, Spanish (Latin American), French (Canadian)

Colorful (Eye catching, easy to read, 3 second decision, etc.)

Attention getting (Big Print, Photos, Claims, Product in Use)

Company Name (Name, address, web site, etc.)

Company Model Number or Item Number

Operating Instructions (Usually on back or instruction sheet inside)

Trademark (Common law or USPTO)

Patent (Pending or Patent Number)

ICMM Regular Meeting Agenda will follow our speaker at 8:00 pm Cubicle Cop —"ICCM Invention 2011" This is our invention project and we are at the packaging stage. We are refining some issues and will continue to work on the product development of the "Cubicle Cop" in 2013 and continue to train our inventors how to invent and take the product to market.

**ICMM
Home of the Happy Inventors**



MARKETING

Hints from the Fog
by Mike Ball, President



Before You Patent It (from Idea Buyer LLC)

Several important things must be taken into account. **They include:**

- 1) Whether your idea is worth patenting (is there a market?)**
- 2) Whether you have a viable plan and the resources to commercialize the patent**
- 3) How long it will take to execute said plan**

While it is impossible to know all the details in advance, these questions must be considered. Just as you wouldn't buy a car without knowing the fuel mileage it gets or how quickly it depreciates in value, you should not get a patent without some idea of how and when you will capitalize on it.

Do not dismiss these concerns as "things you'll figure out later." Later is often too late, and the worst thing you could do is pay \$4,000-\$15,000 or more for patent you don't want to or cannot capitalize on. So let's begin by asking some questions to determine whether your idea is worth patenting.

Who will buy it?

There's nothing worse than wasting weeks, months, or even years theorizing about a creation that's "gonna be soooo great!" only to discover that no specific segment of customers truly wants it. To avoid this nightmare scenario, tell others about your idea. Ask them if and in what way it would truly improve their lives. The trick here is asking people who don't know you very well. They are more likely to be honest instead of preoccupied with not hurting your feelings.

How will it be mass-produced?

Another common pitfall is glossing over the messy particulars of **how** something will be made. In the euphoria of brainstorming, your mind is naturally drawn to the sexy aspects of invention, such as the huge market waiting to be capitalized or your pitch to investors. Instead, force yourself to focus on exactly what it will take to bring your patent idea to life. How can it be made? What materials are needed? What types of skills are necessary to put it all together? Having firm answers to these questions turns you from dreamer into doer.

How much will it cost?

If technical particulars are easy to glaze over, forecasts about costs are downright ignored until it is unavoidable. This is a mistake. Crunching the numbers of how much it will cost to create your patent idea is not only necessary for investors to take it seriously; it will also make the idea real in your mind. Once you know what it will take to make your idea, do some basic research. Where can the materials be purchased cheaply? Do you know anyone with the necessary skills who will work for a stake in the profits instead of up-front cash payments? An entrepreneur who can answer these questions will be taken seriously by everyone involved in the patenting process, from attorneys to the professionals in the industry you are trying to enter.

How such products normally sold?

Finally, you need to know how your product will reach paying customers. If your idea is for a new, thinner and more puncture resistant bicycle tire, for example, you need a list of the top bicycle manufacturers in the country. These are the people who could potentially license your patent and put your patent idea into practice. A possible next step would be gathering the names of the top bicycle **retailers**. These are the stores who would be selling the bicycles. This type of analysis forces you to trace the chain of people you'll need to work with in order to succeed.

If you had trouble answering these questions, your idea may not be ready for patent protection. Don't worry, as this does not mean your idea is worthless! All it means is you need to do some more homework before spending years and thousands of dollars on a patent.

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 Rick Mason at 810-659-7935 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

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Home of the Happy Inventors

Links for ICMM Inventors to Review to find networking opportunities

Young Women: Have a Great Idea? – Young Women for Change is looking for you. Young Women for Change is seeking young social entrepreneurs with a start-up business that addresses a social issue in our community. Social entrepreneurs with innovative ideas will pitch their business ideas to a group of 80 community members, who will then vote for the idea they feel is most viable and will best impact the community. The winners of these grants will not only receive a crowd-funded micro-grant, but also opportunities to connect with local entrepreneurs and mentors, as well as gain visibility for their cause.

Friday, March 8, 5 p.m. Application Deadline.

<http://miwfmediathree.net/young-women-for-change/>

B2B CFO Issues Call for Nominations for the “Smart 25 Awards™”. The award program recognizes outstanding companies and individuals for driving smart business growth in one of the toughest economies. Honorees and finalists will be celebrated during the awards ceremony, April 26 in California.

Friday, March 8, midnight. Nominations Due.

<http://www.smart25award.com/>

2013 Green Light Business Model Competition. GLEQ is joining Spartan Innovations, MSU Federal Credit Union and other sponsors to bring the inaugural Greenlight Business Model Competition to East Lansing. Plan to attend the event and see the pitching competition and networking event showcasing the top submissions. Up to \$50,000 in prizes will be awarded.

Wednesday, March 13, 3-8 p.m.

Henry Executive Center, 3535 Forest Road, Lansing

<http://www.greenlightmichigan.com/>

We Need You @StartupUniversity! The Small Business Administration in partnership with the Department of Commerce has collected new and never before seen research on the best pro-innovation programs and policies on university campuses that are generating new jobs for the 21st century- but they need your help! Visit their new Startup University website and vote for the initiatives stand out to you? Vote on your top 5 success stories and tell them if programs like these should be replicated elsewhere.

Friday, March 15, polling closes.

<http://bit.ly/Xy8m03>

MGA Conducts Survey of Young Midwestern Entrepreneurs. The Midwestern Governors Association (MGA) released survey results today that examine the region's entrepreneurial environment. The survey of young Midwestern entrepreneurs was conducted in partnership with the Des Moines Area Community College, Monmouth College, Iowa Economic Development Authority and the Iowa Association of Business and Industry.

<http://www.midwesterngovernors.org/Release/EntrepreneurialResults.pdf>

Business Leaders for Michigan 2013 Leadership Summit: Building a New Michigan. Are you interested in hearing how Michigan has the potential to grow up to 500,000 new good paying jobs quickly? Come to the first New Michigan Summit hosted by Business Leaders for Michigan (BLM).

Monday, March 11, 8 a.m.-1 p.m.

Radisson Hotel, Michigan Ave., Lansing

<http://www.businessleadersformichigan.com/events>

Inforum – The Shift in Global Dynamics and What it Takes to Compete. Join us for a lively conversation on strengthening our nation's leadership in world markets, how the U.S. economy stacks up against its global competitors, and the pivotal role Michigan plays. Speakers include Mary Sue Coleman, President, U-M; Lou Anna Simon, President, MSU; Deborah Wince-Smith, President & CEO, Council on Competitiveness.

Monday, March 11, 11:30 a.m.-1:30 p.m.

Detroit Marriott Renaissance Center, Detroit

<https://www.inforummichigan.org/civicism/event/register?id=4837&reset=1>

Motor City Connect Live – Troy Brown Bag. Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. Instead of going to a restaurant, we will visit the office of an MCC member. Ideally, the Troy meeting will rotate. For now, MCC is grateful that the good folks of Prudential has offered to host this month. You will be responsible for your own lunch.

Tuesday, March 12, 11:30 a.m.-1 p.m.

Columbia Center Prudential Office, 101 W. Big Beaver, Troy

<http://motorcityconnect.groupsite.com>

Entrepreneur's Round Table with Christopher Smith. Small business and startup issues are addressed in this brownbag forum. From licensing and accessing capital to distribution means and marketing, an interactive discussion on useful and current topics is led by an MMIC mentor, member or entrepreneur. Attendees are encouraged to engage in the dialogue offering unique perspectives. This gathering of entrepreneurs is designed to promote creative productivity and to introduce new resources.

Tuesday, March 12, noon-1 p.m.

MidMichigan Innovation Center, 2007 Austin St., Midland

<http://mmic.us>

The ABC's of SBIR/STTR Funding. Is your technology company eligible for non-dilutive federal funding through the government's SBIR/STTR program? Join us for this webinar covering SBIR/STTR program basics including: program purpose; eligibility; and sources of funding. It is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development and tools to help begin the process.

Tuesday, March 12, 1-2 p.m.

WEBINAR

<http://www.bbcetc.com/event/webinar-the-abc-of-sbirstr-funding-2/>

Marketing Roundtable - Who is your Customer. The Marketing Roundtable is a monthly series featuring regional talent who will discuss practical and cost-effective innovation marketing. Program topics range from brand strategy to social media, and from financial accountability to guerrilla marketing.

Tuesday, March 12, 5-7 p.m.

SPARK Central, 330 E. Liberty, Lower Level, Ann Arbor

<http://www.annarborusa.org/events>

Innovation Club for Entrepreneurs – Mentoring: how to find one and how to be one. Join ICE for their monthly meeting to get up to date on what's happening with other entrepreneurs, learn about relevant topics and be seen.

Wednesday, March 13, 6-8 p.m.

The Avenue Café (Formerly Gone Wired Café), 2021 E. Michigan Ave., Lansing

<http://www.meetup.com/ICE-meetup>

Mobile Matchup – Where Businesses & Mobile App Developers Meet & Network. This meetup features a keynote address from John Ellis, Global Head of the Ford Developer Program at Ford Motor Company. This class for entrepreneurs only will focus on how to work with a mobile developer to take your mobile app from idea to reality.

Wednesday, March 13, 5-9 p.m.

Clarion Hotel & Conference Center, 2900 Jackson Avenue, Ann Arbor

248.470.3257

LA2M – Becoming a Social Solopreneur. Have you ever excitedly registered for a small business workshop or signed up for a service aimed at "small businesses" only to find out that you have a very different definition of small business? In this talk, Leslie McGraw, owner and founder of Les Go Social Media Marketing, will discuss 9 ways to leverage the advantages of being a smaller outfit using social media, networking, and co-marketing.

Wednesday, March 13, 11:45 a.m.-1 p.m.

Conor O'Neill's (Celtic Room), 318 S. Main, Ann Arbor **TED Talk.** Under the moniker, "Ideas worth Sharing," TEDx satellite programs are stimulating communities, organizations and individuals through these dialogues and TED-like experiences.

The MidMichigan Innovation Center is the area's catalyst for bringing innovators together. The philosophy is that this forum serve as a foundation and innovation be inspired from idea sharing that will result in an evolving and sustaining community.

Thursday, March 14, 8:30-10 a.m.

MMIC, 2007 Austin Street, Midland

<http://mmic.us>

Got a business idea? Learn how to validate it's Potential. TechTown invites you to attend this upcoming workshop to learn more about business concept and market validation. Entrepreneur, author and educator David Tarver will teach you the steps you'll need to take in order to validate the strength of your business idea. Lessons will refer to Tarver's own experiences, as documented in his recently released book, Proving Ground: A Memoir. Don't waste your time or money on a flawed concept!

Thursday, March 14, 8-9:30 a.m.

TechTown, 440 Burroughs Street, Detroit

Inventors' Council of MidMichigan Monthly Meeting. Guest speaker, Elizabeth Garlow, Executive Director of Michigan Corps, will be informing attendees of programs available to Social Entrepreneurs and will be available for questions. This monthly meeting includes networking time, guest speaker and time for members to showcase new products.

Thursday, March 14, 7-9 p.m.

Walli's, 1341 S. Center Road, Burton

<http://www.inventorscouncil.org/>

Government Contracting 101. The Procurement Technical Assistance Center of Schoolcraft College presents a workshop that will help you find out what it takes to sell your goods and services to the federal government and the state of Michigan.

Thursday, March 14, 9 a.m.-noon

Schoolcraft College – VistaTech Center, 18600 Haggerty, Livonia

infoeq@Schoolcraft.edu

Join Michigan Israel Business Bridge for a Networking Event. Be on the learning side of the curve! Whether you are in the "biz" of additive materials or just want to stay current! Find out what all the buzz is about. Learn how 3D Printing has advanced into additive manufacturing and is revolutionizing how products come to market.

Tuesday, March 19, 5:30-7 p.m.

Dasi Solutions, 31 Oakland Ave., Pontiac

<http://contia.cc/YwTGeX>

Best Shot Competition @ MMIC – Midland. This very exciting new competition is modeled after our popular Boost Michigan program. The "Best Shot" competition will allow 10 able entrepreneurs the opportunity to deliver the winning sales pitch in 5 minutes. In that 5 minutes the presenter must explain their product or service, define the ideal customer and explain why, define the ideal sales or distribution channel to reach their target market and end with delivering the pitch that will close the sale. Each presenter will receive valuable feedback after their presentation and there will be two winners chosen by the qualified panel of experts.

Wednesday, March 20, 5-7 p.m.

MMIC, 2007 Austin, Midland

<http://www.MMIC.us>

Meet the Bankers. Attend the CEED Micro Loan Orientation and learn the requirements and process necessary for applying for and obtaining a loan. Also, the Detroit SBA team will be present to help attendees learn the lending process and what is expected when participating in the SBA Guaranteed Loan Program.

Thursday, March 21, 6-8 p.m.

Cleary University, Plymouth Road and US-23, Ann Arbor

<http://annarborscore.com/events.html>

Lunch and Launch Series – 7 Cool Business Meeting Technologies on the Cheap. Karl Siegert, Director of Business Strategy for MVP Collaborative, will present seven cool meeting technologies that add video, increased engagement and live interaction to your event ... all on the ultra cheap.

Thursday, March 21, noon-1 p.m.

Macomb-OU INCubator at Velocity Collaboration Center, 6633 Eighteen Mile Road, Sterling Heights

macINC@Oakland.edu

Women in Leadership Summit 2013 – The Influence of Women, Our Voices! This event will keynote speaker Ellen Hill Zeringue, the successful VP of Marketing at the Detroit Tigers. Hear her inspiring story of succeeding in a traditionally male-dominated workplace. The event includes a facilitated power networking session and diverse panel of professional women from a variety of industries.

Thursday, March 28, 9 a.m.-noon

Oakland Schools Conference Center, 2111 Pontiac Lake Road, Waterford

www.osedc.net

TED Talk. Under the moniker, "Ideas worth Sharing," TEDx satellite programs are stimulating communities, organizations and individuals through these dialogues and TED-like experiences. The MidMichigan Innovation Center is the area's catalyst for bringing innovators together. The philosophy is that this forum serve as a foundation and innovation be inspired from idea sharing that will result in an evolving and sustaining community.

Thursday, March 28, 8:30-10 a.m.

MMIC, 2007 Austin Street, Midland

<http://mmic.us>

Ask-the-Investors Roundtable - Detroit. GLEQ gives business plan competition participants and other entrepreneurs the opportunity to ask their questions. A panel of venture capital and angel investors field questions and provide suggestions to help entrepreneurs build a better business plan. This is an informal event for entrepreneurs to meet investors one-on-one and get their individual questions answered.

Monday, April 8, 6-8 p.m.

M@dison Building, 1555 Broadway, Detroit

<http://gleq.net/gleq/events.aspx>

<http://www.la2m.org/>

