

# Inventors Council

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## OF MID-MICHIGAN

PO Box 311, Flushing, Michigan 48433

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 SEVENTEEN

NEXT MEETING THURSDAY, September 12, 2013, 7:00PM

NUMBER NINE

### Thursday September 12, 2013 Meeting

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

September's meeting will feature (via Skype) Steve Greenberg, author of Gadget Nation who showcases gadgets on TV as the Innovation Insider. Steve routinely appears on NBC's Today Show as well as many other nationally syndicated shows.

Steve focuses on "getting publicity for your product, - what the press wants to see.

Come and be part of the audience.

See you all at the meeting. Meeting will start at 7:00pm Thursday September 12, 2013

### Thursday August 8, 2013 Meeting.

August Membership meeting was a round-table review of packaging, selling, distribution methods, and an actual case study of selling your products on Amazon.

Marty and Mike gave actual methods, costs, sales, and results of selling products on Amazon. It was a very eye opening exercise. The upside and downside of selling real products on Amazon.

Real, not theory, real processes, products and results. It was fun for all.

### CNM Kiosks: How to Quickly Generate Retail Sales

Inventors with retail-ready products need to get the word out about their new product. However, marketing and selling a new product takes a lot of work. Most inventors simply do not have the time, money, or expertise to successfully create sales on a large scale.

If consumers don't know about the product, inventors won't be pocketing any money from sales. Additionally, most retail buyers want proof of prior sales before making a commitment to put a product on retail shelves.

The Team at Creation Nation -A respected product development and marketing company- saw a need to help inventors and small business, quickly generate actual retail sales by developing The Creation Nation Marketplace (CNM), an affordable method for inventors to get products on a retail shelf, generate sales, and grow their business.

CNM uses a system of specialty retail kiosks located in top-rated malls around the country.

Using mall Kiosks enables our sales specialist to have direct contact with consumers, demonstrating and selling your product to the public while gaining valuable market research and feedback before its rolled out to major chains.

Our flagship kiosk will be launched in Sacramento California (a top retail testing location) November 2012 to capitalize on the holiday shopping season.

ICMM  
Home of the Happy Inventors



## MARKETING

Hints from the Fog  
by Mike Ball, President



(cont. from Page 1)

We have proudly developed CNM as a win-win solution for everyone involved. The CNM encourages consumers to buy new products, help stimulate our economy, and promote American Innovation.

The inventor or business gets a low-cost, low-risk way to prove their concept in a real-world shopping environment, and can use our platform to test their marketing messaging and price points before they invest in costly campaigns.

Retail buyers, master distributors, and shopping channels use us as a source for products that shoppers actually buy.” – Dave Lampson

“The CNM is easy; Inventors simply submit information about their retail-ready product, we determine if it’s a good fit, we charge a nominal participation fee for the 30 day sales period, they supply inventory on a consignment basis, and we start selling at our mall locations.

We give customers an opportunity to touch and try the product...a proven method for increasing impulse buys, and profits. We can also use our sales data to help inventors determine the best next steps for expanding their business.” – Jessica Delich

Check out the Creation Nation website to get more information on this exciting new program created especially for independent inventors and small businesses.

<http://creationnation.us/home/sell-your-product/>

A Reprint from United Inventors Association of America article

ICMM newsletter creates, finds, reprints articles for ideas on inventing and marketing to enlighten Inventors on new and different ideas about taking inventions to market. We do not recommend or vest any of the persons or companies that appear in our newsletters. Inventors are responsible for their own due diligence. We are an educational 501-C3 charity and do not profit from any authors, services, or advice.

## 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](http://Inventorscouncil.org)

**Muskegon Inventors Network**  
[Muskegoninventorsnetwork.org](http://Muskegoninventorsnetwork.org)

**Grand Rapids Inventors Network**  
[GRinventorsnetwork.org](http://GRinventorsnetwork.org)

**Jackson Inventors Network**  
[Jacksoninventors.org](http://Jacksoninventors.org)

**MidMichigan Innovation Center**  
[www.mmic.us](http://www.mmic.us)

### Officers and Directors

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**Home of the Happy Inventors**

## Links for ICMM Inventors to Review to find networking opportunities

### [GLEQ Fall Business Plan Competition](#)

Sign up for the GLEQ Statewide Business Plan Competition  
Now through October 30.

**Be matched with a Coach, meet Investors, get valuable feedback on your plan, and possibly win prizes in one of these three tracks:**

New Business Idea Competition  
Emerging Company Competition  
Vision to Action Challenge

For more information visit <http://www.gleq.org>

### Fall Highlights & Time Sensitive Opportunities

GLEQ Business Plan Competition. Participate in the GLEQ statewide business plan competition, be matched with a Coach, attend valuable exclusive workshops, meet Investors, get valuable feedback on your plan, and possibly win cash prizes. Your GLEQ Coach will guide you as you prepare your submission documents. Registration deadline is October 30. Documents are due Monday, December 16. Submissions are judged by investors that provide written feedback and suggestions. Winners will be awarded prizes at ACE'14.

[www.GLEQ.org](http://www.GLEQ.org)

MichBio Bioscience Contributor Nominations Due. MichBio will recognize top bioscience contributors with awards at the 2013

MichBio Expo & Conference in October for Innovator of the Year for individuals taking great strides to improve the life science industry and Good to Great will be awarded to a company that has raised the bar for everyone else.

Sunday, September 1, Nomination Deadline

<http://bit.ly/14MGcmG>

Innovate Michigan! Summit & Michigan Inventors Coalition EXPO'13. Join in the fun at this event where inventors can collaborate and network with other professionals. Attendees can enjoy key note speakers, experience the MSU REI Innovate Michigan Summit, participate in break-out sessions, a shark tank competition, networking, and much more.

Wednesday, September 4, 9 a.m.-4:30 p.m.

Kellogg Center, E. Lansing

<http://michiganinventorscoalition.org/mic-expo-13/>

Automation Alley 13th Annual Awards Gala. The Automation Alley Awards Gala is Southeast Michigan's premier business awards event. Automation Alley will recognize the most creative, innovative and forward-thinking individuals and organizations in our region's technology community. Enjoy an elegant evening out and celebrate the Member of the Year, Educational Program of the Year, Entrepreneur of the Year, Global Trader of the Year and Technology Company of the Year.

Friday, September 13, 6-11 p.m.

The Henry, Autograph Collection, 300 Town Center Drive, Dearborn

<http://www.automationalley.com/page?pageid=a0E60000005Y2z4EAC>

SPARK Entrepreneur Boot Camp. You'll learn how to refine your business model, design an effective investor presentation and work one-on-one with experienced business executives who will mentor you. You will be guided by your own "drill instructor" – a seasoned entrepreneur who will select and match mentors to assist you with your pressing start-up needs and share resources in your industry and areas of need. Boot Camp is an excellent opportunity for you to grow your network, solve big problems and move your business forward. Boot Camp is now open for applications.

Wednesday, September 18, half day kick off event

October 16 and 17, on-site presentations and work groups

November 20, post Boot Camp coaching and celebration

Kensington Court, Ann Arbor

<http://bit.ly/16TQHRX>

Accelerate Michigan Innovation Competition and Gala. Mark your calendars: November 12-14, Guardian Building, Westin Book Cadillac and Orchestra Hall in Detroit. Although the deadline has passed for Company applications, students can still apply to participate. This is a great opportunity for university students with innovative ideas for new business ventures! A separate track gives Michigan university students the opportunity to develop innovative business ideas and win cash awards.

Thursday, September 26, Deadline for student applications

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

## September Events and Opportunities

Remember to check the sites for the specific events and opportunities as they are subject to change.

**Michigan Small Business & Technology Development Center (MISBTDC).** The MI-SBTDC offers a comprehensive selection of trainings and workshops statewide for Entrepreneurs – almost 100 each month. The topics are geared to those just starting their first business and also those experienced entrepreneurs looking for ways to improve and enhance their success. Topics include: Writing a Business Plan, Business Accounting and Budgeting, Business Start-up, Cash Flow Management, E-Commerce, Finance, Government Contracting, Venture Plan Workshops (excellent way to get the support you need over a 6 to 10 week program), Managing a Business, Managing Employees, Marketing and Sales, Taxes, and Technology. The GLEQ calendar will highlight select events offered, but many more are available.

**September 1-30**

<http://www.misbtcd.net>

**Motor City Connect Live – Novi.** 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. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, September 3, 11:30 a.m.-1 p.m.**

BD's Mongolian BBQ, 43155 Main Street, Novi

<http://motorcityconnect.groupsie.com>

**Michigan Shifting Gears – Program Overview Webinars.** Michigan Shifting Gears is a three-month career transition program for talented, experienced mid- and late-career professionals. If you are interested in learning more about Michigan Shifting Gears to determine if it might be the right program for you, please join some of the program leadership team for a "live" informational program overview and Q&A webinar session, led by one of the Michigan Shifting Gears program facilitators.

**September 3-13, varying times**

WEBINARS

<http://bit.ly/19vRQTP>

**Venture Start Workshop – Traverse City.** This 4 week course is designed for individuals who are considering self-employment, or who may be at the beginning stages of starting a business. Delivered in a workshop format, the first session will provide an overview of what it takes to start your own business, help assess your readiness for business ownership and provide the basics for writing a Business Plan. Subsequent sessions will focus specifically on Marketing Your Business, Financial Management and Business Legal Issues.

**Tuesdays, September 3-24, 5:30-8 p.m.**

The Business Atlas-NMC Aero Park Campus, Parsons-Stulen Building, Traverse City

<https://www.misbtcd.net/events.aspx>

**Open Office Hours – Chat with Charlie @ TechTown.** Are you an entrepreneur working on a technology-based or web-enabled business? Do you want to get an expert's opinion on your big idea, or are you seeking direction on how to secure funding, line up resources, make connections or more? Charlie Moret (<http://www.linkedin.com/pub/charlie-moret/4/5a3/352>) wants to help.

**Thursday, September 12, 9 a.m.-noon**

TechTown, 440 Burroughs St., Detroit

<http://openofficehours091213-eorg.eventbrite.com/>

**TED Talk.** On the second and fourth Thursday of each month from September through May staff, members, and people from the community gather to observe and then discuss video clips from Ted.com. The conversation that results is inspiring, enlightening and meant to encourage community building. Coffee and snacks are provided. Bring a friend or two to get them thinking and talking.

**Thursday, September 12, 8:30-10 a.m.**

MidMichigan Innovation Center, 2007 Austin Street, Midland

<http://www.mmic.us/events/view/17>

**Michigan Energy Forum – Energy Management Technologies.** This session is part of a monthly panel discussion and networking event series hosted by the Michigan Energy Forum, and sponsored by Ann Arbor SPARK. The mission of the forum is to facilitate collaboration and networking among practitioners, policy makers, investors, and professionals in the Michigan region. Please join in and take notes on best practices from our panels exhaustive experience.

**Thursday, September 12, 5-7 p.m.**

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

<http://www.annarborusa.org/events/month/2013-09>

**Automation Alley 13th Annual Awards Gala.** The Awards Gala recognizes the most creative, innovative and forward-thinking individuals and organizations in Southeast Michigan's technology community. Award categories include Automation Alley Member of the Year, Educational Program of the Year, Entrepreneur of the Year, Global Trader of the Year and Technology Company of the Year.

**Friday, September 13, 6-11 p.m.**

The Henry Hotel, Dearborn

<http://www.AutomationAlley.com>

**Corp! Magazine Food & Agriculture Award Nominations.** Corp! is currently seeking nominations of companies serving Michigan's Food Industry. Examples of companies and organizations that should nominate include: Food & Beverage Distributors, Grocers, Agricultural Firms, Farms, Restaurants, Bars, Food Service Companies, Wholesales, Retailers, Food Co-ops and Industry Organizations. Selected nominations will be honored at the Food & Agriculture Awards Conference on October 17 in Livonia. **Friday, September 13, Nominations Due**

<http://www.corpmagazine.com/forms/nomination-food-and-agriculture>

**SmartStart Fall Session – MTEC SmartZone.** Do you have the next big technology? Transform good ideas into great opportunities through SmartStart, the perfect opportunity for entrepreneurs to grow their ideas into successful businesses! This program goes beyond books and theories, offering hands-on and business coaching. Entrepreneurs will 'learn by doing' to discover the operations, funding and marketing needed to launch and grow a business.

**Fridays, September 13-October 11, 2-4 p.m.**

MTEC SmartZone Lakeshore Center, Room 109, Downtown Houghton

<http://www.mtecsz.com/?q=node/328>

**Business Law & Order – What you Don't Know Can Cost You.** This panel of experienced attorneys will discuss equity related issues, including: positive and negative aspects of stock options (ISOs or NQOs?), founders stock, restricted stock and 83(b) elections, common pitfalls including fair market value, change in control and permissible payment dates under Code Section 409A and more.

**Monday, September 16, 5-7 p.m.**

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

<http://www.annarborusa.org/events/month/2013-09>

Each presenter is allowed to use one slide and they must identify their ideal customer, must explain the ideal sales channel/s and deliver the winning pitch. Top prize is a menu consisting of services that any business owner can use i.e.-Legal Assistance, Accounting Services, Public Relations and Marketing Help, Website Build Out and SEO Work, Printing and so much more.

**Tuesday, September 17, 4-8 p.m.**

Temple Theater, 201 N. Washington, Saginaw

<http://www.mmic.us/events/view/43>

**Energize Your Workplace – Building High-Quality Connections.** Learn the pathways for building and creating High Quality Connections, practice making High-Quality Connections and learn tools that any organization/dept can use to energize and engage employees, and discover both the individual and organizational impacts of what High-Quality Connections can do for you, your team, and your institution.

**Tuesday, September 17, 6-8 p.m.**  
Quarter Bistro, 300 S. Maple, Ann Arbor  
<http://www.abwa-maia.org/>

**Innovator Spotlight – John Carter.** The Innovator Spotlight is a one hour educational gathering in which an industry authority will speak on a technology-related topic. Attendees will be exposed to the expert's experiences, successes and failures and how to replicate successes or avoid pitfalls. This is an interactive event where questions will be answered and attendees have the opportunity to network with forward-thinking, experienced entrepreneurs.

**Tuesday, September 17, noon-1 p.m.**  
MidMichigan Innovation Center, 2007 Austin Street, Midland  
<http://www.mmic.us/events/view/34>

**Techonomy Detroit.** Techonomy Detroit's urgent theme for this year is the role of technology and innovation in boosting American economic growth, job creation, and urban revival. The all-day Techonomy Detroit focuses on issues that form the foundation of the urban century, with technology at the core of the conversation. We see it as the central source of both disruption and opportunity

**Tuesday, September 17, 7:45 a.m.-6:30 p.m.**  
Wayne State University's Community Arts Auditorium and McGregor Memorial Conference Center at 495 W. Ferry Mall, Detroit  
<http://techonomy.com/conf/13-detroit/program/#sthash.bMWnIVtS.dpuf>

**A2NewTech.** Five presenters this month take the stage for ten minutes each, five minutes to demo and five minutes to answer questions, followed by open announcements and community networking.

**Tuesday, September 17, 6:30-8 p.m.**  
Law School, South Hall, Room 1225, 701 South State St., Ann Arbor  
<http://www.meetup.com/a2newtech/>

**Motor City Connect – Live Brown Bag (with Raffle).** 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. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, September 17, 11:30 a.m.-1 p.m.**  
American Mattress Gallery, 43235 12 Mile Road, Novi  
<http://motorcityconnect.groupsites.com>

**CEO Leaders' Club – MichBio.** Kevin Lobo, President & CEO, Stryker Corporation will be MichBio's guest speaker at this September club meeting. No walk-ins permitted. Registration is required and this is a members only event. You can find out more about MichBio membership at [www.MichBio.org](http://www.MichBio.org).

**Tuesday, September 17, 9-11 a.m.**  
Ann Arbor City Club, 1830 Washtenaw Ave., Ann Arbor  
<http://michbio.org/displaycommon.cfm?an=1&subarticlenbr=319>

**Muskegon Inventors Network Monthly Meeting.** The Muskegon Inventors Network (MIN) is a not-for-profit inventor/marketer group for West MI. Featured speakers at meetings include inventors sharing their patent process, successful inventors sharing how they got their products to market, companies that offer services that could help members reach their goals, and intellectual property attorneys who are willing to offer pro-bono help specifically related to patents and trademarks.

**Tuesday, September 17, 6-8 p.m.**  
MAREC, 200 Viridian Drive, Muskegon  
[www.muskegoninventorsnetwork.org](http://www.muskegoninventorsnetwork.org)

**SPARK Entrepreneur Boot Camp.** You'll learn how to refine your business model, design an effective investor presentation and work one-on-one with experienced business executives who will mentor you. You will be guided by your own "drill instructor" – a seasoned entrepreneur who will select and match mentors to assist you with your pressing start-up needs, and share resources in your industry and areas of need. Boot Camp is an excellent opportunity for you to grow your network, solve big problems and move your business forward. Boot Camp is now open for applications.

**Wednesday, September 18, half day kick off event**  
October 16 and 17, on-site presentations and work groups  
November 20, post Boot Camp coaching and celebration  
Kensington Court, Ann Arbor  
<http://bit.ly/16TQHRX>

**2nd Annual Proud to Manufacture in Michigan Conference.** Hear Keynote speeches on Manufacturing Hot Topics and listen to Michigan manufacturers tell their tale of success and how they overcame their challenges in innovation, leadership, succession planning, supply chain management, exporting, and employee development.

**Wednesday, September 18, 1-7 p.m. and Thursday, September 19, 7:30 a.m.-5 p.m., September 20, 9-11 a.m.**  
Hagerty Center, 715 Front Street, Traverse City  
<http://bit.ly/14EETxa>

**Bootstrappers Breakfast.** At a Bootstrappers Breakfast® meeting we have serious conversations about growing a business based on internal cash flow and organic profit. Join other entrepreneurs who eat problems for breakfast and compare notes, exchange ideas, learn from others' mistakes, brainstorm with peers and more.

**Wednesday, September 18, 7:30-9 a.m.**  
The Hudson Café, 1241 Woodward Ave., Detroit  
<http://uupto.com/e/HTwLEntre>

**TEAM SBA – Financing Roundtable.** Attend this Financing Roundtable presented by TEAM SBA consisting of a preferred SBA lender, a business consultant, SBA economic development staff, and business owners like you. The team will debunk the myths and demystify the process of bank financing - in plain English. You will learn how your loan application will be analyzed, what underwriting criteria is used, and how banking regulations affect the decision. The team will answer your questions based upon your business model so the help will be specific and relevant to you.

**Thursday, September 19, 9:30 a.m.-12:30 p.m.**  
ThumbWorks!, 3270 Wilson Street, Marlette  
<https://www.misbtcd.net/workshop.aspx?key=50330043>

**Develop Your Personal Charisma Super Powers.** Present your best self in person, on air and online. Expert Kelli Gilpin will show you the ropes, with a bit of sass, to ignite your personal charisma. In this interactive, high-energy workshop you will discover how to unlock your magnetism, increase your personal influence, inspire people and ignite your know, like, trust, and respect factor.

**Thursday, September 19, 11:30 a.m.-1:30 p.m.**  
Washtenaw Community College, Morris Lawrence Building, 4800 E. Huron River Drive, Ann Arbor  
<http://wxwbusiness.com/events/upcoming-events/>

**Best Shot – The Sales Pitch Competition.** Organizers are looking for a big audience and 10 self-proclaimed Salesmen/women to dazzle the panel of (3) judges with their 4 minute presentation. Each presenter is allowed to use one slide and they must identify their ideal customer, must explain the ideal sales channel/s and deliver the winning pitch. Top prize is a menu consisting of services that any business owner can use i.e. Legal Assistance, Accounting Services, Public Relations and Marketing Help, Website Build Out and SEO Work, Printing and so much more.

**Thursday, September 19, 4-8 p.m.**  
ThumbWorks!, 3270 Wilson St., Marlette  
<http://www.mmic.us/events/view/46>

**New Enterprise Forum - Get Good Advice Early: A Start-up Primer.** The panel this month will focus on financial and/or legal basics for start-ups: organizational structure, early financing and record-keeping, deal structures, and how these can impact later growth. NEF's panel's professional expertise determines the specific topic slant -- but this program is always loaded with practical how-to's.

**Thursday, September 19, 5-8 p.m.**

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

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

**Sustainable Biomaterials – Criteria, Benefits, Challenges @ Market-Based Tools.** Hear from Brenda Platt, Co-director of Institute for local Self-reliance and Co-chair of Sustainable Biomaterials collaborative. This informative webinar is to accelerate green chemistry awareness, innovation and investment in the State of Michigan by creating and enabling a community of green chemistry advocates that are connected and informed.

**Thursday, September 19, time TBD**

WEBINAR

<http://migreenchemistry.org/community/webinars/#UpcomingWebinars1>

**ABC's of SBIR/STTR Funding.** Join in for this webinar covering SBIR/STTR program basics including: program purpose; eligibility; and sources of funding.

**Thursday, September 19, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com/training/>

**Detroit Entre-SLAM.** Entre-SLAM, an innovative storytelling competition for entrepreneurs featuring true stories, exceptional food and signature drinks, started their monthly events in Detroit in July. September's event, co-hosted by GLEQ and Zingerman's, will have eight entrepreneur story tellers using the theme "Never Again" and introduces Entre-SLAM's first "Entre-BAND" with Half-time entertainment by Stage Fright.

**Thursday, September 19, 7-9 p.m.**

Bleu Detroit, Woodward, Detroit

<http://www.entreslam.com>

**Entrepalooza 2013.** U-M Ross School of Business will again be holding a daylong gathering in celebration of entrepreneurship. Save the date on your calendar to engage with expert panels, see key not speakers and network. Entrepalooza is co-presented by the Ross School of Business Entrepreneur and Venture Club and the School's Zell Lurie Institute for Entrepreneurial Studies.

**Friday, September 20, 9 a.m.-1 p.m.**

Ross School of Business, U - M, 701 Tappan Street, Ann Arbor

<http://www.epalooza.bus.umich.edu/>

**Start Garden Open House.** So you're downtown for ArtPrize... stop into the Start Garden store front and see what they are all about, get a tour of their space, meet the Start Garden team, and get to know some of their portfolio companies and snack on some Start Garden investments! This event is FREE and open to the public.

**Friday, September 20, 11:30 a.m.-1 p.m.**

Start Garden, 50 Louis Ave., 1st floor, Grand Rapids

[www.StartGarden.com](http://www.StartGarden.com)

**Starting Your Own Business.** At this forum you will learn about personality traits that impact entrepreneurialism, creating a marketing plan for your business, legal, accounting, and risk considerations, product development, business plans and financing options. You will have an opportunity to get advice from a variety of business experts and organizations that are available to support new ventures.

**Friday, September 20, 9 a.m.-4 p.m.**

SPARK East, 215 W. Michigan Ave., Ypsilanti

<http://www.annarborusa.org/events/month/2013-09>

**BOOST!** Each presenter is given two minutes to pitch their concept, product or service in front of a panel of judges and an audience of experienced entrepreneurs and business support professionals. This event will be presented in collaboration with the Mid Michigan Innovation Center.

**Tuesday, September 24, 4-7:30 p.m.**

Macomb-OU Incubator at Velocity, 6633 18 Mile Road, Sterling Heights

[macINC@oakland.edu](mailto:macINC@oakland.edu)

**Learn about NASA's SBIR/STTR Program.** Find out how the NASA's SBIR/STTR program operates, if your technology qualifies, and what you need to know about preparing a compelling proposal that meets NASA's unique requirements, including what and what not to include.

**Tuesday, September 24, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com/training/>

**Entrepreneur YOU Business Plan Competition Finals.** Join in for Entrepreneur YOU event where the competition's Five finalists in three categories will compete for coaching and funding. Top winners in each category will be given \$15,000 with 2nd and 3rd place also receiving cash prizes.

**Tuesday, September 24, 8 a.m.-1 p.m.**

Walsh College Troy Campus, 3838 Livernois, Troy

<http://www.thewalshinstitute.com/EYOU#.Uh5flmRAQ6E>

**The Hunt System with David Farbman.** Join Bizdom at The Black Box Theatre in the Detroit Opera House to learn from David Farbman, the Chairman of OutdoorHub, ActionHub, and AgHub. Whether you are hunting for a bear, a home, or the next big deal, we are all hunters. David will share his startup story on how he used his lifelong hunting skills to successfully bring the World Hunting Association audience to OutdoorHub, which has a male audience second in the world only to ESPN.

**Wednesday, September 25, 6-8 p.m.**

Detroit Opera House-Black Box Theatre, 1526 Broadway St., Detroit

<https://bizdomdavidfarbman.eventbrite.com/>

**SBIR/STTR Proposal Prep for NIH.** This NIH-focused seminar presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the NIH. It provides detailed instruction on the ins and outs of preparing a proposal, including both technical and commercialization plans, and navigating the often-complicated submission process.

**Wednesday and Thursday, September 25 and 26, 9 a.m.-4 p.m.**

46701 Commerce Center Drive, Plymouth Charter Twp

<http://www.bbcetc.com/event/sbirstr-proposal-prep-nih-focus-8/>

**I-Hub Lunch Club.** Mac-OU INC staff, Executives-in-Residence, Business Advisory Board members and all clients are welcome to join in at the end of every month for the I-Hub Lunch Club. Why eat your lunch at your desk when you can get to know the others involved in the incubator? You may just meet the contact you need for your next business endeavor.

**Wednesday, September 25, noon-1 p.m.**

Macomb-OU Incubator at Velocity, 6633 18 Mile Road, Sterling Heights

[macINC@oakland.edu](mailto:macINC@oakland.edu)

**Info Session – Got a Tech Business Idea?** Will your grand idea for a tech business work? It's time to stop questioning and start answering. 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 book, Proving Ground: A Memoir.

**Wednesday, September 25, 6-8:15 p.m.**

TechTown, Room 370, 440 Burroughs St., Detroit

**Know-Do Crowdfunding.** Fundington - The Funding Capital brings you this event to learn: Crowdfunding 101 (Terms, Tips & Tricks), Campaign Design (How to Reach Funders Beyond the Noise) and Campaign Management (Leveraging Social Media & Other Tools for Sustainability and Success). At the end of this seminar, you will have achieved a good understanding of the crowdfunding model, tools and have met a few people to collaborate with.

**Wednesday, September 25, 6-9 p.m.**

Walsh College, 3838 Livernois Road, Troy  
<http://knowdocrowdfunding.eventbrite.com/>

**Technology on the Move.** Mobile devices are changing our personal lives as well as our businesses. Mobile devices are becoming ubiquitous and are changing the world, replacing cameras, cash, maps, remote controls, gaming systems, boarding passes, tickets, cash registers, calculators, notepads and so much more. This presentation will provide business leaders with more knowledge on what their mobile devices can do for them, and will provide a sampling of applications that exist that can benefit their business. And it will describe how they can harness the power of mobile devices to grow their business.

**Thursday, September 26, 11:30 a.m.-1 p.m.**

Automation Alley, 2675 Bellingham, Troy

[http://www.automationalley.com/a2\\_nws\\_eventcal?m=9&y=2013](http://www.automationalley.com/a2_nws_eventcal?m=9&y=2013)

**Accelerate Michigan Innovation Competition Student Deadline.** *Mark your calendars: November 12-14, Guardian Building, Westin Book Cadillac and Orchestra Hall in Detroit.* Although the deadline has passed for Company applications, the students can still apply to participate. This is a great opportunity for university students with innovative ideas for new business ventures! This is a Michigan-based international business plan competition for entrepreneurs with mid-to-late seed-businesses. A separate track gives Michigan university students the opportunity to develop innovative business ideas and win cash awards.

**Thursday, September 26, Deadline for student applications**

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

**Success for Small, Minority and Women Business Owners.** The Southfield Area Chamber has partnered with Royal Oak and Ferndale Area Chambers of Commerce to bring you an event that will feature speakers (Pamela Good, Executive Director of Beyond Basics; Michele Lewis, Owner of Painting with a Twist; Florine Mark, CEO of Weight Watchers) who will share about their successes, how they came through challenges and obstacles, what type of leadership style they have and how they plan to continue their success.

**Thursday, September 26, 4-7 p.m.**

24350 Southfield Rd., Southfield  
[www.southfieldchamber.com/success](http://www.southfieldchamber.com/success)

**Open Office Hours – Chat with Charlie @ TechTown.** Are you an entrepreneur working on a technology-based or web-enabled business? Do you want to get an expert's opinion on your big idea, or are you seeking direction on how to secure funding, line up resources, make connections or more? Charlie Moret (<http://www.linkedin.com/pub/charlie-moret/4/5a3/352>) wants to help.

**Thursday, September 26, 9 a.m.-noon**

TechTown, 440 Burroughs St., Detroit  
<http://techtowndetroit.eventbrite.com/>

**Market Research Workshop.** Learn to use print and electronic library resources to do market research for your business, including potential customers and competitors, as well as business-to-business marketing.

**Friday, September 27, 1-4 p.m.**

4800 E. Huron River Dr., Ann Arbor

[http://www.wccnet.edu/resources/library/market\\_research\\_workshop.php](http://www.wccnet.edu/resources/library/market_research_workshop.php)

**2013 Annual Sustainability Conference.** This, the 9th Annual Conference, is a collaborative presented by Michigan Interfaith Power & Light and Lawrence Tech's Center for Sustainability which will bring together PEOPLE - architects, engineers, entrepreneurs, homeowners, educators, students and those responsible for non-profit buildings and houses of worship—to explore 'green' solutions for PROFIT and the PLANET. Topics to be explored include: energy efficiency tips, urban gardening, efficient lighting options, the Living Building Challenge™, resource reuse in Detroit and more.

**Friday and Saturday, September 27, 7:45 a.m.-5 p.m., September 28, 9:45 a.m.-5 p.m.**

Lawrence Technology University, 21000 W. Ten Mile Road, Southfield

<http://www.ltu.edu/sustain/presentations.asp>

**Think Like an Actor, Speak Like a Pro – A public Workshop on Public Speaking.** In this high-energy, intimate workshop, you'll learn and reinforce such communication and presentation techniques as: The five commandments of Great Acting and Great Speaking (which form the cornerstones of Transformational Presence), How to create and implement a Personal Preparation Toolkit to minimize post-performance anxiety, and so much more.

**Saturday, September 28, 9:30 a.m.-5 p.m.**

Location TBA, Ann Arbor

[booking@theelenigroup.com](mailto:booking@theelenigroup.com)

## [Upcoming Fall Events – Save the Date](#)

**2013 Michigan Young Innovators Competition.** After enthusiastic participation from Michigan students, educators, and parents in the 2012 competition (where we awarded more than \$11,000 in cash prizes), Prima Civitas Foundation is excited to announce the dates for the fifth annual Michigan Young Innovators Competition!

**October 1-November 24, Submissions accepted**

<http://movingideastomarket.org/K-12/2012YoungInnovatorsCompetition.aspx>