

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 EIGHTEEN

NEXT MEETING THURSDAY May 8, 2014 7:00PM

NUMBER FIVE

Thursday May 8, 2014 Meeting

The meeting will begin at 7:00pm at Walli's as usual in the upstairs conference room.

We have a guest speaker, Jack Larson via Skype tonight. Jack is a Marketing Specialist from Lightning Launch, a Product Marketing and Distribution Company in Massachusetts.

We will be viewing a Web Seminar and asking questions with Jack.

Their Launchpad product simplifies the listing of your inventions for sales. It takes a different approach so come listen and decide if this will interest you.

Come be part of the presentation and bring your questions for Jack.

Go to Lightning Launchpad to view the program.

Thursday April 10, 2014 Meeting

We had a guest speaker, Brian Fried from the "Got Invention Radio" who evaluates products and consult with inventors about taking their inventions to the market.

Contact Information is:

www.gotinvention.com to view his show

The May 8, 2014 Meeting will be featuring more club members products and the steps they took to take their product to market.

You will know actual time, costs, sales methods, engineering, manufacturing, and other issues they encountered in taking their inventions to market.

Not theory but real steps it takes to get to market.

We are now concentrating on what our inventors need to be successful. Yes, we teach you actual methods to figure price point, cast flow, margins, cost of materials, etc. so you will be able to know if you can make a profit, before you make one part.

We will be going slow so all our inventors can understand how to succeed and minimize their risks.

Inventing is not rocket science, but a simple process that we lay out one step at a time. The important thing we want to do is slow you down and take inventing one step at a time.

We want you to have fun inventing and minimize your risk, and maximize your gains. You may not have a million dollar idea, but it is quite possible to make thousands on your invention if you will follow the steps we show you and be patient and careful as you go.

Follow the "To Do Matrix" we give each new member of individual tasks you need to be successful.

**ICMM
Home of the Happy Inventors**



MARKETING

Hints from the Fog
by Mike Ball, President



As we have our inventors show you their products and the actual steps they took, we want to take time explain how and why they did the things they did.

And talk about what worked well and what failed and why.

What research steps did they take before they actually decided they wanted to invest in their invention idea. There is risk in everything you do in life. Some people love to gamble at a Casino, others not. We want to teach inventors patience and risk assessment before you spend any money. We preach safety not gambling. Follow the invention process and be successful.

We will remain an action based inventors club with our concentration on research, design, engineering, manufacturing, and marketing in a cost effective low risk method. Many have done it but it takes discipline and networking to make it happen.

Each month we will try to review real products (inventions) both already on the market and those inventors who are trying to get their inventions to market.

We want to provide a platform that provides time to pitch inventors projects or products and provide feedback to help members improve their performance in front of an audience.

If you have an idea you want help with, let us know and we will try to help. The ICMM is a 501C charity formed to help each other, not a profit making operation.

We do not try to take over an invention and make money on it. We want our members to succeed, not our club. We love to help people take their ideas and make them real. It is not easy and we do not do the work for you. We do advise and help you with "to do" lists and contacts when you are ready. It is your invention idea, if it is going to be, its up to you. We will only help you to succeed in a low risk cost effective manner. Come enjoy the meetings and network with other inventors.

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
ww.mmic.us

Officers and Directors

Mike Ball *President* 810-245-5599
michaelball@turbousa.com
Roger Stolpin *Membership* 248-634-2129
Finite-007.att.net
Ron Kilponen *Legal* 248-344-7132
kilponen@bignet.net
Rick Mason *V-Pres* 810-659-7935
xyzmason@aol.com
Andy Burlager *Director* 810-695-5752
andyburlager@Gmail.com
Marty Sovis *Sec/Treasr* 810-659-6741
Msovis@comcast.net
Kenneth Yee *Director* 586-596-4137
gmadesign@comcast.net

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