

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 EIGHTTEEN

NEXT MEETING THURSDAY September 11, 2014 7:00PM

NUMBER NINE

Thursday September 11, 2014 Meeting

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

Mary Kordaban and Marty Sovis attended the MIC Expo in Lansing on Saturday.

Mary will give the members an update on what happened. Marty was a judge for the pitch competition and will talk about his thoughts.

We will be working on the "Cross Breeze" truck cab fan this month with the emphasis on the close out panel on the window.

We have some ideas, but want to explore other solutions with different materials and designs to seal up the window in front of the fan housing.

Any other members who need help with their inventions can request some time to work with their products also.

We need to help each other, not do the work for you, but help with ideas about how to solve design and engineering issues.

This should be fun and a great learning opportunity for all our members. See you all there at 7:00pm at Walli's

The September 11, 2014 Meeting will be featuring more club members products and helping each other help fellow inventors with their journey.

Aha Moment !!!!!!!

Inventing is exciting. From the moment you first have an idea, to the dream that you are the first to think of such a great idea, to the feeling that you can't believe no one else has ever done this before, to the realization that your idea is actually on the market already. Oh what a let down.

This is quite a common scenario, but don't despair. Did Ford make the first automobile? No. Did Pepsi make the first cola? No. Did Heinz make the first condiment? No.

When people tell me that there are no other inventions in the world like it, I am suspicious. If there is nothing like it in the whole world, then maybe there is a reason, such as, it is not a good solution to a problem.

The bigger question is whether your idea takes an improved method or application to an old application. Times change and so do tastes. Adding machines were the standard and people became very proficient at operating them and producing the tape to do the bookkeeping. So what. Do you see anyone using those now instead of a computer and a spreadsheet program. Of course not. Common practice is replaced or improved by new products (read inventions) all the time. Lotus 1-2-3 was basically replaced by Excel and many other specialty programs are developed all the time.

ICMM
Home of the Happy Inventors



MARKETING

Hints from the Fog
by Mike Ball, President



It is much more common to improve an existing invention for a better use or improved and enhanced use. Standards change all the time.

Do you think electric cars are new?

Edison had electric trucks at the turn of the century but they were not practical outside of cities with limited use. What happened to the Stanley Steamer cars? Gasoline and diesel engines took the market. What if Inventors said, engines are already invented and quit. There would be no automobile Industry.

Continuous improvement is the key and the way of the world. Don't be so quick to put your idea down. Adapt, improve, enhance, specialize, etc. to something that people want to use.

Look at how advanced computers and programs have become, yet new applications are developed every day and millions of user buy them every day.

There are ideas born every day that people need to use. Look at the whole process to see where your idea may fit. Don't think of just consumer products, but commercial market is much easier to enter and gain acceptance.

Design, engineer, manufacture, test, research, market, and sell.

If it is going to be, it's up to me is the attitude inventors need.

If you believe in your idea, you can succeed.

Join a club where other creative people hang out. Author join writers Clubs, inventors join and network with inventors. Listen and learn, there is no hurry, inventing is a journey and an adventure.

You are the expert in your idea, but not in the procedure to design, engineer, and market it. Let others help you. Quit being so worried and let other help you along the way. Have fun and make friends

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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