

# Inventors Council

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 EIGHTEEN

NEXT MEETING THURSDAY, March 12, 7:00PM

NUMBER THREE

## Thursday March 12, 2015 Meeting

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

We will be reviewing 2015 ICMM Bylaws updates and a copy will be available.

We will be discussing ICMM invention process with emphasis on the getting started steps.

Too many people want to forget the correct steps and proceed right to the marketing before they have even designed, engineered, manufactured, and all the steps required to make an invention successful.

Please Plan on Attending. It is a great place to network and learn how other inventors and entrepreneurs are doing things.

## February 26 Jumpstart Event

**Marty Sovis and Rick Mason attended our table and put on an Invention Seminar along with the Mott College Fab Lab and we had several members attend the event.**

**Marty and Rick will give us an update on what transpired at the meeting.**

**I hope that you, who attended, networked with other organizations and inventors and had a good time.**

ICMM  
Home of the Happy Inventors

## Want to be a Successful Inventor ???

Being a member of the Inventors Council of Mid-Michigan (ICMM) since 2004 and President for the last seven years, I have seen many people with good and bad ideas. First of all, we are all volunteers trying to help other inventors be successful with their invention ideas. We are experienced in engineering, design, manufacturing, packaging, marketing, distribution, and many other skills. We are helpers, not employees, workers, finance source, designers, business plan writers, and many other things people want us to do for free.

We have written guides and step by step reviews for people to follow. Some people think we will do all the work for them. No we don't. We advise and share our experience, not become a would be inventor's workers.

We provide a step by step matrix and list of what an inventor needs to do to be successful. When I worked for a large automotive company we tried to copy a Japanese company procedures. They had a 12 step process that they used to be successful. We send hundreds of people to their plant (we owned half of it) And came back with an "identical process". Except our was a 10 step process and we changed the order of some of the steps. It was not the same process at all when we finished and we failed. We later went bankrupt with that method.

I watch many inventors do the same thing. They tell us that they have the greatest idea in the world and they just need help in marketing it. When I ask to see the product, they either say it's a secret or they show us a sketch or drawing. Now they want to skip all the steps that make you prove the idea can be turned into a product and then into a business.

We don't tell inventors what they want to hear. We tell them what they need to hear and it is up to them whether they want to listen.

Invention Companies operate on the "what you want to hear" philosophy. They are full of promises as long as you are paying them. They tell you they have all the industry contacts and then give you public information from the company directory. An inventor needs to lose money because they refuse to follow the invention process with all its safeguards listed to protect them. This is one reason ICMM was created.



## MARKETING

Hints from the Fog  
by Mike Ball, President



### Want to be a Successful Inventor ??? (cont.)

If you wanted to build a house, and a company told you they could do it for \$20,000 and told you they know all the best builders, designers, engineers, architects, etc. and that they would take care of everything, would you sign the contract with all the fine print? Of course not, you want to see the house or a model of it.

Then why would you sign up for someone to take your invention to market for you? It is not the way ICMM works. We force the inventor to be involved in the process. We give you all the steps, it is up to you to work on them. Do everything you can do yourself for free, and only hire assistance for things you cannot do. We help direct you where to seek help but have you follow the process steps in order and ask for direction if you need help.

We will be stressing the basics again as well as helping people develop the ideas and trying to get them to market in a cost effective and profitable method.

It is up to each inventor if they want to listen and learn from others who have been successful with their inventions.

We at ICMM are going to be sticking to basics and making people who listen successful.

Come and join in the meetings and have your voice heard and network with other inventors, both with products on the market and others working on their dream invention.

Have fun and enjoy the process of inventing and learning.

Network with the inventors in the ICMM and have fun together and make it happen. Most important is to have fun inventing.

See you at Walli's one Thursday night at 7:00pm.

Mike

### 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**  
[ww.mmic.us](http://ww.mmic.us)

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