

# 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 EIGHTEEN

NEXT MEETING THURSDAY, April 9, 7:00PM

NUMBER FOUR

### Thursday April 9, 2015 Meeting

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

We will be reporting out on budgets, upcoming events, progress on member products and sales

We will be sharing our E-Team involvement and other groups we are working with.

Come join in the fun with other inventors in networking and seeing what other members are doing with their inventions.

See you all at 7:00 pm for a fun night of learning and helping each other.

### March 12 ICMM Meeting

**Marty and Rick gave us an update on what transpired at the 2015 Jumpstart meeting.**

**We walked about some of inventors product progress. Some showed some great progress on their inventions.**

**Every meeting now we are seeing progress on some members ideas and cheering and learning from each other.**

### Agenda for Meeting

- Twenty minute video by UIA on "avoiding scams, traps, and raw deals"

We will talk about each of these scams and our own real life experiences

- Presentation on "10 insider tips for winning on "Shark Tank"

We will have a discussion about the tips and stress the tips with the group.

### Idea Development Process

How do you develop an idea? What method do you use to select a logo, a company name, a slogan, a design, a business plan, or any other task you need to have an answer to complete? While some would argue that you just can think them up in your head and you are done, is that the best method or way?

If we asked each person in a room to create a logo for a company, and did not allow them to talk to each other, then each person would come up with a different logo. We could choose the best of the bunch as our logo, but is this the best solution? Probably not. What you would have is all individual ideas, not a development process solution.

It is said that many heads are better than one for solving problems. Maybe or maybe not. Can you imagine telling a crowd of 10,000 people to shout out their best idea of a new product name so you can select the best name for your product or invention? It would be utter chaos and who would figure out the best solution from this method?

ICMM  
Home of the Happy Inventors



## MARKETING

Hints from the Fog  
by Mike Ball, President



### Idea Development Process (cont.)

What we will teach tonight is a system I learned while working in Product Development of GM Truck Engineering. This system provides the “best” solution for any problem. It is called the Idea Development Process (some call it the “White Board Process”) which allows several people to provide input and come up with the best collective solution that we can put into action right away.

This is a disciplined process and provides not only the best but also the fastest solution to a problem. I use this on my inventions and company issues. As a matter of fact, I use it on almost any problem and it works every time. It is logical and documented and takes most of the guess work out of the process.

This meeting we will take a real problem and provide the best solution. Our inventors will get to work the process and see how and why it works.

This process will show us how to use everyone’s ideas to make the best decision for any individual idea or problem.

The best number of people for a team is five people. One leader, one subject matter expert, one person who is familiar with the subject, one person who understands the area of the subject (design, engineering, marketing, manufacturing, sales, etc.) and finally one person who does not have any knowledge of the subject.

This gives many looks at the solution from a wide variety of people. Sometimes the “best” ideas come from the “dumbest” person because they do not know it can’t be done that way.

Of course, if you can’t get a five person team together, then it can be done with any number of people. Just recognize that each person adds another input to the process and that adds value to the idea.

The secret to the “White Board” is the visibility and flexibility added to the process. This adds a dynamic to the process that flip charts, overheads, computer screens, etc. but does not provide with the audience interaction and feedback.

Come to the training this meeting and learn if this process will help your invention ideas.

### 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)

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