

Inventors COUNCIL

OF MID-MICHIGAN

P. O. Box 311, Flushing, Michigan 48433

www.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 by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

We meet on the second Thursday of every month at:
Capitol Coney Island, 4021 Van Slyke Road, Flint, MI 48507

As a non-profit, Our Meetings are Open to the Public
We appreciate a donation of \$5.00 at the Door

Volume 2019

Next Meeting Thursday, April 11, 2019 - 7:00 pm

#4

April Itinerary

- Correspondence
- e-team meeting
- "Inventor's Notes" Book to review
- Venue considerations
- Update on our dossier of companies looking for inventions
- Introduction to the Inventor Groups of America
- Podcast
- Networking

Upcoming Events:

- SBDC Business Workshops: www.sbdcmichigan.org
- SBDC Webinars for Business: www.sbdcmichigan@gvsu.edu
- MiQuest April Calendar of Events: www.MiQuest.org
- National Hardware Show – May 7 – 9, Las Vegas Convention Center
<https://www.nationalhardwareshow.com>
- Michigan Inventors Coalition Expo – August 29th
.... <https://www.eventbrite.com/e/7th-annual-michigan-inventors-expo-tickets-55925008205>

March Minutes:

- Correspondence from the Ross family
- Coverage of Sales/Communication event by Lynn & Dave
- Update on Liability insurance costs
- Outline of Dossier for companies wanting inventor ideas
- Increasing our advertising for our monthly meeting
- Handout for Sales/Communications
- Handout for "Be a better Leader by listening"
- Networking

Inventor Resources

Michigan Inventor Clubs

- Grand Rapids Inventors Network
www.grinventors.com
- Inventors Council of Mid-Michigan
www.inventorscouncil.org
- Jackson Inventors Network
www.jacksoninventors.org
- MidMichigan Innovation Center
www.mmic.us
- Muskegon Inventors Network
www.muskegoninventorsnetwork.org
- Inventors Association of Metro Detroit
www.inventoriamd.org
- Lansing Inventors Network
www.facebook.com/LansingInventorsNetwork

National Affiliations

- Inventor Group of America
www.inventleader.org
- United Inventors Association of America
www.uiausa.org

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Invention Review Panel

For an objective evaluation and priceless feedback, present your invention ideas to 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 input you need to make decisions during the stages of getting your product to market.

We ask for a \$25.00 donation for non-members. The Panel meets at 6:00 pm prior to each meeting. You must e-mail our Panel Chairman Marty Sovis to request a Pre-evaluation form and return it at least one week prior to a meeting to schedule a time.

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President's Note:

In the last few months we have covered various companies that are interested in licensing or buying inventor's products; or at least marketing and working with the inventor to get the products on the market. Being a member of the Inventor Groups of America has been a shot in the arm for us to see that there are companies out there desirous of helping an inventor knock down the road blocks to success.

This knowledge has made me realize that we should make use of these companies as we remember a strong suggestion our past president Mike Ball preached on: making sure your idea had the proper Price Point. He would talk about a couple of products he worked on and, when he plugged in the numbers, if the products wouldn't sell for a decent profit, he would scrap the idea and move on to something new. Realizing there are companies out there that will critique your idea and buy or license it, why not do the fun part of the invention process and leave the logistics to the professionals? These companies are waiting for the great ideas we come up with and have the expertise to get them on the store shelves.

So while you have a bunch of ideas pop in your head, you can develop the mock-ups, make a proto-type, and even do a little Google Searching then turn it over to the pros. There may be a few steps you will want to develop more soundly, and possibly even apply for a Provisional patent application, but don't spend your time getting the packaging and marketing worked out when these companies know how to do it best. I have seen enough inventors spend a lot of time trying to perfect an idea and often times not see the advantage of letting the marketing people suggest a change here or there that will result in a more appealing product.

I know there is no perfect guide to getting a successful invention, but when you have more than one idea to work on, and you realize that most inventions don't even get on the market, why go it alone on one idea? You are the creator of ideas. Introduce them to those who get the light turned on when they see your creation and know where to go with it. If one or two ideas fail, you're not that upset; you have new ideas you are working on and you just move on.

Remember, have fun with your invention!