

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 SIXTEEN

NEXT MEETING THURSDAY, September 13, 2012, 7:00PM

NUMBER NINE

September Meeting

Starting at 7:00 pm September 13, 2012

ICMM meeting will continue our work on the Cubicle Cop our design tonight. We will be deciding on signs, colors, attachments, packaging, marketing, sales, etc.

We will be using the "White Board" for our ideas fest and all the membership will be able to participate.

This should be a fun night and a great learning experience for all the members in attendance.

Our teams will now all combine and work on each item to take the Cubicle Cop to market.

The meeting will begin at 7:00pm in the upper level of Walli's Restaurant on Center Road in Burton.

August 9, Meeting Recap

Bill Suman was our speaker and he talked about should your idea become a business, the title of his book. He concentrated on knowing the market and customer for your idea (invention) or product and not a patent as the number one item to work on.

It was a great presentation and Bill donated 10 copies of his book to the club to sell and raise funds and make available to our inventors.

Thank you for a great presentation Bill!!!!

You can order a copy of "Should Your Idea Become a Business" by Mike Suman on Amazon.com or email him at sumanpmd@chartermi.net

Home of the Happy Inventors

But What Color is it?

Color is one of the most important parts of any product design. It's often overlooked, but few parts have as much impact on the final purchase as the colors you choose and the emotions they invoke.

The first tool available to us for selecting the proper colors is "The Color Wheel". It has three main types of colors (Primary, Secondary, and Tertiary) depicted and allows you to quickly see the shades of colors that work together and those that don't.

The 3 Primary colors are: Red - Blue - Yellow Since all other colors come from these 3, it's safe to say they are the foundation of color itself.

The 3 Secondary colors: Purple - Orange - Green These 3 colors are derived as you may have guessed from the 3 primary colors listed above.

The 6 Tertiary colors: Yellow/Green – Blue/Green – Blue/Purple – Red/Purple – Orange/Red and last but not least Yellow/Orange. These are obviously made from combining a primary color with a secondary color.

But exactly how does a Color Wheel work?



Colors on the wheel opposite one another are "complimentary colors".



MARKETING

Hints from the Fog
by Mike Ball, President



But What Color is it? (cont.)

The further away you get directly across from a color (left or right) the less the color will match the color you have selected. Additionally it is worth noting that the wheel is divided into 1/2 sections - Moving to the right from Red/Purple to Yellow/Green is what designers call the "Warm" colors and from Yellow/Green moving to the right up to Red/Purple are the "Cool" colors. .

They are called this because the emotion they evoke in a person can be described as "warm" or "Cool" ...at least that's the theory.

One thing we do know is color does evoke emotion in a person....since we want to create a positive interaction with the consumer and our packaging/product we should understand how the colors we select can start that emotional chain reaction.

Red: Sparks ideas of love, passion, heat and danger.

Yellow: Is a color synonymous with happiness

Orange: Retains the energy and welcoming of yellow, while keeping the heat and passion of red

Bright Blue: soothing, cool, and pleasant

Medium Blue: Coldness, feelings of loneliness and depression

Navy Blue: suggests formality, authority, and tradition

Green: Money, wealth, affluence but also nature and soothing.

Black: Commands respect. Simple bold with richness and honor.

Aqua: reminds of peace, calm and still.

As you can see there is a real psychology to the process of selecting colors. We have to keep this in mind as we develop our great new idea into that next big hit product.

Reprint from Mark Reyland is a professional inventor and product developer.

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
Rick Mason Marty Sovis
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

Mid-Michigan Innovation Center
www.mmic.us

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Inventors Events in September 2012

Registration for the GLEQ statewide Business Plan Competition opens on

Monday, August 27.

Sign up to be matched with a coach, meet Investors, get valuable feedback on your plan, and possibly win cash prizes.

****New This Fall****

Exclusive "How To" Workshops for GLEQ Participants:

Implementing a Crowdfunding Strategy

Creating an Impactful Video Presentation

Developing Your Business Model Canvas

For more information visit <http://www.gleq.org>.

MI-SBTDC (Michigan Small Business & Technology Development Center) is presenting workshops throughout Michigan for entrepreneurs launching and growing businesses. Visit their Calendar of Training at www.misbtdc.org to locate the programs in your area. GLEQ participants are encouraged to meet their local SBTDC counselors and attend available workshops on applying for government grants, writing business plans, developing marketing strategies, financing your business, and more.

2012 Accelerate Michigan Innovation Competition. The Accelerate Michigan Innovation Competition is an international business plan competition for later stage entrepreneurial companies worldwide along with Michigan based university and college students. Student and Company submissions have different deadline dates. Check for other details on the Accelerate Michigan Innovation Competition website.

Application deadline for **Company submissions is Wednesday, August 15.**

Application deadline for **Students submissions is Thursday, September 27.**

<http://www.acceleratemichigan.org/>

USDA SBIR deadline for solicitations extended. For those of you preparing proposals for the current USDA SBIR solicitation, you'll want to know that the deadline for the application has been extended **from September 6 to September 13.**

<http://www07.grants.gov/search/search.do?&mode=VIEW&oppId=176753>

GLEQ Business Plan Competition. Participate in the GLEQ statewide business plan competition, be matched with a Coach, attend valuable exclusive workshops, meet Investors, get valuable feedback on your plan, and possibly win cash prizes. Your GLEQ Coach will guide you as you prepare your Executive Summary. Registration deadline is October 15. Executive Summaries are due Monday, December 17. Submissions are judged by venture investors that provide written feedback and suggestions. Winners will be awarded cash prizes at ACE'13.

www.GLEQ.org

Ann Arbor SPARK Boot Camp. Coming up September 27 and 28, this is one of Michigan's best learning opportunities for tech and life science ventures. To be selected to attend, applications must be made. During this intense two-day program, you'll perfect your elevator pitch, executive summary and executive overview presentation -- and meet one-on-one with mentors that will support and encourage your success.

Monday, September 10, Deadline for applications

<http://www.annarborusa.org/business-accelerator/education-training/boot-camp/application>

Accelerate Michigan Innovation Competition and Gala. Mark your calendars: November 13-15, Guardian Building, Westin Book Cadillac and Orchestra Hall in Detroit. Although the deadline has passed for Company applications, the students can still apply to participate. This is a great opportunity for university students with innovative ideas for new business ventures! This is a Michigan-based international business plan competition for entrepreneurs with mid-to-late seed-businesses. A separate track gives Michigan university students the opportunity to develop innovative business ideas and win cash awards.

Thursday, September 27, Deadline for student applications

<http://www.acceleratemichigan.org/>

Michigan Initiative for Innovation & Entrepreneurship RFP. MIIE will accept proposals for two funds: Technology Commercialization (Help foster a culture of innovation and responsible risk tolerance at member universities that encourages faculty and students to pursue their entrepreneurial interests in Michigan) and Talent, Innovation, and Entrepreneurship (Encourage and support new collaborations and partnerships that produce economic development outcomes between universities and local/regional economic development initiatives or between universities and industry).

Monday, October 8, Deadline for responses

Clarifying questions 734.647.5730

TIECON Midwest 2012. TIECON is anticipating over 500 participants in this regional event that will include Bootcamp, Funding Sources, Women's Forum, Youth Panel and TiE 20 Awards. Track topics will include: Next Generation Technology Differentiators, health/Life Sciences, Manufacturing and Social Media.

October 11 and 12, save the dates

Sheraton Conference Center, 21111 Haggerty Road, Novi

<http://www.tieconmidwest.org>

8th Annual MichBio Expo & Conference. Ventures in biosciences (biofuels, medical devices, pharma, health sciences, bioinformatics, etc.)-- don't miss this opportunity. The Expo is the largest single gathering of biosciences professionals in the state. Attend and/or showcase your emerging bioscience company.

Wednesday and Thursday, November 7 and 8

Kellogg Center, 500 Harrison Road, East Lansing

www.michbio.org/expo

<http://www.michbio.org/expo>

Nominate your favorites for the Expo Awards by October 1

http://library.constantcontact.com/download/get/file/1101534628201-521/Expo_Awards_Nomination_Form.pdf

Automation Alley 12th Annual Awards Gala. The Awards Gala is one of Southeast Michigan's most prestigious events honoring technology organizations and their leaders.

Award winners are recognized because they are innovative leaders with vision and influence. Average attendance exceeds 400 and includes top executives, decision makers and members of Southeast Michigan's business community.

Friday, September 28, 6-11 p.m.

GM Heritage Center, 6400 Center Drive, Sterling Heights

RSVP info@AutomationAlley.com

DEGC seeks Proposals for Retail Pilot Program. The Detroit Economic Growth Corp. (DEGC) is pleased to announce a request for proposals from entrepreneurs and existing businesses interested in starting full-time and pop-up retail establishments in the Villages of Detroit.

Monday, September 10, 10 a.m., Deadline for response

deqc.org

Four Day Business Plan Series. This series is for the start up business that is in the planning stages or has just opened their doors. Whether your business plans need funding or just a good road map, this series is designed to give you the basics and then some.

Four workshops cover Business Plan Organization/Research, Marketing/Sales, Financials/Budgeting and Writing/Funding.

Wednesday, September 5 through September 26, 4 weekly sessions, 8:45 a.m.-noon

26000 Evergreen Road, 2nd Floor, Southfield

<http://detroit.score.org/localworkshops>

BioArbor: Successful Collaboration Comes in All Shapes and Sizes. In an environment of shrinking commercial funding and increasingly uncertain regulation, creative collaboration between academia and industry can mean the difference between a product stalling on the bench or making its way to market and the opportunity to impact human health. Join our panel of leaders from the life sciences industry as they examine successful, real-world collaborations ranging in scope from limited projects all the way up to large institutional/national strategic partnerships.

Wednesday, September 19, 5-7 p.m.

U-M North Campus Research Complex, 2800 Plymouth Road, Ann Arbor (Webcast as well)

<http://www.annarborusa.org/events>

Business Structure (Sub S, LLC and Process): Fundamentals of Business Legal Issues. The course provides an introduction to the different types of legal entities that are appropriate for structuring and starting a new business. Tax and liability issues are covered, along with basic elements of a contract, collections, licenses, registrations, employment and property issues, leasing and insurance. It is designed to guide prospective business owners in setting up the organizational structure that will help protect them from unnecessary legal challenges.

Thursday, September 20, 6-8 p.m.

Cleary University, 3601 Plymouth Road, Ann Arbor

www.annarborscore.com

FastTrac GrowthVenture. This Kaufman Foundation program is for owners, CEOs and top management team members of small businesses with at least two years of operating experience, minimum of two employees (W2s), and annual revenue of between \$100,000 and \$749,000. Focused on issues most important to business health and growth, attendees gain knowledge to make critical decisions about their business and strategy, investigate next-stage growth and opportunity, plan for strategic growth, build and maintain a competitive advantage and maximize cash flow for profitability.

Thursday, September 20 through November 29, 6-9 p.m., 10 weekly sessions

Oakland County Executive Office Building, 2100 Pontiac Lake Road, Waterford

<http://www.advantageoakland.com/StartABusiness/SBC/Pages/FastTrac-GrowthVenture.aspx>

New Enterprise Forum: Flying with Angels. This monthly meeting for the New Enterprise Forum will present a panel to help attendees to learn about deal structure and valuation and how it can make a difference in successfully funding the growth of your company.

Thursday, September 20, 5-8 p.m.

SPARK Central, 330 E. Liberty Street, Lower Level, Ann Arbor

<http://www.newenterpriseforum.org/>

Entrepalooza at Michigan Ross School of Business. Keynote Speaker – Anil Arora, President and CEO, Yodlee will tell the story of leading Yodlee from 10 employees in 2000 to 700 today on its way to becoming one of the leading financial services companies in the country. Panel discussions include: Startups (Successes and Failures), Innovating Corporations, Financing Your New Venture and Launching While at School.

Friday, September 21, 9 a.m.-1 p.m.

Ross School of Business, 701 Tappan Street, Ann Arbor

<http://www.epalooza.bus.umich.edu/index.htm>

Starting Your Own Business. At this forum you will learn about personality traits that impact entrepreneurialism, creating a marketing plan for your business, legal, accounting, and risk considerations, product development, business plans and financing options. You will have an opportunity to get advice from a variety of business experts and organizations that are available to support new ventures.

Friday, September 21, 9 a.m-4 p.m.

SPARK East, 215 W. Michigan Avenue, Ypsilanti

<http://www.annarborusa.org/events>

Women's Business Certification Course. Learn about the benefits and process of becoming a Women's Business Enterprise. Benefits include certification to private sector WBE's and access to procurement opportunities with major national companies.

Friday, September 21, 9-11 a.m.

Oakland County Executive Office Building, 2100 Pontiac Lake Road, Waterford

<http://www.advantageoakland.com/StartABusiness/SBC/Pages/Womens-Business-Certification-WBE-Orientation.aspx>

Hot Shots: Career Connections. Bring your resume, and come and mingle with growing, innovative companies in a fun and relaxed environment! This event is only for talent seeking opportunities for themselves.

Tuesday, September 25, 5-7 p.m.

Arbor Brewing Company, 114 E. Washington Street, Ann Arbor

<http://www.annarborusa.org/events>

Michigan Grow Your Business Online. Michigan businesses can learn more about Google's top tools for small businesses, including Google Search, Google , Google Analytics, Google Alerts and Google Apps. This workshop is part of the Michigan Economic Development Corporation's (MEDC's) Pure Michigan Business Connect Tool Kit. Learn the basics of how other people find your business online, with methods like search engine optimization (SEO), web analytics and more.

Tuesday, September 25, 9-11 a.m.

Wayne State University-Macomb Education Center 16480 Hall Road, Clinton Township

RSVP SBTDC@MacombGOV.org

Social Media 101: Content, Circulation and Conversation. The Whole Brain Group will spend about an hour on each of the most popular social media channels, LinkedIn, Facebook, Twitter, and help you select the networks that make the most sense for you to spend time on.

Tuesday, September 25, 9 a.m.-noon

Whole Brain Group, 109 E. Ann Street, Ann Arorb

<http://wbgsocialmedia101-fall2012.eventbrite.com/>

Fundamentals of Writing a Business Plan. Designed for individuals who want to increase their chances for successful self-employment, the course covers business planning in detail. Specifics of marketing and finance, legal and regulatory issues, operations, and information based planning and management are key components of the workshop. The first steps for creating a business plan draft will be included along with a demonstration of the MI-SBTDC online business plan tool.

Thursday, September 27, 9 a.m.-noon

Oakland County Business Center, 2100 Pontiac Lake Road, Waterford

www.advantageoakland.com/StartABusiness

TED Talk Thursday. The Second and Fourth Thursdays of the Month are TED Talk Thursdays-Join us for this free networking event from 8:30-10 am. MMIC will provide the TED Talk video, and Grounds for a Better World will provide the coffee and pastries to fuel your brainstorming and idea-sharing. Contact MMIC for more information.

Thursday, September 27, 8:30-10 a.m.

MMIC, 2007 Austin St., Midland

<http://www.mmic.us/events.html>