

Inventors Council

OF MID-MICHIGAN

PO Box 311, Flushing, Michigan 48433

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 EIGHTEEN

NEXT MEETING THURSDAY, SEPTEMBER 10, 2015 7:00PM

NUMBER NINE

Thursday September 10 2015 Meeting

We will be talking tonight about how to get sales for your invention.

Retail and wholesale will be discussed.

Direct sales, web sales, dealers, manufacturer reps, licensing, etc.

It will be a hands on learning night.

Come and network and learn from others.

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

Thursday August 13, 2015 Meeting

We talked about how to create a development file for your invention ideas.

Some inventors showed what they were working on and we looked at some ideas some people had.

It was a hands on learning night.

Come and network and learn from others.

Failure can be a good thing

Everyone has great ideas, at least in their own minds. It all seems so clear, until you actually have to make one and then all the little details start to pile on. Things you never really worked out up front now raise their ugly head.

People bring ideas to the ICMM all the time thinking that they are one of a kind and everyone in the world needs the new product they have thought up, only to be shown with quick research that the idea is already on the market in some form.

Many people throw their hands up and give up on inventing their own product saying it has already been done.

History is full of successful ideas and products that were not the first to market. The majority of products are improvements on a current process or product. Ford, Amazon, Microsoft, Edison, General Motors, etc. were not the first to invent their products. Did they give up? No, they failed many times in Edison's case, hundreds of times, but they kept working until they succeeded.

These people were all failures. Walt Disney failed and went bankrupt several times, but he kept improving his ideas until he was very successful.

I do not fear failure, but I assess the risk reward on all my ventures. Young people can afford to be adventurous but don't usually have any money so they are limited.

ICMM
Home of the Happy Inventors



MARKETING

Hints from the Fog
by Mike Ball, President



Sometimes I think we do a disservice by showing people what is already on the market and killing their dream, but we preach safety and a real process to inventing. We give you steps that are proven and controlled to succeed. Many people do not have the patience to invent. They want instant success and to get rich, and some want others to do all the work for them.

If I had to predict who would succeed, I always would pick the person who has tried an idea and failed. That person understands the risk of the unknown. I shared some of my “failures” with the club. When I tried to create “Photo Memories USA”, I followed all the steps I always do and produced some great product and process including a training manual and marketing plan. I was sure it would be as big as Tupperware, give homemakers a chance to make money and provide a great service to families that want to preserve their history in a digital format. Great idea !!!!!

But I failed. Why??? It was something I never considered in all the prototypes I created and all the processes I developed. What was it? Fear. Fear. Fear.

What I really wanted to do was to preserve the story of your family on a DVD with photos, music, names, dates, relationships, etc. I wanted to take the photos from the boxes in the basements and make them a story that all the family could keep and show their children. I made several DVD’s and they were great and I still love them, but I had controlled all the process from gathering the photos to producing the DVD’s and packaging them. They were beautiful and a real treasure to me and my family.

So what was the fear? Letting go of the photos to be scanned and classified and then returned. People did not want their treasured photos out of their sight even though they had not seen them in years. When the old people pass away, and their houses are sold, most of those photos and the family history are put in a dumpster and gone forever.

Yes I failed, but I learned a valuable lesson. If you do not control all the inputs, you cannot control the output (product) I was a “failure” but I am smarter and more experienced now.

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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