

# The Road to Inventing

## The United Inventors Association Of America

The United Inventors Association of America  
1025 Connecticut Ave Suite 1000  
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# The Inventing Industry

The many kinds of Inventing

Mathematicians  
Biologist  
Industrial Inventors  
Chemists  
Manufacturing Inventors  
Government Inventors  
Computer Scientists

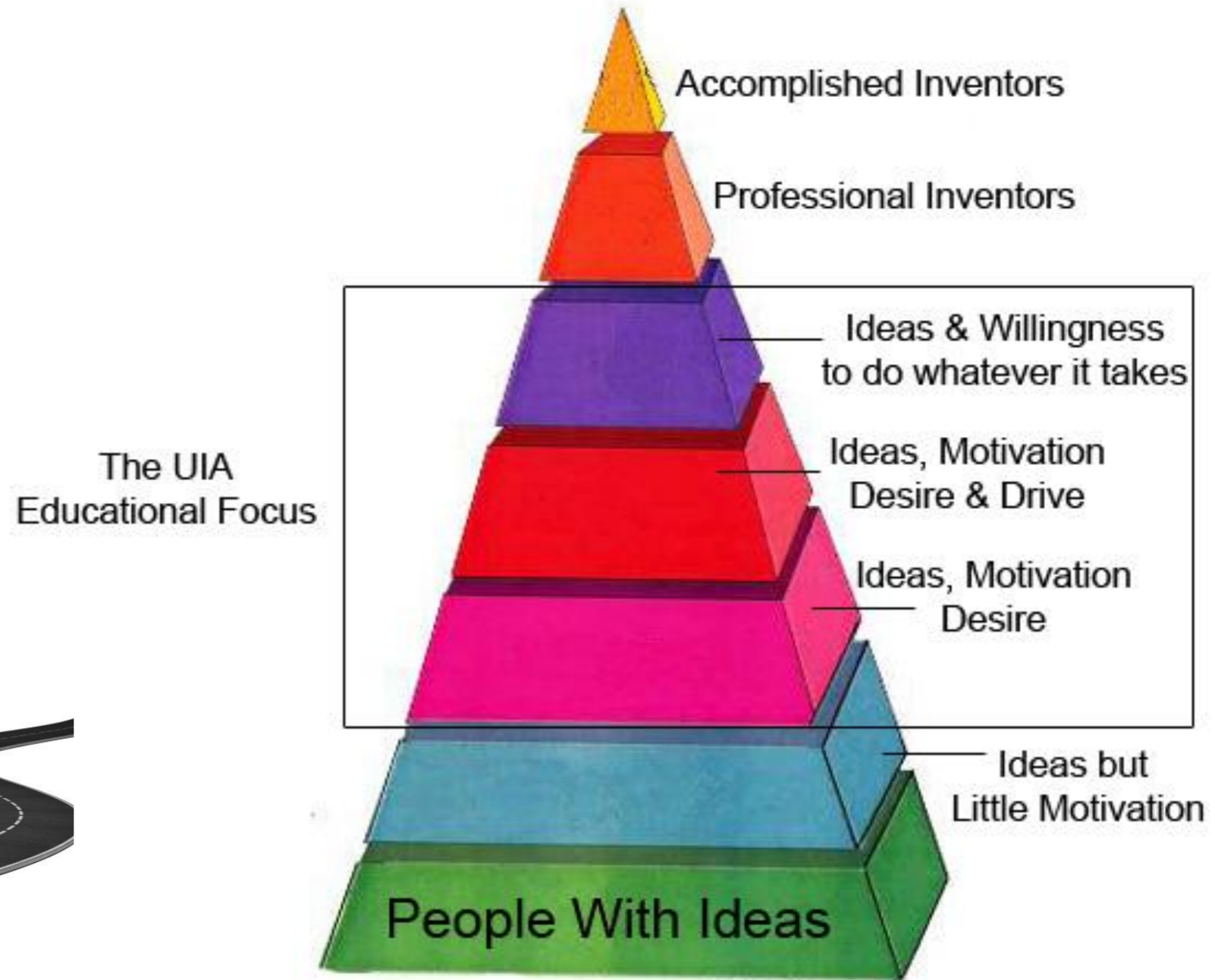
....and yes,  
Product Inventors



**The BIG Picture**

# The Inventing Industry

The many types of Inventors



# Start with The Definitions

## What is an Innovator?

One who **presents** a hypothesis

## What is an Inventor?

One who **proves** a hypothesis

## What is a Product Developer?

One who through **the learned skills of Engineering & Design** forms the proof of the hypothesis into a commercially viable venture



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# Then 3 Questions

The first three questions EVERY person must answer before you invest **Time, Talent or Treasure** into this process

- 1** Will it work?
- 2** Will anyone care?
- 3** Will enough of the people who care be willing to give you money for your solution to their problem



# A Few Things You Should Know

Before you start on this process there are a few things you should always keep in mind

**Your family and friends will lie to you** (because they love you)

**This is a business of FAILURE**

**You must know where you are going if you ever expect to get there.**

***A product is simply a wrapper for a function***

**Education about this process is YOUR responsibility**



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# Five Basic Steps

- 1** Answer the 3 questions - Honestly
- 2** Understand the core function
- 3** Conduct a Market Audit
- 4** Conduct an Intellectual property Search

**STOP**

Take the information you have gained so far and talk to your family about what you want to do and your chances of success

# Five Basic Steps (Cont)

**5** Study, Study, Study ...then Study some more!

**STOP** You are at the fork in the road between LICENSING and MANUFACTURING. You must decide what path is right for your situation

**FORK  
IN THE  
ROAD**





# You Have To Choose

## What is LICENSING?

Licensing a product, invention, innovation, or technology simply means giving another party the right to use it without fear of reprisal in exchange for compensation

## What is MANUFACTURING?

Manufacturing a product, invention, innovation, or technology simply means investing the Time, Talent, & Treasure necessary to build a company around your product and to gain distribution of sales

**FORK  
IN THE  
ROAD**



# Pot-Holes in the Road

## Lack of Knowledge

Take the time to learn your craft. Use the hundreds of available sources in the industry to learn how this process works

## Lack of a Great Idea

People around you will always support you, but in the end they may simply not know what they are talking about. Just because you think it's a great idea does not mean everyone does.

## Lack of Reality

The people you encounter in the industry are professionals, they do this for a living and for the most part they know what they are doing. No matter what your dog told you, you are not likely to make a zillion dollars on every great idea you show someone.



# Things you should **NOT** do

Hire “Consultants” without checking them out first

Pay people to send ideas to ASOTV companies

Use Crowd Sourcing sites like Quirky, AhAh, and others...

Get a patent on an idea that does not have a commercialization Plan

Enter into a contract without first reading the Inventor Protection Act

Post your ideas on YouTube, Inventor Forums...or anywhere else until they are protected

Approach retailers until you know what you are doing.



# Things that can help you



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