

Idea Conception to Commercialization



**INVENTORS
CENTER**
of
KANSAS CITY

Find Inspiration

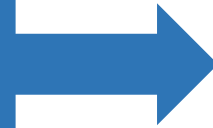


Conceive New Idea



Identify Idea

- > New product?
- > Improve existing product?
- > Problems solved?
- > Target market?



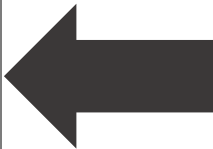
Research

- > Web search, Google images
- > Prior art and patent search
- > Similar products and prices
- > Marketability & manufacturing
- > Forming a business, e.g. LLC



Provisional Patent

- > Low cost first filing
- > 1-year pendency
- > File non-provisional app within 12 months
- > Apply "Patent Pending"



Protect Intellectual Property

- > Consider legal counsel
- > Comprehensive patent search
- > Determine if patentable
- > Determine patent strategy



Non-Provisional Patent

- > Type: e.g. Utility, Design
- > Draft app & drawing
- > International protection?
- > Explore other protection - e.g. trademark

Prototype

- > Render design
- > Make physical example - Looks-like, acts-like



Simple: clay, foam, cardboard

Polished: 3D print or laser cut

Pro: engage designer/service

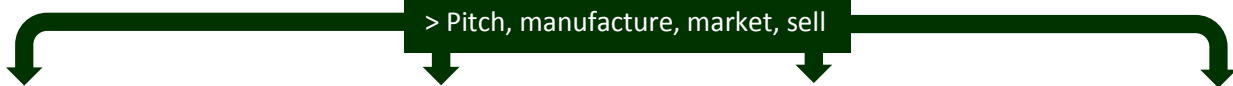
Create Presentation

- > Tag line and benefit statement
- > Sales sheet with images
- > Short demo video



Choose Market Strategy

- > Pitch, manufacture, market, sell



Crowdfund Online

- > Kickstarter or Indiegogo

License

- > Rights for sales royalty

Start Company

- > Manufacture and sell

Outsource Partner

- > Service for equity stake