

# **5** Proven Ways to



# **Set Your Invention Up For Success**



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## ACKNOWLEDGMENTS

After speaking with so many inspired inventors looking to us for help, guidance, or whatever we could share to get them one step further with their idea — it's their gratitude that motivated us to create a smarter, better way for them to develop their invention. We thank all those innovators, entrepreneurs and visionaries with the passion to make their invention dreams a reality.

## INTRODUCTION

If you have an idea for a great invention, we know you're looking for ways to quickly and efficiently take it from a simple concept to store shelf — while spending the least amount of money doing it.

As one of the first companies in North America to offer 3D Printing and seasoned professionals involved directly with new product development, we also know how difficult it is to find well-rounded, unbiased, reliable information and steps to follow without being sold a bunch of services and products you don't need. Based on the stories shared with us everyday, people are searching for help they can really use, not empty promises and empty pockets.

We continue to see way too many inventors taken advantage of and ripped off simply because they didn't know there was a better option.

For all these reasons and more, we created a smarter way to develop inventions. Not by assessing ideas for a fee or by selling services that inventors could easily do on their own, but instead by offering a solution so they can stay in control of their choices and their invention's destiny.

It's no mystery that what you really want and need are straight up facts and the solid actions you can take now — and that starts with these five proven ways to set your invention up for success.

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## **PROTECT YOUR IDEA – NDA AGREEMENT**

If you have a great idea for a new invention — you'll want to do what you can to protect it!

Requesting a Non-Disclosure Agreement (NDA) to be signed can be a simple, economical and effective step that you can start using right now. An NDA is a legal contract that essentially says the person or company you are about to share your idea or information with, agrees to keep it confidential and understands it's your intellectual property. In other words, they are agreeing to keep your invention a secret and acknowledge you own the idea. While it's not meant to be a replacement for a patent, it can be an effective form of protection.

In order to make sure you receive the full benefits of an NDA, it's important to know what yours should include, the type of protection it offers and when it's appropriate to have one signed.

### **Strong vs. Weak NDA's**

While it's possible to have a legally binding contract hand written on a scrap of paper, it's worth noting that the strength of any agreement can be questioned in a court of law. Having signed hundreds of NDA documents submitted over the last several years, we have found many companies and individuals to leave out some of the most basic information that would have made all the difference between their questionable NDA and what could have been a much stronger document.

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Surprisingly, an NDA doesn't have to be a short novel to be effective, but it does need to include some simple details specific to the idea. Often inventors make the common mistake of downloading a free NDA off the Internet or modifying one written for someone else by changing the names and dates. The whole point of an NDA is to help protect YOUR INVENTION, so it's important your document is customized and tailored specifically for your idea so it can do its job.

### **When To Use An NDA**

Obviously sharing your idea with a trusted family member or friend would likely not require an NDA, while people or companies you don't know would lean more towards it. But, before you start asking for a signature consider if it's appropriate, if this is someone you should share with, or if you need to give all the details of your invention to this person at this time. In many cases, there are ways to get the answers you need while protecting your idea if you know the right way to share it.

Having an NDA signed can be a simple and economical way to add a layer of protection to your idea and the bottom line is if you feel it's necessary to have one signed — then you should.

To Learn More About NDA's:

<http://www.youtube.com/watch?v=vT6QK37d9BA>

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## **ESTABLISHING SOLID PARTNERSHIPS**

If you came up with your new invention or idea with a friend or family member, or decide later to bring someone on to share their experience, money, or as a silent partner, you'll be interested in making sure you create a solid business partnership while keeping your valued existing relationship as is.

Because you want your invention to become all it can be, asking a few simple questions and deciding on some key details right from the start will better set you and your invention up for success. We know it can be easy to get caught up in the excitement of your idea's potential, but you'll still want to cover a few basics to make sure everyone is not only sharing the same expectations, but also understand their roles, responsibilities, who owns what and answers to those 'what if' questions.

Business partnerships can be very much likened to any successful personal relationships, as they rely on trust, integrity, like-minded goals and values, and often include shared roles, responsibilities and expectations. However, a personal relationship is ideally based on love, compatibility and companionship, where as a business partnership is based on MONEY. Not just about making it, but where to get it, how to spend it, as well as how and when to share profits (and in some cases, losses).

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### **Number One Reason For Breakups**

Statistics have shown over and over again that the number one reason for personal relationships to split up is over money. Not only that, many studies also show that financial arguments not only last longer over others, but also take longer to recover from — so imagine what kind of impact this statistic has on a partnership based on money!

Be sure to schedule some time to have a few conversations to address your working arrangements early on in the process with all partners. From there you can better decide how you will be moving forward with your invention and if you want to legally define your partnership by consulting with a lawyer. Discussing and agreeing to points before hand can not only save you money in legal fees should you go that route, but more importantly can save your relationship right from the start!

Learn more about partnerships:

<https://www.youtube.com/watch?v=tdC1ICzFvU4>

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## **PROTOTYPING WHEN AND WHY**

Prototyping is a fun part of the invention development process as it allows you to hold (or see) in the physical world the concept you've only held in your mind. It makes your idea 'real' and that's exciting, however, now may not be the right time to prototype if you are looking to spend your money wisely. Often many inventors think one of their first steps is to make a prototype of their invention (that or patent it), when that's not actually the case.

If you haven't done so yet consider performing a few free steps first, such as research on your idea, if it exists, who your competition would be, if it has the potential to make money, who your customers would be, if there would be safety issues to take into consideration, as well as a host of other details. All these points will not only tell you whether it will be beneficial to move forward to the prototyping stage, but also if there are any special issues you will have to take into consideration when working on the details of your design.

### **Why Prototype?**

Creating a prototype of your invention holds many benefits and can often be one of the lower expenses in the entire process when taking an idea to market. Skipping this step is rarely worth the risk.

Prototyping your invention allows you to:

- test your idea to make sure it works
- detect and correct potential design errors in the earliest stages
- work out potential manufacturing costs (this will come in handy later)

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- confirm that your idea will work before patenting, ensuring all details are taken care of before you start the costly legal process
- present your idea in a professional manner for sales presentations, tradeshows and investor meetings
- (in some cases) create short runs or small batches for testing, selling, etc.
- save money in many ways throughout the development process
- and so much more!

### **The 101 on 3D Printing**

3D Printing is an automated process that builds a solid part, layer by layer, directly from a 3D CAD file (computer aided drawing) without the need to produce tooling or molds. 3D printing can be used to create products that would be made from a hard substance such as plastic, metal or even rubber-like materials. Professionals that offer CAD design services are referred to as mechanical engineers and designers.

3D printing is an amazing process that offers the opportunity to build prototypes quickly, professionally and economically. Here are a few key points you should know:

- In order to obtain a quote or make a 3D printed part, you will need a 3D CAD drawing of your idea
- 3D printing can only make prototypes in the materials the machine uses. For example, if you were making a new power tool, the shell would be 3d printed in plastic and after (with another supplier or on your own), you would install the electrical components
- What you supply in your 3D computer CAD file is what will be built. For example, if you have many pieces within the file not attached to one another, then your prototype will be built in pieces. If they are attached within the file, it will build as one solid part. If there are mistakes, those will be in your parts too

All 3D printing processes are not created equal, each offering their own pros and cons such as different materials, features and costs. To use your prototyping dollars wisely, it's ideal to become familiar with the various options to find the one best suited for your needs.

To learn more about prototyping:

<https://www.youtube.com/watch?v=uUqvNXrEz3s>

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## **KNOW YOUR NUMBERS**

If you're a fan of popular invention TV shows like SharkTank or Dragons' Den, then you know all too well how many inventors are put on the spot to 'know their numbers' and sell the Sharks or Dragons on why their invention is a good investment.

Knowing your numbers is quite simply having a good understanding of the financial aspect of your invention. What your idea will cost to make or manufacture, the sell price, profit margins and potential, how much money will be needed, financing plans, sales to date, projected sales and more.

'Knowing your numbers' will be second to having a great invention not only for your own benefit, but also when meeting with retailers and investors. After all, this is business and business comes down to the dollar. How much can be made, how much can they make and of course, how much can YOU make?

The bottom line is everybody wants or needs to make money with their invention. For obvious reasons, those interested in making a profit from their invention need to know the numbers to ensure they can make as much as possible.

For inventors whose motivation is not profit driven, such as those who want to create something to better mankind, support a charity or establish a non-profit organization, making money is still necessary. At the very least, the costs associated to create, manufacture, ship, operate the website and other fixed expenses would still need to be generated and as a result, this step cannot be overlooked.

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## KNOW YOUR NUMBERS

Even if your interest lies in selling your idea outright or licensing it to someone else to manufacture, distribute and sell – you still need to know your numbers. As part of your pitch, those you would be presenting to need to be convinced that your invention is potentially a profitable opportunity.

### **Increase Your Profit Potential**

As you can see, knowing your numbers is an important exercise not only to go through initially, but also to be constantly worked on in an attempt to reduce costs and increase profits. The more you can reduce your cost, the more profit stands to be made. That alone should be motivation enough to know your numbers!

Learn more at:

<https://www.youtube.com/watch?v=2D6nmRUm6v8>

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## UNDERSTANDING PATENTS

If you have an invention that could potentially be worth millions if it were to take off, then one of your priorities will likely be focused on how it can be protected from others. In fact, right after you thought of your idea, a patent was probably the second thing that came to mind.

While it's obvious that a patent attorney would agree that patents can hold great value for some inventions, our lawyer surprised us by pointing out that too many people rush into the costly process unaware of crucial facts, steps they should have taken first and what protection patents actually offer.

Since you likely don't have an endless vault of money to fund your invention (not many do), take time to learn about patents, make sure it would meet your expectations and would be the right investment if (and when) you decided to go that route.

We have listed below a only a few points to consider about patents and encourage you to learn much more, just as you would when considering making any other major financial commitment.

- Even with patent protection, there is no 100% guarantee that an idea or invention won't be taken, made or sold by another
- Patent holders are responsible to find those infringing on their patent and then take legal action at their own expense to try and get them to stop

## UNDERSTANDING PATENTS

- Defending a patent can easily exceed the cost of the patent, without guarantee of recuperating expenses (even if the case is won)
- There is no such thing as a worldwide patent. Patents have to be obtained and defended in each country of interest (each at their own expense)
- All the details of an invention are published and made available to the public, for all to see within 18 months of filing (even if the patent isn't granted)
- Not everything can be patented or would necessarily be granted a patent if filed for

There are key steps that should be taken with your invention before investing large sums of money, not only to ensure your invention is patentable and works, but also to assess if a patent would offer financial value.

Should you decide a patent might be a good option for your invention, it's always advisable to consult a patent attorney.

Learn more on patenting:

<https://www.youtube.com/watch?v=KwoSzGo6ZWQ&t=16s>

## HOW TO TURN YOUR IDEA INTO REALITY

Whether you've just started out or have taken some action on your invention, you already know how important it is to have the right information and steps to follow to ensure make solid decisions. Just these five ways to set your invention up for success alone could save you a lot of money and help make things happen for you much faster.

Here's the catch that many new inventors don't realize (until it's too late) – it's what they don't know that can prevent their success. For example, most think there are only two ways to work on their invention:

- 1. Pay Experts.** The reason for hiring others is obvious; they have more experience than you and therefore should know what steps to take to give your invention a better chance at becoming a success.

But that's not always the case. It's important to keep your expectations realistic with this option as you may not only need deep pockets, but also the understanding that invention success odds can be extremely low. For example, one very popular invention submission company website has court-order statistics posted that state over a 5-year period only 16 out of 822,232 submissions made more in royalties than they paid in services (that's a 0.002% success rate or 1 out of 51,389). And that's only if your definition of 'success' is to make at least what you initially spent! Another company with less dismal odds states that in a 2-year period 24 out of 5,252 clients, made more money than they paid in services. It's these statistics and the amount of money spent that leave many frustrated.

**2. Do-It-Yourself.** The lower risk option that many gravitate towards is by doing what they can on their own, which makes perfect sense. In addition to appearing to be the more economical path, it also allows inventors to add value to their idea's progress with their belief, passion and drive.

Unfortunately in the majority of cases, people who attempt to give it a go on their own don't have all the information they need and are left looking at various websites, reading random pieces of information here and there, joining invention groups (where the majority of the people they are networking with are also in the same boat), asking for advice on social media from strangers, as well as simple trial and error in order to get their idea off the ground. While we firmly believe people can make their way through with this approach, it can be a difficult and costly process. Inventors often make mistakes, end up questioning themselves, if they have information they need, if it was accurate, or if there could have been a better, faster choice and as a result are easily derailed.

### **A Better Way To Develop Your Invention**

Having said all that, what if there was a way to explore your invention's potential by taking only the best from each option? Ideally you'd want the expertise, knowledge, information and necessary steps taken from the 'Pay Experts' route and the 'Do-It-Yourself' benefits, such as using your drive, passion and resources to save money and making things happen!

With the Inventor's Action Program you get the best of both worlds — a guided, do-it-yourself option that will walk you through the steps to take and bring your invention to life along with the benefits of professional knowledge and direction at a FRACTION of the cost! Why pay someone else to do what you can do on your own first?

As you progress through each section, the program will share valuable information, relevant facts, customizable NDA agreement and the tools you'll need to make educated, money-saving decisions. Laid out in a straightforward workbook format, you'll be able to track your progress and stay focused on your invention goals.

The Inventor's Action Program... the smart way to develop your invention.  
<http://www.3dprototype.com/invention-help>

## ABOUT THE AUTHORS

Tim Deutschmann, president and founder of the first 3D printing bureau in Canada, has personally worked on, and produced prototypes for well over an astounding 20,000 projects. With an extensive background in mechanical design, pattern making, consulting, foundry and mold design, Tim has played an integral role by helping countless innovators bring their idea from concept into physical reality.

To his credit, Tim has worked on projects such as RIM's Blackberry during its initial launch, countless household, recreational and industrial projects all with the same goal — to design and develop ideas for patent or product launch. In addition, Tim also works on his own personal projects, including a revolutionary newly patented form of manufacturing technology.

Annette Kalbhenn holds over a decade of experience within the 3D printing industry and is no stranger to innovation either. With a background so diverse including all facets of marketing and advertising, large consumer promotions, consulting, graphic design, as well as the sourcing of what may seem to be the impossible to find, Annette's skills set has helped with the launch of many new and existing products, including a few of her own.

Annette has not only presented and been offered coveted airtime with The Shopping Channel for her products, she also created an award-winning consumer promotion that now is considered to be an industry wide standard. Annette focuses the majority of her time speaking with those who have an idea and are looking to her for expertise and guidance.

In addition to sharing Annette and Tim's years of invention development experience, industry leaders and experts in their respective fields were recruited, contributing factual information to help inventors avoid paying for private consultation sessions. This not only allows inventors to receive the unbiased facts they need, it also removes the pressure of being offered additional services by those same professionals.

Tim and Annette created the Inventor's Action Program to help people just like you, get closer to your goals and dreams of invention success with greater ease and hope to be a part of yours.

**INVENTOR'S ACTION PROGRAM...**  
**the smart way to develop your invention**

Whether you are just starting out, or have already done a fair amount of work on your invention, this unique do-it-yourself program will be a huge asset. As the Inventor's Action Program is NOT an invention submission company, we will never know what your idea is. We also have the unique vantage point to provide you with an interactive program, containing information, steps and guidance that is unbiased, reliable and trustworthy, that ONLY YOU stand to benefit from. The program will help you take action!

Laid out in an easy-to follow, interactive workbook format it not only provides you with valuable trade secrets, crucial information and the necessary actions you'll need to take, but will also supply room for you to record each step — keeping you on track. You'll also receive a customizable NDA agreement to get you started on protecting your invention right away.

You and your invention can't afford not to use the Inventor's Action Program!

Learn more now at: <http://www.3dprototype.com/invention-help>