

Meeting Handout 3/5/16

Trade shows, Home Shows and other expos are great places to get feedback regarding your invention. You can do surveys or just collect open feedback. You can even set up or run a confidential focus group. It is best if you have a prototype or even better yet if you have product to sell. Nothing talks louder than Sales!

However, even if you are just starting and don't want to divulge the proprietary information regarding your invention, you can still get valuable information but quizzing the public regarding the problem you are solving by discussing what it does but not how it does it. Don't forget to get demographic information related to this inquiry. This can be done with an observer, who can just stand by and collect information.

A good friend of the group, David Woods VP of the Inventors Counsel of Central Florida (ICCF) <http://www.inventcf.com/> called me to remind me about the **Orlando Maker Faire** <http://www.makerfaireorlando.com/> coming up on October 22 & 23. This is one of the biggest in the nation getting over 15,000 attendees.

They have a special section just for inventors and it is FREE to exhibit providing you are not selling your product and offering educational information. Basically, telling the story of your invention. Now you tell me, what inventor doesn't love talking about their invention. Better yet, tell me how you can stop one, once they get started.

If you plan to exhibit, I would suggest you start working on your booth dressing as soon as possible. You never know who will attend and you want to look as professional as you can.

Last year, Stephen Key asked me to participate in **Make 48** but I was unavailable. It is part of the Maker Movement and is a competition where participants get a bunch of stuff and a challenge or problem to solve and then have 48 hours to come up with a solution.

Here is the website <http://make48.com/>

Even if you don't compete, check out the speakers from last year. It is a virtual who's who of everybody in the independent inventors community.

I haven't made up my mind if I am going. I will have to give up tickets for a concert I already have but...it is tempting.

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