

# Meeting Handout November 2016

## **Shark Tank Exposed**

Forbes magazine did a fact checking expose on the popular show Shark Tank and found out that 72 % of the people interviewed for the article did not end up with the deal that was shown on TV. A whopping 43% ended up with No deal and the other 29% had the deal changed.

I found it interesting that Mark Cuba did the most deals (33) and had the highest closing rate of 83.5% . No surprise that Mr. Wonderful Kevin O'Leary did the least amount of deals (14) but like all the other sharks dropped about half of the deals they made. Lori Greiner (34) and Robert Herjavec (24) had the worst rates at 47.5% and 45.8% respectively.

On the other hand, just about everyone who was interviewed said the show gave them a big boost in their businesses and it was a wonderful experience. Read the article here. <http://bit.ly/2frpoih>

## **One Maverick Innovator**

Recently, I had the pleasure of going to a couple of MeetUp luncheons hosted by Maverick Innovator **Charlene Ann Nelson**. Here is a woman who is a marketing genius and has the credentials to prove it. Of course, I got her to commit to giving the group a presentation in the not too distant future.

In the mean time, she has an incredible white paper on her website that I think everyone should read. It is short and full of valuable tips to jump start your creative juices. Here is a link to her website scroll down to sign up for the white paper <http://bit.ly/2f33HIP>

If you have the time to do so, I would also recommend that you attend one of her MeetUp luncheons <http://bit.ly/2eca3jQ> . They are always very informative and the discussions can get very dynamic.

## **Great FREE Visual Aid to this month's Presentation**

Protolabs which is the parent company of Protomold has a FREE design cube that illustrates a number of the issues that Jorge Rodriguez will be speaking about at this meeting. It is a great little toy and it is FREE for the asking. So Let's Get Asking Here <http://bit.ly/2eJT0q9>

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## **Necessary Skills**

As an inventor there are skills we need to have to effectively do the job. You don't need to be a CAD expert but you must be able to communicate with one and describe the features of your invention. One of the most important skills you must have is a working knowledge of the patent system. How to search for prior art, how the system works and most importantly how to determine the claimable aspects of your invention.

Too many inventors feel they have enough to worry about, let the lawyers take care of that. WRONG !!! When it comes to your invention the buck stops with you. You will need to describe what your invention is to your patent professional. You will need to determine how much of your invention you can own. You will need to determine if it is worth pursuing at all.

Our old friend Gene Quinn from [www.IPWatchDog.com](http://www.IPWatchDog.com) recently wrote a great article on writing your own patent. The article references a number of other great articles on associated topics or skills you must have. Check it out here <http://bit.ly/2eZa0XP> .

Another invaluable source of information is the book Patent It Yourself by David Pressman published by [www.nolo.com](http://www.nolo.com) . You should take the time to study it. You may never write your own patent or you might for some simple idea, however, just the exercise of trying to write one will be a valuable experience in itself. Nolo also has an extensive list of self help legal books to fill your every need, like how to write agreements right down to how to fight with your landlord.

## **Not...Yet, Another Ab Toy**

Don Brown, friend of the group and inventor of the original AbRoller, has done it again. He has brought to market a new fun way of building core muscle strength. NOTE; I said, "brought to market" not invented. Howie Panes, can a personal trainer have a better name?, is the actual inventor but he does give Don credit for putting it all together.

The device is awesome. In essence, you get into a modified push up position on this board that acts like a joy stick which controls characters in video games on your cell phone which is attached to the board. You can play by yourself or have a multiple player work out. Right off the bat, I can see players getting so into it that they lose track of time and easily over do it.

Sometime in the late 70s, Action Park in New Jersey had an attraction where you got on this little plastic cart and went down the mountain in a cement track. There was a breaking system but Nobody warned you that if you gun it you Will flip over. Hence, when people on the street would see someone with the tell tale scrapes and bruises on their bodies, they would point and say, "Action Park", then all would nod in sympathetic agreement.

I believe users of this device will build a similar camaraderie with those who have obviously over worked their core muscles. Check out their KickStarter campaign here

<http://kck.st/2foWawq>

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