

ISSF Meeting Handout December 2016

3 Momtrepreneurs

Over the past several years women have been developing a network of women called Momtrepreneurs who basically develop products for other women. The old, "All Girls Together" concept. It does work as most women seem to bond with other women and reach out to support each other. Here is a story about 3 such women from Pittsburgh which you might find interesting <http://bit.ly/2fUgANX> . There is a local MeetUp group regarding this in Fort Lauderdale <http://bit.ly/2g1XBnP> .

The marketing concept has been a proven winner over time. I believe Avon started it which spawned tons of copy cats like Tupperware, Amway and the like. Oh...you don't see the connection? The best person to sell a product to a woman is another woman especially if the product is for a woman or her home and family.

Please don't think I am just being a male chauvinist pig. The Marketing Industry has known and taken advantage of this for eons. I mean can you imagine a big burley sweaty lumberjack selling you feminine products even if they do make you as feel fresh as a mountain forest breeze?

You should use this to your advantage. If you are making a video about your product or considering direct sales, if it appeals to a gender specific market maybe you should take that into consideration when picking a spokes person.

Almost 10 Cool Sites For Inventors

<http://bit.ly/2fQ9ZZH> is a link to an article about cool sites for inventors. There are some of the usual competitors like Popular Science and New Science as well as some you might want to stay away from like Davison and Invent Help but there are others like Seed and Toxel that should spark your interest.

Just by the way, we did an article for the newsletter about another rendition of the Shark Inspired Personal Water Craft years ago. That one looked more like a dolphin and had at least 3 different people claiming to have invented it.

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More Cool Sites For Inventors

Everything you ever wanted to know about inventing but didn't know who to ask is on this site <http://bit.ly/2gPIXRO> They also claim NOT to be a scam site and so far, I believe them. They have articles on how to find a patent attorney, patent searching, manufacturing, marketing as well as links to some service providers and investor groups.

<https://www.ideaconnection.com/inventions/> is another matter. It is one of those Too Good To Be True sites. It kind of looks ok and has a ton of resources. You can sell your ideas and products there as well as become part of a team working on a solution for associated companies.

Full disclosure, I haven't had time to really look into this one, so surf with caution. It is a really professional looking site and who knows it might just be your cup of tea.

<http://www.awesomeinventions.com/> is yet another commercial listing site where you can post your products for sale but this one has a lot of really cool stuff on it. I don't know how much traffic it gets but it is fun to look through.

<http://www.inventnet.com/> is yet another listing site but this one seems to be really new because it doesn't have a lot on it. They are also mostly ideas. So I doubt too many people go to it.

Successful Inventor

Yes, Virginia there are successful inventors. Here is a guy who made some modifications to an angle grinder to remove rust for his family business and then discovered it restored his deck like nobody's business. He showed it at a trade show and got a lot of interest. Still it took him 6 years to make a connection to Matt Gennari of Jinding Electric Tool who just so happen to have worked for Black and Decker for 20 years to get a reverse licensing agreement which allows him to use the Porta Cable and Black and Decker names on his tool which is now being sold in Lowes. Here is a link to a very exciting article about the tool <http://bit.ly/2g2gFIS> . Here is a link to the inventor's site which tells a slightly different story <http://bit.ly/2fQpvEZ>

Wanna Build Something BIG!

Smooth On, one of the biggest and most helpful companies selling molding supplies to people like us has just purchased Buddy Rhodes Concrete Products. This means they will be selling supplies that will allow us to build huge concrete... things. Read the article and visit the links to Smooth On and Buddy Rhodes websites then let your imagination run wild!

<http://bit.ly/2fUCMYg>

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