

**INVENTOR'S UPDATE**

**FEBRUARY 2010**

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**Links to More Info:**

Learn more about the CKIC!  
[www.ckic.org](http://www.ckic.org)

How to Become a Member  
[www.ckic.org/howtojoin.html](http://www.ckic.org/howtojoin.html)

Links to Inventors Resources  
[www.ckic.org/links.html](http://www.ckic.org/links.html)

**- Are You a "Finishing" Inventor? -  
Find out on the latest CKIC Inventors Blog:  
[www.ckic.org/inventorblog.html](http://www.ckic.org/inventorblog.html)**

**Open Meeting on February 2: Steve Ickes - "The Buyer/Seller Dance" for Selling Your Invention**

**JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL  
ON TUESDAY, February 2nd at 6:30p.m.:**

*You Want to Be Successful in Selling Your Invention or Product.  
How Do You Prepare Yourself for What to Expect??*

Find Out at the  
Next CKIC  
Open Meeting  
as We Hear From:

**Steve Ickes with Sandler Training on:**

**"The Buyer/Seller Dance"**

**- If you don't lead, you lose.**

**Learn the systems  
that take place  
during the selling  
process.**



**Sales are won and lost in small  
increments. Find out how you  
can level the playing field with  
these tools to help you sell your  
product or invention!**

**When:** Tuesday, February 2nd, 2010  
**Where:** Bluegrass Area Development Center,  
699 Perimeter Drive, Lexington KY  
**Time:** Doors open for networking at 6:30pm,  
Meeting begins at 7:00pm

As an inventor,  
sometimes just knowing  
what is taking place  
during an event can be  
enough to help you  
effect the outcome.

**About Steve:**

- Founder and President of Steve Ickes and Associates, Inc., an authorized licensee of Sandler Training
- Over 30 years of sales and sales management experience working for both small local and large international companies
- Worked with a customer base that includes some of the largest, most complex companies in the world
- Received a BBA degree in Management and Marketing
- Has a passion for both professional selling and a life-long interest in education

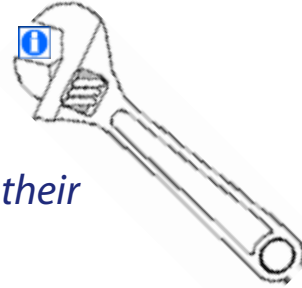
**February 9th: Inventor's Workshop (for CKIC Members Only!)**

**Join Us For Our Monthly, Members-Only - Inventors Workshop**



Hosted by CKIC President Emeritus **DON WEST**

- This workshop is designed to help the inventor move from the idea stage through the invention process, by allowing for inventors to discuss and learn from constructive information concerning their ideas in a free and unencumbered, legally binding format.



**This Meeting is Open to CKIC Members Only**

Not a Member? Come and join us: Membership is only \$40/yr  
Where? Bluegrass Development Center, 699 Perimeter Drive.  
Call 859-201-1311 Or Contact us at [info@ckic.org](mailto:info@ckic.org) .



*Do you have a great idea for an invention? Find out what you can do!*

**Upcoming Opportunities for Inventors, Innovators and Entrepreneurs**

**Check Out These Upcoming Opportunities:**

**Feb 4th** - UK Gatton College of Business and Economics is offering their 2010 SPRING CERTIFICATE IN BUSINESS ADMINISTRATION (Feb 4-Apr 22) for a special tuition rate of \$750 (regular tuition \$888). Contact Connie Blakemore at 859-257-8747 to register, or go to [www.gattonibmc.org](http://www.gattonibmc.org) and be sure to give the reference code SP10CBA1 (write in the comment section), to receive the preferred tuition rate.

**Feb 9th** - The Eastern ICC at EKU will host a free Innovation training program. Eureka Ranch will present two sessions on Innovation-Profit 101 and USA Innovation Marketplace. The Profit 101 Growth program is designed to assist existing organizations get the most out of the creative process-How to accelerate ideas and successfully diversify into more profitable products, services, markets and/or customers. The session provides a hands-on simulation experience for reducing risk and increasing success probability. Follow-on participation and registration features an innovation research report that buyers and investors can understand in less than a minute (a potential \$2,000 value). Contact R. Gary Marshall, Eastern ICC at [gary.marshall@eku.edu](mailto:gary.marshall@eku.edu) or 859-622-8578

**Apr 24th** - "Tinker" - Think of it as a science fair crashing a carnival being hijacked by a jazz festival. Balsa wood to angle iron, paint brushes to debuggers, CAD to canvas - if you build, create or hack, tinker is for you. Tinker is a rendezvous for people who make - to make new connections, learn and inspire. A call for presenters will be issued mid-February. For more information, check us out at [IN2LEX.com/tinker](http://IN2LEX.com/tinker)

**Eight Rules for Prototyping**

**You may be dreaming up new ideas** that you think will be the next big thing. However, if you can put a prototype into the hands of potential customers, it can give you real feedback on the value of your invention, and increase your probability of success. But before you move the idea out of your head and into a real, tangible prototype, keep these 8 rules in mind:

1. **Realize that Ideas are Cheap** - Everyone has an idea. The real value lies in testing and verifying what has economic value. And a good prototype is a great way to start testing your protected idea's value.
2. **Start with a "Paper" Design** - Fight the urge to start building with expensive materials too quickly, as it can lead to a lot of pain and rework. Start with a simple design made from the cheapest feasible (and off the shelf, if possible) parts.
3. **Put in Just Enough Work** - The 2 reasons you are making this prototype are to test the feasibility of the invention and to create a demonstrable product to get customer feedback. If you love to tinker, beware of falling in love with the process.
4. **Make it Adaptable** - Great prototypes can adapt quickly to meet customers' unforeseen needs. Let your customers guide you on how to use your product, and anticipate these potential changes with the parts of your prototype.
5. **Design for Production-ability** - Keep in mind that if you find your market, the product will need to be produced and distributed in high volume. Make sure that you can scale your prototype to your market size when the time comes.
6. **Don't focus on Cost Too Early** - Cost is important, but don't get caught up in a lengthy cost analysis in the early stages of your design. Your goal is to be in striking distance of a profitable design.
7. **Don't Sacrifice the "Wow"** - Be lean, but don't let taking short cuts cause you to stray from the originality that you envision. You may end up with something that misses what makes your invention unique and innovative.
8. **Make Sure that You Can Demonstrate It** - Think "Short Attention-Span Theatre". Your prototype should be easily demonstrable to customers, venture capitalists, and others. If you can amaze in less than 60 seconds, you're on your way.

**Experience the Valuable Instruction, Motivation and Power of Connections at the CKIC !**

email - [info@ckic.org](mailto:info@ckic.org)  
phone - (859) 201-1311  
web - <http://www.ckic.org>

**CKIC Officers:**  
President - Don Skaggs  
Vice-President - Mark Miller  
Treasurer - Jim Hill

