



# "Educate - Innovate - Motivate"

## INVENTOR'S UPDATE

October / November 2007

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- November 6th: Tim Gornet - Rapid Prototyping Center
- Why Some Product Fail
- November 13th: Inventor's Workshop (for CKIC Members Only!)

### Links to More Info:

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)

### November 6th: Tim Gornet of the UofL Rapid Prototyping Center

### JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL TUESDAY, NOVEMBER 6TH at 6:30p.m.:

Ever wonder how once you have your great idea for an invention, how you're going to have one made? Then come and hear from Tim Gornet of the University of Louisville Rapid Prototyping Center. RPC users range Fortune 500 companies to individual inventors, and provide access to problem-solving technology as well as continuing research. Learn how to save time, money and costly delays in the product development phase of your invention's process.



**When:** Tuesday, November 6th

**Where:** Bluegrass Area Development Center, 699 Perimeter Drive, Lexington KY

**Time:** Doors open for networking at 6:30pm, Meeting begins at 7:00pm

### Why Do Some Products Fail?



**Why Do Some Products 'Make It' While Others Fail**  
 In his book *Sketching User Experience*, Bill Buxton makes a point while proposing a solution to a software development problem: "Hardly a day goes by that we don't see an announcement for some new product or technology that is going to make our lives easier...few of these products survive." He further asks why we are not learning from our



mistakes.

In another book, *Made To Stick*, Chip Heath outlines 6 principles to fight what he calls "the Curse of Knowledge" to make your product's or invention's message stick:

- 1- Keep it Simple: If everything is important, then nothing is important.
- 2- Unexpectedness: You can get people's interest by violating their expectations.
- 3- Concrete: Use natural speech and real examples with real things, not abstractions.
- 4- Credible: Context wins over meaning of statistics. Use terms people can visualize.
- 5- Emotional: Don't lead people through a list of points; make them feel something.
- 6- Stories: Great ideas and presentations have an element of story to them.

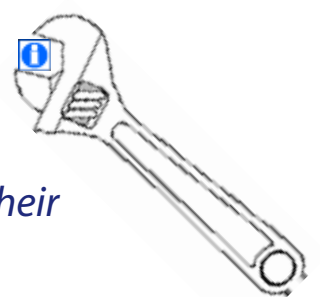
### November 13th: Inventor's Workshop (for CKIC Members Only!)

### 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!*

### 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>

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