



Product Coach

Assisting Inventors, Entrepreneurs, and Everyday People with New Ideas

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Invention Goals

Set goals for your invention. Goals help you focus your energies to complete important tasks. Once you select a goal, break it into small chunks that you can work on daily or on the weekends.

Each month pick two items from the following list or create your own. Write them on an index card or sticky note. Place the written goals in a spot where you can see them everyday.

Select 2 Goals for the Month such as:

- Obtain an inventors notebook and get your idea witnessed by a notary
- Search for competitive products and list 5 reasons why your invention is better
- Create a concept survey to obtain feedback on your idea
- Get your concept survey completed by 10 people
- Determine the best target market
- Meet with an engineer to discuss creating a prototype
- Hire an engineer create a computer aided design (CAD)
- Create a prototype survey to obtain feedback on your prototype
- Get your prototype survey completed by 10 people
- Decide if you want to license or self-market your invention
- Schedule an appointment with an attorney
- Perform a patent search
- Create a Product Proposal
- Search for 5 companies suitable to license your invention
- Contact 5 companies and ask them to license or buy your invention
- Contact 5 manufacturers for a quote to produce your product
- Create an outline for a marketing plan
- Create a product launch checklist of all the tasks needed to get into the market
- Determine the retail price of your product
- Contact 5 investors and present your product plan
- Meet with a graphic designer to create a brochure
- Meet with a packaging designer to create a package design
- Create a beta version of your product to obtain feedback
- Contact 5 retail buyers and introduce your product

Best success with your ideas,

Matthew Yubas