

Master Invention Scout Project

There are many different skills required in product development. The Team members in your Crew are your best resources to help you with a successful product launch. Select a Team to help you with this project.

As a Master Invention Scout candidate you will choose an invention that can be designed, engineered, prototyped and be prepared for sales. You will need to complete a Business Plan that will include design, marketing, sales, manufacturing, packaging, advertising and distribution. Along the way your Advisors, Mentors and Crew members will be there to assist you.

Steps

- Idea adoption (requires Advisor approval)
 - Either by Brain Storming or other collaboration, pick your best invention idea.
 - Search to make sure your product really is new and different.
- Begin writing your Business Plan
 - Start a rough draft of your plan. This plan will change as your product takes shape.
- Product development and engineering
 - Using the skills that you and your Team members have learned, design your product using the appropriate tools.
- Prototype your Product
 - The Invention Lab may have everything you need to prototype your product, however, if you need specialized services you may bring in outside resources.
- Market testing
 - See if there really is a market for your product, in other words, “will people buy it?”
- Marketing
 - Design a marketing program
- Graphic Designs
 - Design logos, product packaging, and sales material.
- Make your Product
 - Make a plan on how to produce your product, how many you’ll need, and the most profitable way to do it.
 - Sales and Distribution
 - Sell your product, using direct sales, the Invention Scout website, Facebook page or a Crowdfunding site like KickStarter, just to name a few possibilities (with your Advisors approval).
- Present your Invention and completed Business Plan to your Crew.