



California Product Developers

A Squared Technologies, Inc.



New Product Path - from Idea to Pitch ready

STEP A

1. IP search
 - a. File provisional

2. Market search
 - a. costs
 - b. manufacturers

3. Focus group/survey
 - a. costs vs price = 5x?

4. SWOT
 - a. license or business?
 - b. **New Product Evaluation Matrix**

STEP B

5. Make model
 - a. working or not

6. Make video/ sale sheet
 - a. mini infomercial
 - b. with testimonies

7. Make presentation
 - a. Pain
 - b. Product
 - c. Profit
 - d. *Team*
 - e. *ROI*

Complete **STEP A** using drawings to reduce costs whenever possible

- Don't reinvent someone else's wheel
- Search USPTO.gov with ccl/**xxx.xx**
- First inventor to file
- Gather potential partners list from IP and Market search
- Is it a consumer desired & accepted idea?
- SWOT yourself and the product idea, be realistic

Once you know it's worth it, go to **STEP B**

- 3d additive manufacturing saves \$ & time
- 1-2 minute Comparative video with others testifying
- Go to heart, then mind then wallet

We suggest you use our **New Product Development Plan** to build a plan you can follow from idea to presentation ready.

Call us, "*we support inventors and start-ups*"!