



HOW WE DO IT

WE SCOUT FOR PRODUCTS THAT FILL MARKET GAPS

1. We start at any stage to turn concepts into business opportunities. It begins with a phone call with a partner for an initial screening (we have no sales staff).

2. We match promising new products with qualified companies.

We present concepts and products to companies capable of advancing the project. It sounds simple but it's not. Companies want profits! To get more profits they need Proven Products. We present the opportunities your product can provide to fill a market gap. If it is a Complete Product that's better. If it is a proven product, that's best.

3. Our contacts take us through the front door to the Deciders.

How do we do this? Success begets success! With our contacts and history of successful products, many doors are open to us.



We are fortunate to have success in many industries from toys and gadgets, toxic cleanup, disease curing antimicrobials, and golf superstars to name a few.

We work with products you would find in Walmart, Target, Lowe's, ACE, CVS, and Walgreens. Products that fit in any of these stores also fit our fields of interest.

How We Do IT is a matter of Product/Market Fit. We focus on the market gaps and the opportunity, then on the best companies to fund and market it. This takes product and business knowledge but if it fits the market, it could be a Hit!

“Working with American Invents was a great experience. They kept me informed and helped me make my idea to an actual product being sold today. Their staff was great to work with and I recommend them to anybody.”
The inventor of the Scooter Bike, shown above.

1. We find the right products and start at any stage of

development. America Invents' mission is to find, develop, license, and market the innovations just around the corner. Every industry veteran knows that breakthroughs are always just around the corner and that great ideas come from everywhere, not just from the top.

1. We scout for a few outstanding early-stage product concepts that fit our network.
2. From protection strategies and early-stage concepts to packaging, marketing, and finance, we work with new projects to create new business, license products, and execute effective marketing.
3. We influence the design with customer needs and market requirements,
4. Our relationships get us an audience with the Deciders, and we present to the most qualified companies on our Hit List.

Fast-Track Tie Rack The inventor had an idea and needed design, a prototype, patent, and funding. We developed the product, patent it, licensed it to the Sharper Image, a second license to a leading distributor, and it continues to sell today. She knew it was a great idea but needed help to do it.

<https://youtu.be/gli076kK0uo>



"I was an officer manager with an idea. I didn't know what to do. Then I met America Invents. They developed my idea, patented it, made a prototype, and helped me license it. America Invents is a great company with a lot of experience. I highly recommend them to anyone who has an idea they want to see on the market."

Inventor of the Fast-Track Tie Rack, 1984

Our Review Process starts with an **Initial Screening** and a phone call with a partner (we have no sales staff). You get a free evaluation of where we see your product may best fit, how it needs to be merchandised, positioned, and marketed. We provide information you can act on and a strategy for the path to market.

Our Criteria is simple, we want early-stage *Hit Products* before they are Hit Products. We scout for a few good concepts that can be profitable, easily understood, and it solves a problem. Review the criteria below to see if your idea fits.

- TV promotion potential
- Easily understood from a picture or a package
- Can be quick to market and scalable
- Reasonably priced with an attractive profit
- Has the potential for a long product life
- It solves a problem
- The product or concept fills a Market Gap and fits the market (Product/Market Fit)

If your product fits any of the above criteria, call us to discuss the best way to get to market. You may have a Hit waiting to happen.

Our Weekly Product Review is the next step where we review and analyze the market conditions for the products that passed the Initial Screening. It is not a matter of the right product. It is a matter of Product/Market Fit and the business opportunity.

We review thousands of concepts and select 10 to 30 each year to license, develop, or market. Of the products we choose, 86% make it to final review and we get two to 10 products to market each year. That says a lot about our ability to pick winners.

The Cubix Tube is based on the bestselling toy ever and is the next challenging level of Rubik's-type puzzles with a hollow maze built inside a brightly colored moveable collection of tubes. We worked for two years and found a home for this clever design. You only need one yes from a company willing to fund, manufacture, market, and distribute it. Introduced for Christmas 2015, it continues to sell in leading toy and game retailers from \$9.95.



5 Stars Amazon

"It's a cube, it's a maze... ahhh stop,.. no my head hurts!"

★★★★★ 5.0 out of 5 Amazon Stars

If we do not accept your project, we make suggestions how to move forward. If we can get you on the right track then you have everything to gain – no cost! We can provide articles and the right information so you can make the best decisions. We have found by being honest and helpful, people come back to us years later.

The following non-client experience is common. Hundreds-of-thousands of inventors are deluged with calls and mail from invention companies who spout bad information and make false promises. These are not product companies. The only evaluator is the market. If a company is successfully licensing, developing, and marketing products, they are selling in stores. And you can buy them today! If a company has no products in stores then don't listen to them and don't work with them. It is that simple. Here is what one of our many non-clients had to say:

"I did not work with America Invents but I wanted people know how they helped me with nothing in it for them. After receiving my patent, I was inundated with letters congratulating me. This really made me feel good, stroked my ego, and gave me the warm fuzzies. I contacted a few of the companies and was very confused. America Invents explained what I was experiencing, what to pay attention to, what kinds of questions to ask, etc. I followed their advice, and they were spot on.

"America Invents said ask to see their products, what stores they're in, and how much they made. If they have no products, then don't talk to them. The answers were always the same, they could not answer my questions because they had no products.

"I wanted America Invents to be acknowledged for the straightforward information, but most importantly, their incredible integrity and credibility. Well Done! In an industry full of deceit and deception, America Invents was a pleasure to meet and know."

Testimonial from a non-client, 2020

If we accept your project, we believe it will succeed and will tell you why and how and explain the strategy to get your product to market. We believe in every project we accept and can't be hired to work with a product we do not believe in.

Every presentation must be custom tailored for each company. We perform an internal analysis, develop a Hit List of target companies, and contact the companies in order of value to determine their level of interest. We carefully plan that effort and presentation and have the contacts to reach the. We get them everything they need, handle their questions, negotiate and write an agreement, and make suggestions for the best possible deal.

HandyDolly was a great concept, but it was missing a finished prototype, weight testing, and packaging. We completed the prototypes to hold 300 pounds, designed a gravity lock open and closed, it folds flat and fits in a tool box and we licensed it to the largest infomercial company. This client worked with two invention companies before finding America Invents and said.



“I worked with two companies for 5 years, they were expensive, wasted my time, and there was no money. My manufacturer put his name on my patents as payment, and I didn’t know what to do.

“America Invents resolved it, improved the product, lowered the costs, and licensed it to an infomercial company. I made money with America Invents, got an advance, guaranteed annual minimums, and royalties on international sales, even though I only have US patents.

“What more can I say, other companies cost a lot and took five years to fail while America Invents made it succeed in six months.”

Mr. Kansas City, inventor of the Handy Dolly, 2005

How We Work. If you want a fair evaluation call to discuss your idea, no salespeople, no pressure, no cost – just the facts. You may not agree with what we say but we promise to provide honest feedback and viable direction from our decades of experience. You can’t ask for more than that!

The 'elephant in the room' is what is the cost? The cost depends on:

1. What you want to do (license, develop, or market),
2. The development status of your product (idea, patent, tooling, inventory), and
3. Our evaluation of your product fit in the market and key market factors like pricing, distribution, market size, etc.

If we accept your product or concept it is really your decision of how you want to work with us. If we can determine the best path to market, and if it is a lucrative business opportunity then there are many ways we can work with you.

- For a prototype it is a contract price to make it because it is 100% your property.
- For licensing, it is an agency agreement to develop and represent your product to a license agreement.
- For marketing or development, it is a plan to conquer a market position based on many factors.
- The specific cost is determined by the scope of the work and it can be full-contingency, partial-contingency, or full fee terms.

The Juiceman Juicer was created by Jay Kordich who is The Father of Juicing. As the Director of Marketing for Nationwide Marketing, our president discovered Jay, recognized the overwhelming sales success at Jay's packed events and flew him into the San Francisco office and shot and tested the first infomercial.

<https://tinyurl.com/mrxatwm2>



2. We match the most promising new products with qualified companies to fund and launch them. This requires understanding the market opportunities your product presents and knowing the best companies and having access to the Deciders. Companies want profits! To get more profits they need viable business opportunities. We present the opportunities for the product, define how the product best fits the market, and focus on filling the market gaps.

MAKE YOUR OWN is a line of fabric construction craft products that has a patented tab and slot assembly, safe, low cost, and simple. It challenges minds, provides guaranteed results, and it is loads of fun. It is patented and one of the most surprisingly easy activities for kids who enjoy craft projects. The five products recently introduced sell from \$19.95 to \$64.95.

America Invents was hired to license and assist with the development of this great product concept.



<https://tinyurl.com/2p9yfk66>

“After years of working with America Invents, I’ve come to appreciate that there is no one better equipped to help their clients navigate the challenges of developing, licensing, and marketing a new product. They have the vision and expertise to recognize the value, viability, and potential of a new idea and the experience and expertise to see it through to a successful licensing deal.

“With passion, persistence, and professionalism, they targeted the companies that would be the best match for my craft concept and had the extensive contacts to reach the critical decision-makers.

“As a highly respected market insider, they were able to quickly get my product in front of the right people and most recently scored a third license and generous advance payment. My licensing journey was always in the black, securing three different licensing deals over the seven-year-long saga. It is wonderful to have my line of craft kits licensed and selling with additional products being introduced.

“To give your new product the best possible chance for success I unreservedly recommend engaging the valuable services of America Invents.”

Inventor of TabCraft and Make Your Own, 2020

3. Our contacts take us through the front door to the Deciders.

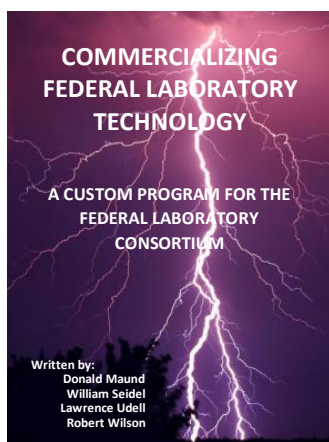
We are often asked, 'How do you get the contacts and know which companies are best?' It only comes with experience. Companies want to work with successful companies, and because we are vendors, we receive the highly valued Wishlist's from many companies, which gives us inside information of their budget and what they want.

Inside any company, ideas and products come from many places but generally, they are from their *Inner-Circle* of suppliers, customers, reps, manufacturers, their internal development staff, and a few outside sources who are vendors like America Invents.

Though 90% of our products and efforts are for the development and marketing of consumer products, we have success in technology, apparel, microbiology, food, agriculture, and some commercial and industrial products.

There are some fields where we do not work, like invasive medical products, core automotive products, process equipment, biotech, and software. These fields are specialized, cost intensive, and usually closed to outside submissions.

America Invents is a Vulcan Military Technology Scout working with Special Operations Command. We receive requests several times each month for their needs and we turn to our designers, engineers, universities, and inventors for solutions. If they are interested, we receive an invitation to participate.



In 1991 our president coauthored *Commercializing Federal Laboratory Technology* and conducted workshops for the Federal Laboratory Consortium. He developed CRADA's and licenses with NREL, Wright Medical Labs, Lawrence Livermore Laboratories, and the U.S. Air Force, among others.



Consumer products are much easier to understand than a microbial inoculum or an improved method of imaging for Nuclear Medicine Gamma Cameras. Technology products are complex and we try to keep it simple. Common to all products are need, profitability, and Product/Market Fit, which we understand thoroughly.

The evaluation process used by leading corporations has worked for decades and reviews all new products by committee. Before a company makes a financial commitment, they will cost it, test it, validate the patents, show partners, negotiate terms, and may even attempt to presell it. We diagramed this process in the licensing attachment to simplify the complicated process.

[Click Here](#) for more information on the licensing process.

Our Network is deep with a broad selection of companies in consumer products and some technology sectors. We work with many manufacturers, key distributor, reps, and especially companies with high product turnover in rapid growth industries because they have a voracious appetite for new products. America Invents has the contacts to best represent and position many different types of products.

We have a history of successful products in the following categories:

- ☑ Infomercial Products
- ☑ Toy, Game, and Juvenile Products
- ☑ Hardware & Building Products
- ☑ Housewares, Home & Office Organization Products
- ☑ Premium/Promotion/Ad Specialty Products
- ☑ Automotive Aftermarket Products
- ☑ Gift, Novelty, & Seasonal Products
- ☑ Pet and Veterinarian Products
- ☑ Health & Beauty, Fitness, Recreation, and Limited Medical

We are especially interested in the Quick Flip that can turn revenue fast.

Tradeshows host everyone in the industry and are for the trade to buy and sell products, not for inventors to exhibit their ideas. The best way to work a trade show is to set appointments with the decision makers to personally present new products.

Inventors often roam the aisles or exhibit in hopes of finding contacts. Unfortunately, the contacts they need are in meetings with their customers, making deals, and do not walk the show. Exhibiting proprietary products or concepts is an invitation to be knocked off. Every manufacturer, marketer, and competitor attend the show and are in the position to invent around your idea or knock it off.

The best way to succeed is simple – *Don't Fail!* Leading corporations have the process down which is why they have success. Corporations are risk averse and avoid failure at all costs. The key to ensure the upside is to limit the downside. Or stated differently, the key to success is to eliminate all potential failures.

Corporations have a large volume of products from their Inner-Circle and they select a few to budget they believe will be winners. They are in the catbird seat with the advantage of an infrastructure in place, with, dependable suppliers, market access, and sizable budgets to fund those products they select to launch.

When corporations introduce products they have been vetted, tested, and thoroughly planned to succeed including positive market tests, and presold accounts. As a result, they have higher consumer acceptance at introduction because they test to know what customers will buy. And this is expensive.

WHAT TO LOOK FOR? Look for products selling in stores. No product success eliminates companies that have no products, which proves they have no success. To understand this you must know the product business.

Show me your products selling in stores!

It's that simple.

Products selling in stores are the only evaluator.

- ☑ Look for relationships with leading companies. Developing and launching a new product is the most difficult and expensive effort in marketing and only those companies with aggressive plans and budgets can succeed.

“America Invents very first connection led us to a license with a respected pharmaceutical company within six months, resulting in five products approved in Europe, launching in 2020...Makes a decade of our scientific efforts worthwhile.”
The scientists at New Mexico Tech, 2020

- ☑ Look for product experience for getting an early-stage concept developed and market ready. It is about getting the right strategy to position the product as a viable business opportunity.

“It’s one thing to have award-winning products, it’s another thing to bring your product to Market. America Invents gave us the guidance to successfully do that. The importance of visual marketing in creating our packaging sets us apart from the competition, secured distribution, and successfully achieve our goals.”
The Momma’s that created Not Yer Mommas Granola, 2019

- ☑ Look for a company that knows the process, has the contacts and the experience to do it again. Look for a company that understands how to target the most lucrative applications, develop the products, and monetize the intellectual property. This means understanding the marketing to accurately position the product or concept to a viable business opportunity that attracts manufacturers, distributors, and resellers.

“I met the president of America Invents at an Inventors and Investors conference where he gave a presentation on the power of marketing. A year later I was taking over a failed company which happened to have as their only asset a single product. I immediately asked them to help me get it into the market. A year later we are ready to launch and have presales beyond my wildest imagination. I owe most of that to Bill and America Invents.”
Manager/CEO, BeeCleanSpot LLC.

You would not hire a contractor who never built a house, or a lawyer who never won a case, so don’t work with a company who has no successful products selling in the leading chains.

In this website you see a lot about us. But we are interested in you and your concept, product, or innovation. Call to speak with an experienced professional and see what we have to say about your concept, product, or innovation.

Got an idea?

Want to commercialize your product?

Work with an experienced product company!

We have the plan!

Give us a call.

(707) 827-3580

Antimicrobials



Licensing Agent

Developed the products, managed the marketing, and licensed the technologies.



Retail Marketing

Developed the products, the packaging, and managed the marketing.



Hand Sanitizers

Established the sales and distribution network, presold and marketed the products.

We are glad to share what we know with you – no cost. If we can work together great.

If we don't work together, we will help as we can, Wish you luck, and

Guide you in the best commercial direction.

All endorsements were unsolicited, and testimonials were voluntary and non-paid.



America Invents, How We Do It, Our Process



(707) 827-3580

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