



PRODUCT MARKETING

We Scout for Innovations That Fill Market Gaps

The purpose of product marketing is to **Create Value**. The objective of product marketing is to Prove the Product and Scale it.

1. Prove the Product and Scale It.

Value is created by proving the product and more revenue is generated by scaling it.

2. It's all about marketing, and marketing is about value, and value is about Product/Market Fit. Good marketing can succeed with a poor product and a great product can fail with no marketing. And Product/Market Fit is customer acceptance. Marketing, Value, and Product/Market Fit are inseparable.

We had a surprise visit and unsolicited endorsement from a U.S./China publisher:

"After a day in San Francisco at America Invents it's fairly obvious this company knows what it's doing when it comes to inventing, branding, sales, packaging and the whole nine yards. Heck, with more household names as success stories it's easy to see why. If you are looking to jumpstart your product, I suggest that you at least look at America Invents."

China Product Insider, 2008

SOME MARKETING SUCCESSES

 <p>Just Launched</p>	 <p>9,000,000 Sold</p>	 <p>\$210 Million/year</p>
 <p>Retail Marketing</p>	 <p>11,000,000 Sold</p>	 <p>\$460 Million+</p>

3. Success is measured by the life of the product, the revenue generated, and the profits. Many campaigns are won with the knowledge of the product life cycle, which begins when revenue begins. The *America Invents Product Lifecycle* begins at concept and includes all premarket tasks. This is the window to the status of the project past, present, and future and exactly what investors and partners want to see.

What is Marketing?

Marketing is not advertising, research, or brochures.

Marketing is not an event, it is not cheap, and it is not for the lazy.

Many believe marketing is something you do when you need sales.

Marketing is not sales and it is not an afterthought.

Marketing is all of them and much more.

Marketing *IS* the Business and

Marketing is for *Value*.

The purpose of marketing is to *Create Value* while the objective is to Prove the Product and Scale it. Marketing is the big stumbling block because most people simply don't understand it. There are more than 200 forms of marketing requiring artists, writers, and ad agencies to researchers, strategists, and sales personnel.

If you ask 20 marketing professionals to define marketing, you will get 20 different answers. According to Seth Godin, "Marketing is the art of making something that people want to talk about." David Packard said, "Marketing is too important to be left to the marketing department." The father of management, Peter Drucker said, "Because the focus on customers is most important, marketing is the core discipline of the business." Jack Welch CEO of GE said, "Marketing is not anyone's job . . . It's everyone's job!"

They are all correct and to paraphrase, ***Marketing IS the Business.***

Everything is marketing. Marketing is at the center of most business and essential to success. All contacts are *Touch Points*, including packaging, ads, cards, and even a voice message. Any part can make it or break it. If the package is terrible and no one sees it, no one will pick it up and no one will buy it. This is all about the package, placement, and price, and has nothing to do with the value of the product. In most cases, the package, position, and price are the only marketing considerations and responsible for all sales and communications.



Gary Player

Development of the infomercial and marketing of the product.

If you ask 20 people in the street how to get your product idea to market you will get 50 opinions and none will be correct. The chances are good that none of the people successfully took a product to market. So, you get 20 inexperienced opinions and 30 more suggestions like, take it to Walmart, go on *Shark Tank*, and write a plan for venture capital. Unfortunately, none of these organizations can do anything with product ideas. They require complete and proven products.

Many of our clients want to go on Shark Tank. So, we ask, what's the first question the Sharks ask? The answer is, "What were your sales last year?" Then we ask, what's the second question? The answer is, "What was your profit?" If it is an early-stage product there are no sales and no profits. It will not make the cut.



CreaClip & Trim Perfect.

Easy do-it-yourself hair trimmer, just clip it on, slide to desired length, and cut! It's perfect for trimming bangs, in-between salon visits, and trimming children's hair, saving hundreds of dollars.



Our client manufactured the products but needed sales.

The first company we showed was the leading infomercial company who licensed it on the spot. Their version was Trim Perfect and our client continued to sell her Crea Products. This got it started and sold out every time on HSN and QVC but had limited retail sales.

Needing more money for retail growth she went on Shark Tank and because it was proven with three years of sales, she struck a deal with Lori Greiner.

If you do not have Complete Products selling, you do not have revenue, there are no profits, and there is no Shark interest. Investors want profitable operating businesses. An early-stage product has no revenue and no profit, so expecting Shark investors to fund an idea with no revenue will fail. But there are many other types of investment and funding for early-stage products and business startups.

Marketing is the art of persuasion,

Changing people's minds by making the truth fascinating and irrefutable.

Marketing is both an art and a science. The art engages the audience on an emotional level with an identity that appeals to the customer and persuades them to buy your product. Marketing understands customers, how to keep them, and how to get more of them. And the best marketing doesn't feel like marketing.

Marketers rely on data to identify their target customers, to know how many there are (research), how to reach them (the media), and how to influence them (the message). Measurements are need to know which strategies work best.

The science of marketing defines and refines the data-driven tactics and strategies. It is data that drives the decisions to find and reach more customers, determine what they want, and know their purchase patterns. Where marketers once relied on instinct and informed opinions, they now rely on data analysis, which revolutionized marketing. It is data that defines the tactics and strategies, and it is the message that engages the audience to buy the product.



Managed the marketing,
developed the products,
and the sold the
microbial Inoculum

What we market. Most marketing starts with a budget and a *Complete Product* but America Invents is different. Ninety percent of the projects we accept are underfunded, premarket concepts, and we start at any stage of development.

For Licensing, we market a product concept to a license agreement or multiple agreements.

For Development, we parallel the product design with product development to fit the market need and the customer requirements to provide a product that customers want to buy.

For Marketing, we build value many ways with award-winning packaging, innovative products, and targeted promotions, we create business opportunities, and generate *Sell-In* to resellers and *Sell-Through* to customers.

1. Prove the Product and Scale It. Proving the product creates value and more revenue is generated by scaling it. A *Proven Product* has consistent and predictable results, it can be scaled, and this translates to profits and value. Selling it once is a sale. Identifying the customers can get more of them, creating repeat business, and scaling it is the objective of marketing.

SplashGuard is a plastic insert for sports bottles, which spawned a company with the profits of this success. With no license interest, We went to a leading outdoor retailer and left with a test order for 15,000 units. The nine times profit margin paid for the start-up costs. The test went great and quickly sold into most outdoor retailers. We sold two million units in the first 20 months, managed the sales and marketing, selling over nine million units, the birth of a business, and over 30 products continue to sell today.



“In the first two years America Invents sold 2,000,000 units of my product. I highly recommend them for any stage of taking an idea through development, marketing, and sales.” The inventor of the Splash Guard

FOODSAVER

★ Packaging Special Mention, San Francisco Point-of-Purchase Show, 1991

The FoodSaver was a \$300 appliance no one needed or wanted. It needed exposure and the Infomercial showed how to save money by saving food. Our president managed the marketing for the FoodSaver and is credited with the award-winning packaging of 16 products and much of the product growth and business success. He also developed the FoodSaver II and signed five million dollars in new business in advance of making it.



\$210 Million/yr.

BEE CLEAN Beeswax Hand Sanitizer

★ **Buyers Choice Award, ECRM Impulse Show, Checklane Buyers, 2020**

BEE CLEAN is made in America, 100% organic, patented, beeswax and alcohol sanitizer that leaves hands soft yet dry with no sticky residue. Beeswax provides a moisturizing protective coating, preventing evaporation and dry skin while organic alcohol kills 99.9% of germs. <https://beecleanspot.com/>

America Invents consulted for the product and business development, sample runs, established the rep network, distribution, and positioning the products as impulse items sold at checkout stands. This quickly built the distribution to establish the products in leading retailers and was awarded the Buyers Choice Award at the launch event. Most important we attained more orders than could be filled, proving the product and assuring demand and future revenue. Here is what the CEO said about working with America Invents:



“I met the president of America Invents at an Inventors and Investors conference where he gave a presentation on the power of marketing. Having a BBA with a major in marketing and a 50 yr. career in real estate, he impressed me as one of the smartest, savviest, and knowledgeable people I ever met when it comes to product, positioning, and promotion. A year later I was taking over a failed company with a single product as their only asset. I immediately asked him to help me get it into the market. In one year we are ready to launch and have presales beyond my wildest imagination. I owe most of that to America Invents.”

Manager/CEO BeeCleanSpot LLC, 2020

The customer is and has always been king. Even in Business-to-Business marketing, every product is purchased by a customer, retail buyer, or purchasing agent. Marketing is understanding the customer, knowing what they buy, where they buy, what they pay, how to influence them, and much more.

NOT YER MOMMA'S GRANOLA

★ 14 Gold & 6 Silver Food and Packaging Awards & Recognition



<https://www.notyermommas.com/our-granola>

These momma's offered high quality granola at a premium price and it sold very well at farmer's markets. Though successful, they were limited by their reach. Their attorneys, accountants, and consultants advised against retail products

because the competition owned the low-price position. That was the Market Gap and why we were confident they could capture the high-end position.

It was a competitive marketplace and buyers refused to consider granola products until we explained they make three times the money with one sale. The all-organic ingredients justified a higher price, multiple awards classed-up the cluttered granola shelves, and the 'pop off the shelf packaging' convinced buyers to try it. The first 22 sales calls were orders and it is currently selling two cases per store, per week. The company was successfully sold in 2020.

This is what the Momma's said:



Retail Marketing

"I can literally say we would not have gotten out of the local Farmer's Markets without working with America Invents. Their enlightening advice was literally like taking a spring walk along the river and looking down to find gold nuggets at your feet.

"Having someone professional, knowledgeable, and experienced is the difference between having an idea and an actual business! Thanks to America Invents, we continue to grow, both online and in stores.

"Their comprehensive knowledge of all things marketing - from the insane maze of pricing, packaging, and design, to the ins-and-outs of presenting to buyers and customers is only matched by the incisive advice they constantly provided over the years of working with them. You should be so lucky!"

The three momma's that created a premium granola line, 2019

Data-Driven Marketing is a winning advantage using relevant data to create effective marketing. Knowing the customer means you know how to reach them with the right message so you can get more of them. Companies have a budget, research, and in-house professionals who know how to do it.

2. It's all about marketing, and marketing is about value, and value is all about Product/Market Fit. Good marketing can succeed with a poor product and a good product can fail with no marketing. Inventing a product and making it, is a start but the money and success happen because of repeat sales, which happens when you have distribution. And distribution happens because your marketing is working. If the marketing is together, the value will increase, the money will appear, and your plan will exceed expectation. Simply stated, **Marketing is for Value.**

Mouthman animated clothing

★ **People's Choice Award, Best New Product, 2010**

Want to Manufacture It? Rock Star Ross Valory is a founding member of Journey and watched his kids playing shark, making chomping noises as they hugged their shoulders and flapped their elbows. He thought shirts should have a face and a mouth to animate the action. Great idea!



Ross was referred to America Invents and we recognized this was animated clothing and qualified for a patent. They hired us to assist with the development and marketing. The company has over 350 products and sizes, selling over \$40 million annually. You can see more here:

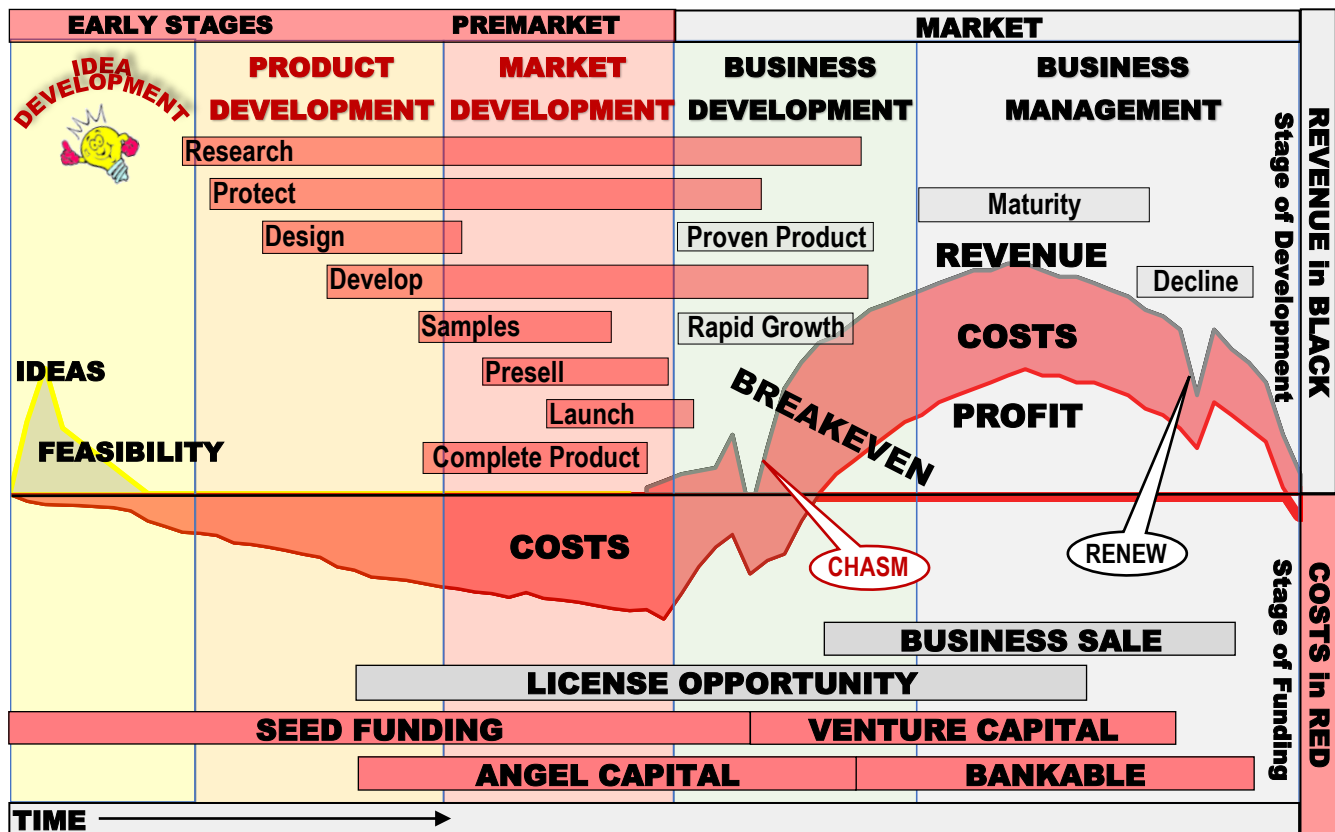
'We wanted to manufacture and market the products but needed help and America Invents closed deals with the San Jose Sharks, the Discovery Channel, and Animal Planet. This started the business, sold-out production, and we were profitable in the first year.' The Inventor of Mouthman

3. Success is measured by the life of the product, the revenue generated, and the profits. *The America Invents Product Lifecycle*

describes the lifespan of a consumer product from concept through decline. It is different from other product life cycles in that it starts when the idea starts, not when the revenue starts. We added the Stages of Development and everything that is premarket and this can be budgeted and managed.

The America Invents Product Lifecycle is the window to the exact status of the project past, present, and future. Anyone should be able to point to where the project is at any given time. It clearly displays the status of where the project was, where it is now, and where it will be. And it is what every investor needs to see.

AMERICA INVENTS PRODUCT LIFECYCLE



Many campaigns are won with the knowledge of the product life cycle. This is what investors need to see to have the confidence that you understand the process and can manage the project. Market conditions change over time and the lifecycle adapts and changes and plots the progress, the costs, revenue, and profits against time.

Types of Product Success. People often tell us they want success, to which we say, "What kind of success?" Recognizing different types provides an understanding of where your product may fit. Success is measured by the revenue, profitability, and the product life. Here are products we developed, licensed, or marketed, defined by sales over the life of the product.

Trickle Sales are slow sales making some money for a short time. We developed and licensed Hand Signal hitch attachment with malleable fingers. The licensee made 2,500 to test at \$29.95. It took three years to sell the inventory because the price needed to be \$19.95.

Items sell low volumes making \$200,000 to \$5 million[±] but never hit big volume. The Stunt Streamer is a dance ribbon with consistent sales and a long life of 20 years and moved to a Product Success.

A Product Success will sell \$20 million[±] like the Sharper Image Personal Cooler. This product carved out a defensible position in the market and maintained it for eight years.

A Hit Product has sales of \$50 million[±] selling in leading chains. You recognize a Hit because you saw the ads or know someone who bought it. The Fast-Track Tie Rack earned over \$60 million in 35 years.

A Hit Product we licensed is the Pizzeria Pronto in Williams-Sonoma, Sur La Table, and Bar-B-Q's Galore selling at \$299 and the Pizza Que in Home Depot, Walmart, and Amazon selling at \$179.

Classic Products are innovative, world recognized, with a long life. They change lifestyle like the first baby monitor, which changed home monitoring and the FoodSaver, which changed how we store food.

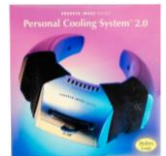
Trickles Sales products need an overhaul to be an Item. Most new products start as Items and with marketing and distribution become a Success. When a product rockets to success it is usually a Hit. When a Hit has a long life, it usually becomes a Classic Product.



\$70,000



\$9 Million



\$30 Million



\$60 Million



\$100 Million



\$360 Million



\$210 Million/yr.

Success is a relative term. Is a million-dollar product a success? Not by today's standards. A 5% royalty on a million-dollar retail product is \$25,000. To make a million dollars with a license agreement at a 5% royalty the product must sell \$20 million at wholesale which means \$35 to \$50 million at retail. This is a Hit Product.

WHAT TO LOOK FOR? Look for experience. 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 with no successful products selling in leading chains.

Great marketers are few and far between, which begs the question, who can you trust with your marketing as the most important part of your product? The answer is companies with the experience and the success to do it again.

You want a company that developed and sold millions of products.

'I laughed when America Invents said, "This could be a \$100 million product" because I know what it takes to sell \$100 million. Three years later it broke the \$100 million mark and making more money than we thought possible.'

The inventor of the Pizza Que, 2015

You want a company that can add value to your product.

"With the help of America Invents, my Personal Cooler became an instant hit. It's exciting to see my invention on TV and in stores and it's amazing to be making so much money from royalties."

Inventor of the Sharper Image Personal Cooler, 2001

You want a company that can prove the product and scale it.

"Their comprehensive knowledge of all things marketing - from the insane maze of pricing, packaging, and design, to the ins-and-outs and differences of presenting your product to buyers and customers is only matched by the incisive advice they constantly provided over the years of working with them. You should only be so lucky!"

The three momma's that created a premium granola line, 2019

**Want your product in leading stores?
Work with a company with products in leading stores!**

Give us 15 minutes of your time and we'll give you 15 minutes of ours.

(707) 827-3580

America Invents can answer your questions, explain how your product or concept may best succeed, and much more. Bottomline, we understand what is needed by manufacturers, customers, and resellers because we have been there many times.

**The most you can lose is 15 minutes.
If we can help, you have everything to gain.**



9,000,000 Sold

With no licensing interest we sold these into all sporting goods stores.



\$210 Million/year

The Compact was a line extension for specialty and department stores.



\$460 Million+

Our president discovered the Juiceman and shot and tested the first infomercial.

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



We Do Marketing



America Invents



(707) 827-3580



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