

INVENTION TO REVENUE ROADMAP

GET FROM IDEA TO ENTREPRENEUR.

START WITH A CREATIVE SOLUTION. DESIGN & LOGISTICS



GO FROM CONCEPT TO INVENTION. MANUFACTURING, PRODUCTION, & FULFILLMENT

- NEW PRODUCT INTRODUCTION (NPI)**
Communicate clear intent and guide manufacturing discussions using sketches, virtual models, measurements, and photos.
- DESIGN FOR MANUFACTURABILITY (DFM)**
Collaborate with reputable manufacturers to develop a plan to produce your invention using efficient manufacturing practices.
- MANUFACTURING DISCUSSIONS**
Negotiate the best price for samples and mass production. Design revisions may be needed for cost-effective execution.
- TOOLING CREATION & ACQUISITION**
Bringing your vision to life will require tools specific to your concept.
- APPROVE & OBTAIN PREPRODUCTION SAMPLE**
Once you have it just right, a functional prototype will demonstrate your invention and its value to stakeholders.
- INITIAL ORDER & MASS PRODUCTION**
Weigh cost, delivery, warehousing, and distribution data and place your first mass production order.
- PACKAGING DEVELOPMENT**
Consider cost-effective shipping options, product stability, and on-brand package design.
- FACTORY QUALITY CHECK (FQC)**
Approve an official FQC report of your factory order from a third-party inspector.
- FULFILLMENT PARTNER**
Identify a reputable fulfillment center to manage your warehousing and distribution needs.
- SHIPPING LOGISTICS**
Coordinate with carriers to move your product from factory to fulfillment, getting international orders through customs.

TURN INNOVATION INTO REVENUE. MARKETING & SALES

- PRODUCT NAMING**
Identify a unique name with available website and social media handles to concisely explain your concept.
- LOGO & BRANDING**
Develop a brand guide to follow for consistent marketing on packaging, advertisements, and online platforms.
- AUDIENCE & MARKET RESEARCH**
Gain a deeper understanding of your target audience and competitors to form a strategic marketing plan.
- WEBSITE & SOCIAL MEDIA MESSAGING**
Draft concise messaging that appeals to your audience and drives them to action.
- CONTENT CREATION**
Create unforgettable photography and video to use on all marketing channels.
- WEBSITE DEVELOPMENT**
Build a standout website showcasing benefits-driven copy and strong calls to action.
- APPLY FOR PROVISIONAL PATENT**
Before you reveal your idea to the world, obtain a provisional patent to hold a claim on your invention for 12 months.
- VIRTUAL PRESENCE**
Engage your audience and build your customer base with a website and social media launch.
- ONLINE & IN-STORE RETAILERS**
Increase audience reach and revenue. Draw up a strategic plan for product placement.
- OBTAIN NON-PROVISIONAL PATENT**
Protect your invention with a full patent after it hits the market, leaving time for adjustments if needed.