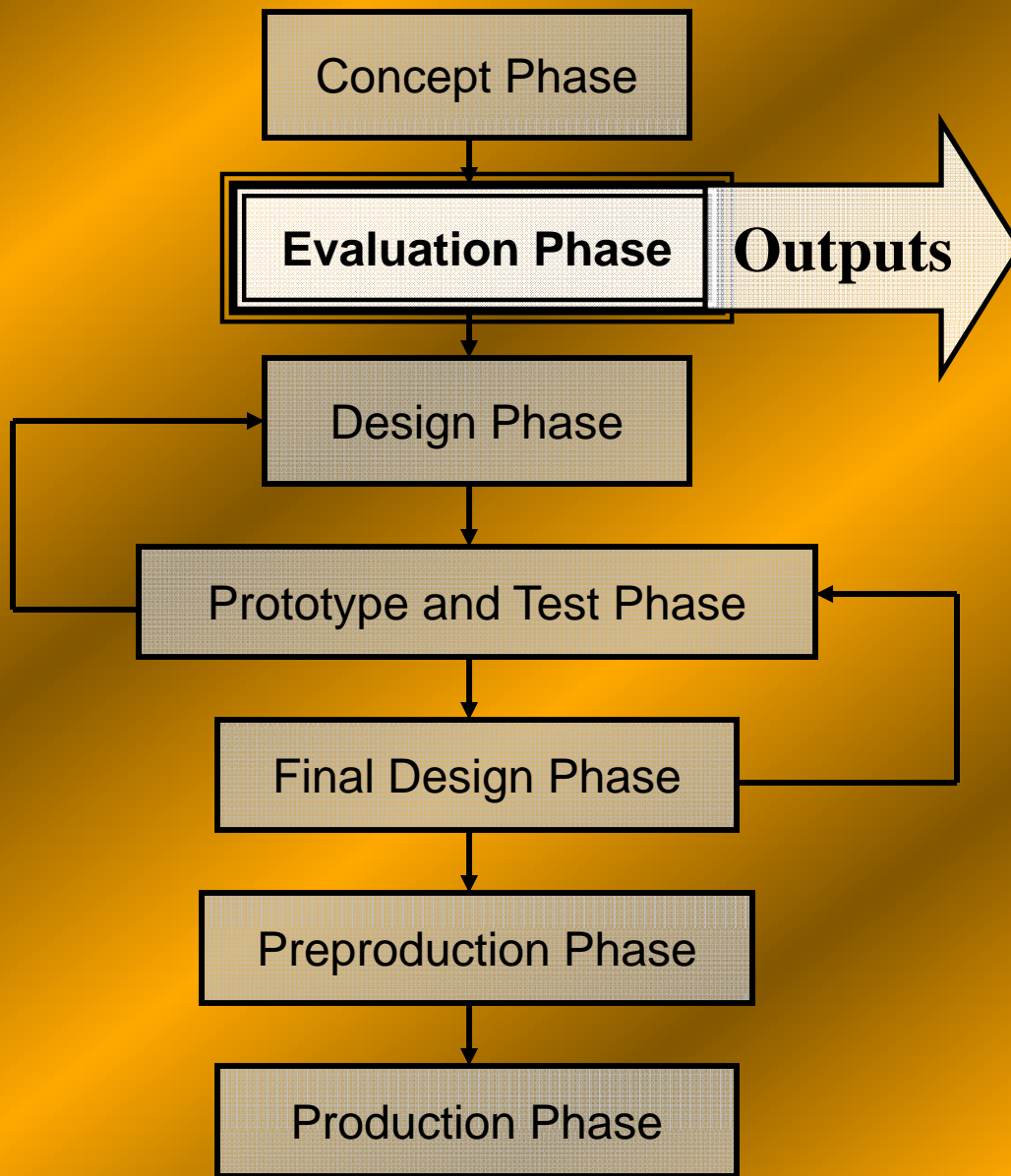
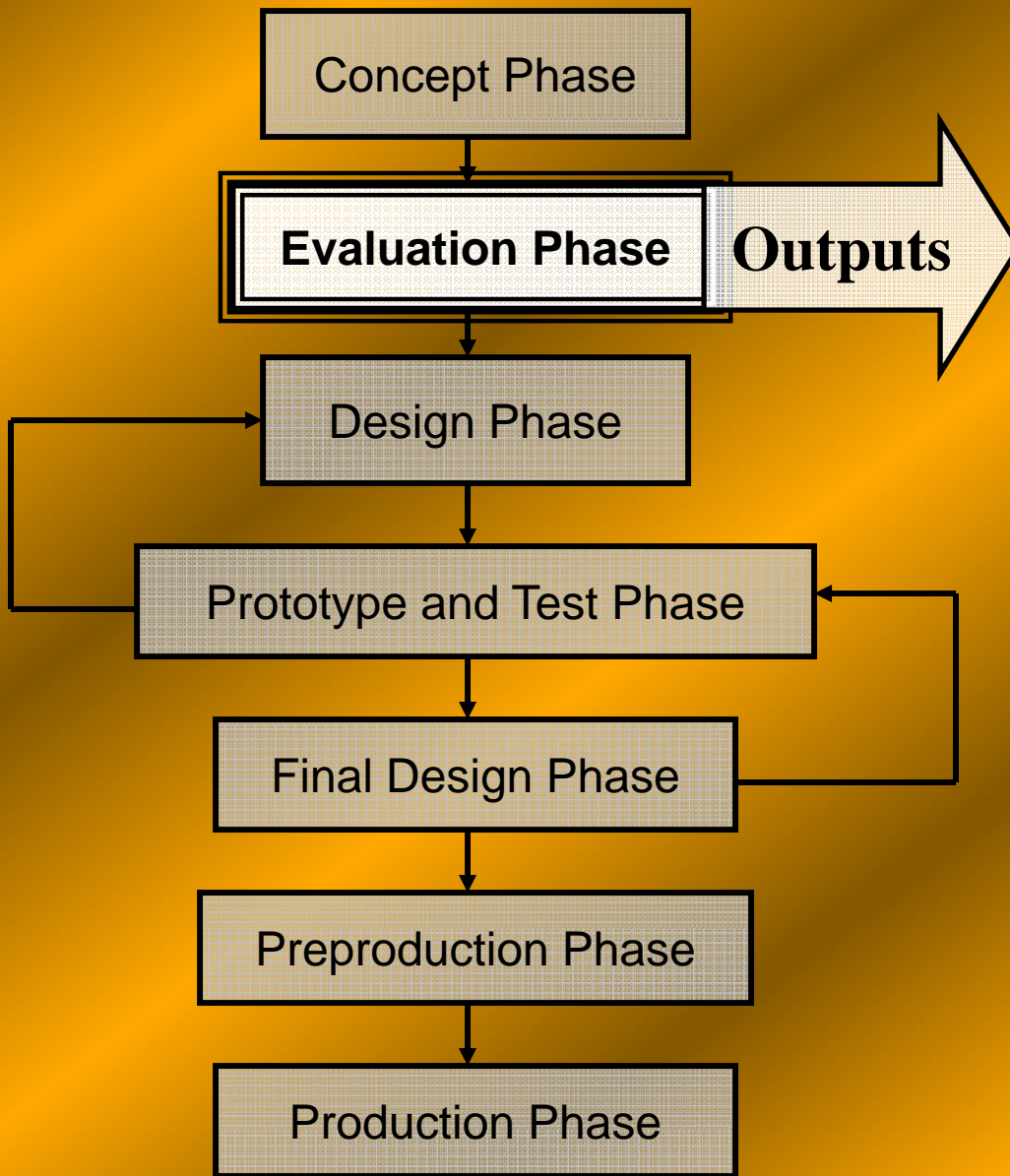


- **What Are the Significant Road Blocks?**
- **Should the Invention be Brought to Market?**
- **What Resources Are Required to Proceed?**
- **Who is the user and will they require training?**
- **Is there new science needing to be developed?**
- **What are the risks and how can these be mitigated?**
- **What is the price point and the cost point?**
- **How will the product be distributed?**
- **How Long Will it Take to Develop?**
- **What Exactly is the Product?**
- **How Much Money is Required?**



- **Patent Search Results**
- **Market Evaluation**
- **Resource Requirements Summary**
- **Areas of Risk Summary**
- **Product Viability Assessment**



- **Provisional Patent Application**
- **Design Specification (refined)**
- **Prototyping, Pre-production and Production Quantity Requirements**
- **Project Schedule**
- **Development Budget**

Patent Search

- Identify Prior Art,
- Discover Competing Ideas,
- Understand Why Similar Inventions Have Not Been Accepted By the Market,
- Is Your Invention Truly New and Novel?

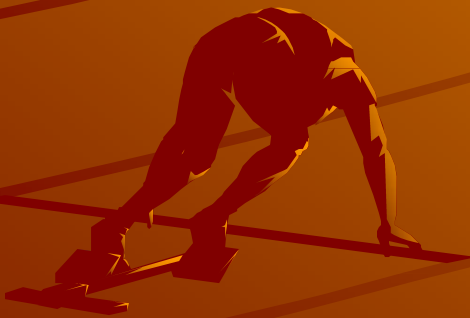
Market Evaluation

- ◆ **Who are the Main Customers?**
- ◆ **How Many Customers Are There?**
- ◆ **Where are the Customers?**
- ◆ **How is the Need Currently Being Met?**
- ◆ **How do the Customers Expect to Obtain the Product? Will They Need Training?**



Market Evaluation

- ◆ **Are Current Trends Expanding or Contracting the Size of the Market?**
- ◆ **Who Are the Competitors and What are Their Strengths and Weaknesses?**
- ◆ **What is Your Competitive Advantage?**
- ◆ **Where is the Price Point and How Price Sensitive is the Market?**



Resource Requirements Summary

Estimate Requirements for Each Phase of Development

- Talents,
- Man Days Required of Each Discipline,
- Space, Type and Square Feet,
- Capital Equipment,

Areas of Risk

- Development Requirements
- Manufacturability
- Market Acceptance and Changes in Market Trends
- Product Liability Issues
- Regulatory Issues
- Distribution
- Patent Protection
- Profitability
- Capital Requirements

Product Viability Assessment

- Is the Invention Patentable?
- Is There a Market?
- Are the Resources Available?
Affordable?
- Are the Areas of Risk Too Large?
- Is the Required Infrastructure in Place?
- **Should the Product be Advanced?**



Provisional Patent Application

(If Desired)

- Description of the Invention,
- List of Inventor(s),
- List of Prior Art,
- Patent Drawings of the Invention,
- Filing Fee \$160 (\$80 for Small Entity)FY2003,
- Lasts 12 Months Only,

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