

# ATTENTION INVENTORS

**NEW DATE!**



**Iowa  
Small Business  
Development  
Centers**

**TURN YOUR IDEA INTO A SUCCESSFUL BUSINESS!**

## **Concept to Reality.....A Launch Pad to Successful Inventing**

***If you have an idea or a product that you have invented, learn how to turn that idea or product into a successful business. This seminar will help you understand the process of making your concept a reality.***

Join other inventors on Saturday, April 30, 2011, at the Spencer Campus of Iowa Lakes Community College. Topics presented will include taking your idea or product to a commercial level, how to protect your idea with a patent or trademark, how to market your product, and how to find the money to make the whole process a reality.

**DEADLINE TO REGISTER: Thursday, April 21, 2011**

**Course #: 31505 Date(s): 4/30/11 Fee: \$35**

**Site: Spencer Campus Time: 8:30am-4:30pm (Sat.)**

**SEE REVERSE FOR THE AGENDA & REGISTRATION!**

# Concept to Reality

## A Launch pad for Successful Inventing

April 30, 2011 • 8:30 am to 4:00 pm

### AGENDA:

**Opening:** Coffee and Continental Breakfast

**Session I: The Commercialization Process – An Overview**

Understand the process used to develop a commercially viable product

**Session II: Intellectual Property and Protecting your Ideas**

What property is protectable? You'll also learn the forms of property protection with other concerns and issues such as confidentiality and economic considerations.

**Networking Lunch: Making Entrepreneurship Work**

Gain insight on the entrepreneurial environment. Learn the common mistakes that entrepreneurs make as well as emerging opportunities and issues.

**Session III: Entrepreneurial Marketing**

You can learn how to create and implement a marketing plan. Take your new product to market, define target markets as well as distribution plans. What are the best low-cost marketing tactics? Use technology in the implementation of your marketing plan.

**Session IV: Funding Your Idea**

What funding considerations and options need to be considered to make an intelligent decision as to how to further your investment in the product or idea?


**Wrap-up and Evaluation**

Tell us what you think! Evaluate this seminar and make suggestions for future seminars you would like to attend.


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#### Registration

There are many different ways that you can register. Pick the one that best suits you. We know that you are busy and we want to make the registration process simple and carefree!


 Internet  
[www.iowalakes.edu/continuinged](http://www.iowalakes.edu/continuinged)

 E-mail  
[communityed@iowalakes.edu](mailto:communityed@iowalakes.edu)

 Phone  
(712) 362-7231

Outside Estherville calling area:  
(800) 252-5664

 Office  
Estherville Campus

 Mail  
Continuing Education  
300 South 18th Street  
Estherville, IA 51334

## Inventors Registration Form

**Course #: 31505**

**Classes are first-come, first-served. Verification of registration is sent automatically ONLY if Internet or e-mail application is used.**

**IOWA LAKES**  
COMMUNITY COLLEGE



**PLEASE PRINT CLEARLY.**

Last Name:	First Name:	MI:	
Home Mailing Address:	City:	State:	Zip:
Daytime Phone:	Home Phone:		
Social Security #:	Birth date:	Gender:	<input type="radio"/> M <input type="radio"/> F
Ethnic Background: (optional)	<input type="radio"/> Asian or Pacific Islander	<input type="radio"/> American Indian or Alaskan Native	<input type="radio"/> Hispanic
	<input type="radio"/> Black Non-Hispanic	<input type="radio"/> White Non-Hispanic	<input type="radio"/> Other
Method of Payment:	<input type="radio"/> Check <input type="radio"/> Cash <input type="radio"/> Credit/Debit	Amount:	

IF PAYING BY CREDIT OR DEBIT CARD, PLEASE COMPLETE THIS SECTION. (WE ACCEPT MASTER CARD, VISA OR DISCOVER)

I authorize my credit card be charged for the course amount.

Credit Card or Debit Number: Exp. Date:

Signature: Date: