

How to License Product Ideas to Manufacturers with Confidence

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Manufacturers are looking for new product ideas to add to their product line. These manufacturers want to increase revenue but also see innovative ideas as a way to get ahead of their competition and broaden their customer base.

The problem is that manufacturers get flooded with ideas. And these ideas are submitted without any market information or how the product can be manufactured. Manufacturers also receive submissions that have nothing to do with their capabilities or product line. As a result the disconnect between inventors and manufacturers leads to frustration on both sides.

So how can an inventor stand out from the crowd and get a manufacturer interested? You might assume that manufacturers will just figure out your idea because they are in the industry. Wrong. The problem is time. They are so busy with current projects and don't have time to figure out each product idea.

To submit your product idea, first find manufacturers that make similar products to yours and sell to the same target market. Then find the telephone number for their headquarters. When you get the right contact person on the line concisely describe the benefits of your product ideas. If they are interested mail a cover letter and a brief document with information that includes:

- o Market need - describe the need, want, or problem that your product idea provides.
- o Product benefits - since people buy products based on benefits describe how your product idea saves time, saves money, provides health, safety, etc.
- o Competitive advantages - describe how your product idea provides benefits better than other products in the market.
- o Customer - describe who is the most likely end-user of your product idea.
- o Estimated manufacturing costs and methods - talk to engineers or prototype makers to uncover how your product could be made and describe this along with likely unit costs in large quantities.

With some marketing data in hand, the manufacturing manager can present your idea to their new product committee.

I guarantee that if you follow these guidelines you will get less rejection and more company interest.

For more details on how to effectively license product ideas to companies for royalties, please see www.Product-Coach.com.