



FOR THE LIFE OF YOUR BUSINESS



How to Bring a Product to Market Doing something with that Idea

Jerry Jones

Jerry.jones@scorevolunteer.org

September 2015

Bio Slide



- **Jerry Jones** joined SCORE in 2012. An entrepreneur at heart, he has over 35 years sales and product development experience in both consumer product goods and business to business products and services, with specific expertise in importing and exporting. Over the years Jerry has owned a number of small businesses and is currently owner of many innovative product patents through his own company Shredderplus, LLC and is sales vice president for Columbus Bench Advertising, an outdoor advertising company.
- Clients say Jerry, *“far exceeded expectations in terms of responsiveness/availability, time spent with me, and value/actionability of opinions shared.”* And *“his advice is easy to understand and focused on the issues that were directly affecting my business.”*
- Jerry counsels SCORE clients in the areas of business strategy & planning, manufacturing & product development and sales and marketing. He is in high demand given his experience in international trade and imports, sales and retail and wholesale trade.

About SCORE



- Successful and experienced executive volunteer mentors available to assist those in business or starting a business
- SCORE is a resource partner of the Small Business Administration (SBA) whose mission is to help aspiring and existing businesses succeed. Since then, we've helped over 10 million people in pursuit of their business goals.
 - 11,000+ volunteer across more than 300 chapters across the U.S. with > 1 million hours of service
 - Since 2009* :
 - 299,389 Businesses Started
 - 359,101 Jobs Created
 - 386,277 Businesses Increased Revenue
- Services Offered
 - Seminars and workshops – local in person & on line
 - Free Mentoring - Face-to-Face, E-mail, Telephone & Skype
 - Variety of business resources for small businesses
 - Free Business Briefs
 - Links to local and state resources
 - Success Stories
- Contact us today to sign up for mentoring at www.score.org

AGENDA

- Companies & Products
- The Idea
- Customers
- How the product is made
- How to sell the consumer
- How to supply
- Easier ways to market
- Regulations
- Your company
- Resources

Companies & Products

Magikan.com

Diaperdekor.com

Cosco Worlds Greatest Ladder

Spillspoiler.com

Weedzinger.com

Upcart.com

Smartglo.com

The Idea

- An idea has little value unless we act on it.
- Only one in a million will be able to sell an idea to a company.
- Someone else has already thought of that idea but did nothing with it.

Step #1 Customers

- Who are they and how do you find them
 - Internet, Manta, Hoover, D&B, email lists
- How do I qualify who would buy this product
 - Research is the only way!!!

Step #2 How is it made

- How much will it cost to make
- What is the price of other items in the market now.
- What will be the price to my customer and then what to the consumer
- Is there enough margin on this item

Step #3 How to sell the consumer

- Retail
- Internet
- Reps to wholesale
- TV infomercial and Shopping channels
- Government and non-resale accounts only

Step #4 How to supply

- Inventory and supply most customers
- Goods shipped direct to wholesale customer
- Building a brand
- Why NOT to sell large accounts first

Step #5 Easier ways to market

- Licensing
- Take in a partner
- Employ commission only reps
- Private Label

Step #6 Regulations

- What will your product require
- Product Liability (a must)
- Government Agencies
 - U.S. Food & Drug Administration <http://www.fda.gov/>
 - U.S. Consumer Product Safety Commission <http://www.cpsc.gov/>
 - U.S. Dept of Labor, Occupational Safety & Health Administration <https://www.osha.gov/>
 - Federal Trade Commission <https://www.ftc.gov/>
- What patent is needed.

Step #7 Your Company

- What is it
 - LLC
 - Sole proprietorship
 - Corporation

Resources

- Score.org and scorecolumbus.org
- United States Patent & Trademark Office (Uspto.gov/learning-and-resources)
- Wright.edu/Patent and Trademark Resource Centers (ptrc)
- Case Western
- Inventorscolumbus.com
- inventorsDigest.com
- Your local library

Product Only Resources

- [Alibaba.com](https://www.alibaba.com)
- [Mfg.com](https://www.mfg.com)
- Prototype Planning
- [Shapelock.com](https://www.shapelock.com)
- Machine shops, Sheet plastic
- [3-Dhubs.com](https://www.3dhubs.com)



Thank You!

Contact SCORE Today for a Mentor

www.score.org

We have the small business expertise you're looking for!