



Re-Spins

We turn ideas into green.

Service Menu for Inventors

Steps	Description
Step 1	Introduction Meeting: Sign NDA, Product, Viability
Step 1	Invention Guide: Step by Step Process
Step 2	Invention Development: Drawings, Sketches, Brand Names
Step 2	Invention Prototyping: Professional Drawings, Prototypes
Step 2	Market Research: Secondary - Product/Patent Search
Step 2	Market Research: Secondary - Targeting Markets, Sales Channels, Census
Step 2	Market Research: Primary - Formal/Informal Focus Groups
Step 2	Market Research: Primary - "In-theStreet" Interviews
Step 2	Market Research: Primary - Direct Mail
Step 2	Market Research: Primary - Telephone Survey
Step 2	Market Research: Primary - Blast Emails
Step 2	Legal Protection: Set Up Attorney Meeting
Step 2	Legal Protection: Patent Viability - Utility, Design, Provisional
Step 3	Manufacturing: Set Up Manufacturer - USA or China
Step 3	Manufacturing: Product Packaging
Step 4	Setting Up Shop: Business Licensing, Company Names, Incorporation
Step 4	Setting Up Shop: Website Development
Step 4	Setting Up Shop: Merchant Account/E-Commerce
Step 4	Setting Up Shop: QuickBooks - Purchase Orders, Shipping Orders, Invoices
Step 4	Setting Up Shop: Warehousing/Order Fulfillment
Step 4	Setting Up Shop: Liability Insurance
Step 4	Setting Up Shop: UPC Code - UC Council
Step 5	Selling Products: Defining Target Market - Retail, Distributor, Direct
Step 5	Selling Products: Business Cards - Creating, Graphics, Development
Step 5	Selling Products: Quality Product Photos
Step 5	Selling Products: Product Sell Sheets - Producing
Step 5	Selling Products: Introductory Letters - Retail Buyers/Distributors
Step 5	Selling Products: Product Samples
Step 5	Selling Products: Trade Shows - Set Up, Design
Step 6	Toot Your Horn: Logo Design
Step 6	Toot Your Horn: Produce Print Ads
Step 6	Toot Your Horn: TV/Internet Ads - Audio, Video, Editing
Step 6	Toot Your Horn: Media Buying - TV, Radio, Print, Internet
Step 6	Toot Your Horn: PR/Press Releases - Writing, Implementing