

Alamo InventorsSM



Inventing Solutions That Sell

Lisa Lloyd

With nearly 30 years experience successfully inventing and licensing her own products and working with independent inventors to Fortune 500 companies, Ms. Lloyd has seen it all! Inventing solutions that sell is all about defining big enough problems and their innovative solutions that dramatically increase success! In this talk you will learn from her personal stories and the wisdom of others' she's picked up along the way. In her presentation, you will learn (1) her powerful Go/No Go process that has consistently licensed all of her products, (2) innovation's best practices large companies like P&G, Conair and more use, (3) how to invent with a "Dramatic Difference" that causes customers and licensees to say "WOW," and (4) how you can do it ALL for little to NO money!

Lisa Lloyd is an accomplished professional inventor and consultant with a proven track record of success working with mid-sized to large companies. Her products can be found in stores globally licensed by brands like Scunci®, Vidal Sassoon®, Goody® and Suave®. Her most publicized success came when she appeared on Shark Tank where she earned the coveted investment of Daymond John and Barbara Corcoran for her line of toys, TC Pets.

Lisa has spent nearly three decades working with and training clients on the subjects of innovation, licensing and business development tactics. She has been a featured lecturer at Universities including the UA Eller School of Business & Entrepreneurship, ASU College of Engineering, and the AZ Intellectual Property Association's continuing education program. Her most notable awards include Rice University's Rice Alliance "Business Plan Pitch Competition" and "Pitch it to the Pros" with the late Billy Mays of Discovery Channel's "Pitchmen".

Lisa's motto: "No doesn't mean no, just not that way!" [Lisa on Shark Tank](#). [Lisa on Dr. Phil](#). [Lisa on the Big Idea](#). [Lisa's company](#). [Lisa's Facebook page](#). [Lisa on LinkedIn](#). [Lisa on Twitter](#).

Note: This will be a Skyped presentation.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!



Wednesday, February 12, 2020

5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org