

ONE SIMPLE IDEA

Turn Your Dreams into a Licensing Goldmine While Letting Others Do the Work

Nationally renowned licensing and inventing expert travels from Modesto, CA to speak to Alamo Inventors Organization.

Stephen Key, a nationally renowned licensing and inventing expert will be traveling from Modesto, CA to speak to Alamo Inventors. He has licensed over 20 of his own products and holds over 13 patents, having had his products in Wal-Mart, Disney Stores & Theme Parks and 7/11. Stephen has been in national newspapers and magazines and on national television shows such as The Big Idea with Donny Deutsch and Dr. Phil. Mr. Key has also been a keynote speaker at the recent US Patent and Trademark Office's Independent Inventors Conference. Stephen's products have won awards all over the world including gold in the 2011 Edison Awards. Visit Stephen's website at <http://www.inventright.com/>.

If you ever wanted to know how to market your invention or idea on a *shoestring budget*, this is the meeting to attend. This could be an once-in-a-lifetime experience, so be sure not to miss this one! Join us at the Alamo Inventors Organization, Wednesday, July 11th, 2012 at the San Antonio Technology Center - 3463 Magic Drive, San Antonio, Texas. Networking from 5:30 – 6:30pm, Presentation from 6:30 – 8:30pm.

In response to a “jobless recovery,” millions of Americans are getting in touch with their inner entrepreneur, choosing to create their own luck. Too often, the path to business success for individuals is scattered with obstacles: the need for funding and the challenges of building supply, manufacturing, and distribution chains, just to name a few. However, thanks to such trends as “open innovation,” in which companies outsource new product development and other key functions, it is easier than ever for innovators to bring their ideas to market.

Few people today understand this better than Stephen Key, who has successfully licensed products in the toy, beverage, and pharmaceutical industries, among others, that have generated billions of dollars in revenue worldwide. In *One Simple Idea: Turn Your Dreams into a Licensing Goldmine While Letting Others Do the Work* (McGraw-Hill Professional; March 2011; HC, \$22.00), Key provides a step-by-step guide on how anyone can invert the relationship between corporations and individuals by getting *them* to work for *you*. Central to Key's blueprint for aspiring inventors and entrepreneurs is for them to use their creativity to produce income by “renting” their ideas to interested businesses. Taking readers through all phases of product innovation and development, Key explains the entrepreneurial system he has used to generate wealth without fronting and raising capital or becoming involved in time-consuming product development tasks.

Key's mission is to foster the spirit and practice of invention while educating, empowering, and inspiring independent and professional innovators. *One Simple Idea's* unique, user-friendly handbook to patenting and licensing advances this goal by explaining to readers how to:

- Be your own boss without formally opening a business or quitting your day job;
- Protect your idea without spending time and money on a patent;

- **Develop a strategy that fits perfectly into your business plan;**
- **Present your invention to companies and negotiating the best deal;**
- **Select appropriate manufacturers and finding optimal markets with expansive opportunities;**
- **Witness your product go to market without footing a dime in expenses.**

Anyone who has ever daydreamed of an outrageous new product or brainstormed a sure-fire way to improve a service that already exists has the innovation gene. In *One Simple Idea*, Key delivers the direction, know-how, and motivation to help *you* present and profit from *your* idea(s!).

Mr. Key will also be discussing some of the content of his new book scheduled to be released in November, 2012, *One Simple Idea for Startups*. In his new book, he has created simple steps for individuals who want to enter the world of venturing and begin their own startup company. Key has successfully started his own company in the past, and will be sharing the ins-and-outs of venturing based on his experiences. Some of the topics discussed include deciding whether venturing is the right choice for you, protecting yourself, launching your startup company, effective marketing, and learning to deal with retail. If the idea of starting your own company has ever entered your mind, you won't want to miss this meeting!