



From Concept to Store Shelves April Mitchell

During this presentation, April will walk you through all the necessary steps from idea to getting your invention retail ready through licensing!

You will learn:

How to conduct market research and evaluate your idea

Different prototyping methods and see prototype samples of April's Right Height Hook, Caterpeeler, and a couple of award winning board games

About marketing material and view a couple sizzle videos April used to score her licensing deals

Ways to protect your IP

Different ways to connect with and pitch to companies as well as great techniques in following up with them

Checkout April's website, Www.4ascreations.com.

You will find:

All her products with links to learn more or purchase them

YouTube videos and podcast interviews to help with product design and development

Articles she's written for Inventors Digest

Information about her online Tabletop Game Design MasterClass

Articles and news showcasing April and her products

See www.alamoinventors.org to register for the Zoom presentation.

[Join/Renew](#) Alamo Inventors annual membership (\$25 Individual/\$95 Corporate). Thanks!



Wednesday, January 14, 2026

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

See Note Above.

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

