



## **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](http://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](http://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](http://www.alamoinventors.org)**

