



ShadowPop, The Concept To Market Story Josh Piezas

Josh Piezas, inventor of ShadowPop, will share the journey of taking an idea from a simple concept to an innovative display product designed for collectors and fans. He'll discuss the realities of the inventing process—from developing the original concept and refining the design to overcoming manufacturing, packaging, sourcing, and marketing challenges along the way. Attendees will hear firsthand about both the setbacks and the breakthroughs that helped transform an idea into a growing business.

Josh will also discuss the current initiatives driving ShadowPop's growth, including product line expansion, licensing opportunities, retail and e-commerce strategies, and further, partnerships within the collectibles and fan merchandise industries. He'll share lessons learned about protecting intellectual property, working with manufacturers, building relationships with retailers and licensors, and adapting as new opportunities emerge.

Whether you're just sketching your first invention or looking to grow an existing product business, Josh's presentation will offer practical insights into the entrepreneurial journey, the persistence required to bring a product to market, and the exciting opportunities that come with building a brand in the collectibles industry. Bring your questions—Josh looks forward to an interactive discussion about invention, innovation, and growing a product-based business.

www.shadowpopdisplays.com

Instagram: shadowpopdisplays

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

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Wednesday, July 8, 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:

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