



## **The Inventor's Playbook Ben Greenberg**

This presentation walks through the real process of turning an idea into a market-ready product, not just the exciting parts, but the strategic decisions that determine whether an invention succeeds or fails. In *The Inventor's Playbook*, I break down how ideas move from frustration to validation, from prototype to viable product, and ultimately to licensing or manufacturing. I'll share how we've applied that framework to real products already on the market, including Convex Golf, Chatter Lures, Stide Tracker and others. I will highlight how we identified design inefficiencies, corrected structural or cost issues, refined prototypes and aligned each product with the right commercialization path. These examples demonstrate that success isn't about having a great idea, it's about following the right process, validating early, engineering intelligently, and making disciplined decisions that reduce risk while moving the product forward.

Ben Greenberg, the founder of [Inventions Unlimited LLC](http://www.inventionsunlimited.com), is a veteran engineer, inventor and product-development leader with a career dedicated to turning ideas into real-world products. Over the course of his career, he has worked across aerospace, consumer products, medical and pharmaceutical engineering, including contributing to a major NASA program supporting the next generation of lunar missions. Before founding Inventions Unlimited, he served as a professor at the University of South Carolina, where he taught engineering and mentored future innovators and later as Director of Engineering for a leading pharmaceutical company, where he led teams responsible for complex, highly regulated product development. Today, he has helped bring over 200 product designs to life, spanning consumer goods, medical devices, industrial systems and emerging technologies. Through Inventions Unlimited, he works directly with inventors, entrepreneurs and startups to guide them through the entire invention process, from concept and prototyping to manufacturing and market launch. What sets his work apart is not just technical expertise, but a passion for helping others succeed. Having seen firsthand how many great ideas fail due to lack of guidance, funding or execution, he created *The Inventor's Playbook* to give inventors the clear, honest roadmap he wishes every innovator had from day one. When he isn't designing or mentoring inventors, he continues to explore new technologies, refine product development systems and push the boundaries of what's possible through engineering and creativity.

See [www.alamoinventors.org](http://www.alamoinventors.org) to register for the Zoom presentation.

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**Wednesday, March 11, 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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