

Important Things to Do Before Launching a New Invention Idea

Whether you have a brand new invention idea or a [new invention idea](#) that you are ready to share with the world, there are several important things that you should keep in mind before you launch your project. The best thing that you can do is to document your invention ideas in a journal, research the market, and write a business plan. The more you do to create a strong foundation for your project, the easier it will be to get started.

Problem-solving

Having a creative problem-solving approach can make you a better businessman. By implementing the process, you may be able to improve your business operations structure, create new services and products, or even reinvent your company's marketing. This type of problem-solving approach also enables you to leverage your strengths.

One of the most impressive aspects of the problem-solving process is that it allows you to test new ideas with minimal cost. For example, you may be able to use readily available components to solve a problem within a small time frame.

While the best way to implement the process is to do it in-house, you may also be able to hire a firm to help you out. For example, Kepner-Tregoe has been assisting organizations with problem-solving capabilities for over sixty years.

Engaging your target audience

Using the appropriate social media channels and platforms to communicate with your customer base will help you better understand their needs and desires. One way to improve the customer experience is to implement a system to collect and respond to customer feedback. While it may seem counterintuitive to ask for the customer's opinion, it's an effective means of evaluating customer satisfaction and developing future product improvements.

The best way to do this is to make sure your social media pages are active. If you're using Facebook, Twitter or LinkedIn, make sure to post regular updates. While you're at it, try to find out what the customer really wants and make sure to deliver it.

There are a number of free and inexpensive tools that can help you determine your audience's likes and dislikes. For instance, if you're a shoemaker, you might want to consider what type of footwear your customers prefer. Oreo is a popular cookie that comes in a variety of flavors and the company has used social media to better serve its customers.

Inventor's journal

Inventor's journal is an important document that records the inventing process. Inventor's journals are bound notebooks that have numbered pages. These notebooks have been used by scientists and engineers to record their [invention](#)

[ideas](#) and projects.

An inventor's journal should be dated and signed by the inventor. It should contain all the materials, design, and other information about the invention. It should also include details about the [invention idea](#) marketability and potential use. It can also be used to support a legal claim to the invention.

The first page of the journal should include the name of the inventor, the name of the project, and the date. Inventors should enter entries as soon as they are conceived. The entries should be written in ink and in sequential order.

Prior art search

Performing a prior art search for a new invention idea can help you determine whether it is novel. It can also help you identify and develop a business plan for your invention.

When doing a search, it is important to find the most relevant prior arts. If you don't, you may not be able to patent your invention. In the United States, patents are only granted for inventions that are new, non-obvious, and useful.

Before you start a search, you will need to develop a search strategy. This will include keywords, a name search, and a classification search. You can also use a lawyer to assist with your search. A lawyer is likely to be familiar with databases that are pertinent to your search.

Business plan

Creating a business plan for a new invention idea can help you raise capital and sell your invention. Your plan should include a summary of the business, your product, and your marketing plan. It should also include information on your target market, the competition, and your intellectual property.

The market analysis section of your business plan should include an overview of your target market, an estimate of the size of your market, and the most important features of your product. You should also include information about the competition and a competitive analysis of the industry in which you plan to launch your product.

A good business plan will also include a section on your management team. You should highlight the team members who have the experience and expertise to take your invention idea from concept to reality.