



inventor guideline

ABOUT:

Invent 2 Retail (i2r) is a boutique firm that combines years of experience developing, manufacturing and introducing consumer products to major retailers worldwide.

The owner; Mr. Leslie Mann has been developing, manufacturing and selling consumer products for over 25 years. He currently oversees the marketing and sales efforts for a variety of products all of which can be seen at i2r's sister company(s) here:

www.teamcreationHK.com & here: www.manncp.com .

DISCLAIMER:

Invent 2 Retail was born as a result of many frustrated inventors contacting our sister company(s) looking for help. Some of these Inventors paid on-line “invent help” companies significant amounts of money only to receive a presentation of their product concept and an offering to present the idea to manufacturers for a possible licensing agreement. What the inventor did not receive was a real opportunity to get their product concept in front of a real buyer. The only way to get to that stage is developing what we call a “Buyer Ready Package”.

It's important to note that (i2r) does not guarantee that your product will generate a purchase order from any retailer. What we do guarantee is unparalleled service, honest opinions, coaching, the most talented industrial, graphic and packaging designers available at an affordable cost. Most importantly, once your product is fully developed, we offer a real cost from a real factory through our office(s) in Asia.

IMPORTANT NOTE: We leave it up to our clients to confirm that their concept is clear from any potential patent infringements. Our client services contract has a clause addressing this. (i2r) will not be responsible, nor refund any monies if the client finds out, down the road, that their idea is not protected.

WHAT MAKES i2r DIFFERENT ?

We only take on product concepts which we believe have a shot at getting onto a retail shelf. A major part of that process is presenting the concept to a retail merchandiser (buyer). All major retailers have merchandisers responsible for different categories such as; Christmas, Lawn & Garden, Halloween, Automotive etc. etc. The only way to get a response from these merchandisers is to present them with a fully developed program or what we are calling a “Buyer Ready Package” (BRP).

WHAT IS A BUYER READY PACKAGE (BRP) ?

A buyer ready package includes everything a buyer will need in order to make a buying decision. Some of the items included in the BRP are;

- Unit Cost; both FOB China and the “landed” unit cost including freight, duty, and any import taxes (tariffs).
- Packaging Information; How many units per master carton, master carton dimensions, weights and marks.
- UPC Code; This identifies the product in their system
- Product Certifications; such as [ASTM](#) for certain products like toys. [CE](#) certification which covers electronics.



WHAT HAS TO BE COMPLETED IN ORDER TO PRODUCE A BUYER READY PACKAGE ?

Remember, the goal is to get a “Unit” cost for your idea so that it can be built into the Buyer Ready Package. In order to produce the (BRP) certain steps have to be taken from the product development side. The following is list of these steps;

- concept sketches • CGI renderings • CAD drawings • 3D Model • Prototype • Package Design / Prototype • Tooling Cost (if applicable) = Final Unit Cost • Website for presentation

frequently asked questions

NON-DISCLOSURE AGREEMENT

If you do not have records of filing for either a provisional or non-provisional patent we need for you to sign off on our (or yours) Non-Disclosure agreement. At this point we can start talking about how we can help develop your concept. This NDA must be signed before any consultations take place.

NOTE: You can email us and request our NDA.

WHAT HAPPENS WHEN I GET MY BUYER READY PACKAGE ?

Now that you have your (BRP) you can decide to go down several paths of which the following two are the most common;

- [LICENSING](#); this path is generally taken for inventors who cannot fund or are not interested in becoming a direct supplier to the retail world.
- **MANUFACTURING**; this path is generally for inventors or current product based companies who have the means to fund any tooling costs and meet the minimum factory quantities. They have the ability to meet all the vendor requirements and can distribute the product or sell the product directly to the retailer.

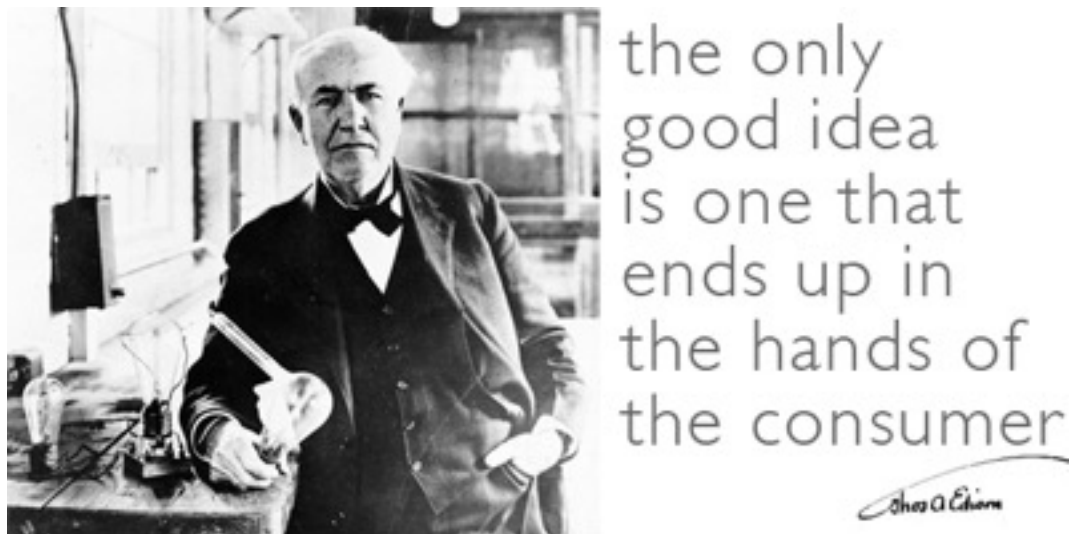
CAN I TAKE MY PRODUCT TO OTHER MANUFACTURERS ?

Yes. Although we would like to think that our offshore pricing is competitive, (i2r) clients are welcome to shop around for other manufactures. By this time you would of paid for and own all materials developed and supplied by (i2r)

summary

For those who are new to this, we hope this guideline has helped. Please make sure not already out there. You can certainly “GOOGLE” your idea to make sure it’s or we recommend that you go to the [\(USPTO\) website](#) and search to see if your idea already has been patented, it’s free.

Finally; although Invent 2 Retail offers a list of services that covers all aspects of developing your idea we do accept concepts that are partially developed. For clients that are in this situation we can take out certain things that might be required for your Buyer Ready Package.



Now that you have read this guideline and followed any instructions, feel free to contact us for a consultation or request our NDA.