



INNOVATION

101

HOW TO AVOID THE PITFALLS ...FROM IDEA TO REVENUE

Exclusive Insider Exposure of the Innovation Industry

Ab Mobasher

How to avoid expensive and fatal pitfalls in R & D
How to develop useful and marketable ideas
How to super invent your idea for the greatest success
How to protect your invention without a patent
How to have your invention patented immediately
How to avoid Copy Cats or potential Patent Thieves
And MUCH MORE !

INNOVATION 101

You are an inventor; you have the gift of "Co-Creativity", the spark that created virtually everything around you, from what you are presently looking at, with all the wondrous technological marvels around you, to the countless beauties of nature. Granted, we have not yet mastered our total creative capacity, but the fact is that we are all hard-wired with Co-Creativity and have been able to create things that never existed before.

As an inventor, you in a manner of speaking have the parental capacity and with it, the responsibilities that come with the creation of something new. Your creation is like a child, and what you do with it determines that child's well-being, survival, and future. If you are assuming that your idea by itself is going to do all the work and make you a rich mommy or daddy without you lifting a finger, then somebody in this parent/child relationship is not an adult!

Soooo... You are an inventor, you say? What are you going to do about it?

Are you going to rush out and get a patent? Are you ready to quit your job, buy your own yacht, pay off all those debts, and sail off to some tropical paradise?

Before doing all the fun and dream stuff that makes "Innovation" virtually synonymous with the keys to wealth, success and happiness, before depositing that big check in your bank account, let's take a realistic guided tour through the innovation industry and make sure that you at least have the ability to see the warning signs and avoid the pitfalls, dangers, and outright mistakes that so many inventors have encountered.

In other words, let's make sure that you have the tools to become a **SUCCESSFUL** inventor.

To give you some background, I have been an inventor and entrepreneur for over forty years. Unlike some of the wannabes, or some inventors that have their inventions safely locked up in their mind, or even have an elaborate sketch on a napkin, I have gone all the way through the process, designing and developing hundreds of inventions for individuals and major companies, as well as myself.

I am a designer, master engraver, master machinist, tool and die maker and industrial engineer. I have made high precision aircraft parts, designed and made a wide assortment of new products including tools, patterns, and molds for Rotational Molding, Injection Molding,

Investment Casting, Reaction Injection Molding, Die Casting, Spin Casting, Boating, and Thermo-Forming Industry.

I have also created technical drawings and engineered a wide variety of products, along with the tooling and machinery needed to manufacture the products. Besides product design and development, I have also created prototypes and tooling, many models, masters, and patterns. My highly detailed Star Trek Sci-Fi miniatures received the H. G. Wells Science Fiction award. Some of my early works can be viewed on these websites:

<http://www.AbMobasher.com>

and

<http://www.tacticalstarshipcombat.com/FASA/TheFasaListing/ind>

and

http://en.memory-alpha.org/wiki/Star_Trek:_The_Role_Playing_Game

and

<http://www.thecrimsonpirate.com/xon/index.htm>

What I am about to share with you is the result of decades of experience in related fields, working with hundreds of inventors and professionals, as well as many hard lessons learned through my own trial and error.

You can always find many How-To books written by so-called professionals with impressive credentials and expertise. However, what I have found is that many of these books are written to make money for the author and lack basic, practical "NOW" information that will successfully lead you through the maze of the innovation process.

So, let's look at the basics, the pros and cons of getting your idea from the back of your mind to reality and the cash registers, where your practical idea may be turned into a Cash Cow!

VISUALIZATION

First of all, you need to turn your concept into some sort of reality that makes some visual sense. Use the media that you are most comfortable with. The pencil is a great choice since you can make corrections and modifications.

Preferably, you will want to sketch your idea by yourself, without taking the chance of disclosing it to someone else. If however you are artistically or mechanically challenged, then you will need to get the help of a trusted friend or a professional designer or a multi-discipline draft-person.

In such cases, make sure you get them to sign a confidentiality or non-disclosure agreement before you begin working with them.

It is very important to spend enough time in this part of the design process. The most common mistake many inventors make is taking a half-baked idea to a patent attorney, where they end up paying a lot of money to patent an incomplete project.

Patent attorneys, in general, are not in the R&D (research and development) business. They are being paid to assist you to get a patent. Your concept is usually turned over to a patent draft-person who makes sure the required drawings are done as quickly as possible and within the basic parameters set by the patent office. Whether or not your concept is practical, marketable or cost-effective in the manufacturing process is usually the least of their concerns.

Just remember, your idea is your baby, and how you raise your child determines his or her well-being, behavior and success in the marketplace, or even IF that child will survive the birthing and maturing process to take care of you in your golden years!

Don't expect a child that is not properly nurtured in infancy to become a dream child., In other words, if you are one of those inventors (good time daddy) who thinks that dumping a child on the doorstep of an orphanage or church means getting rich overnight, then you have some unexpected lessons ahead of you!

So, with this in mind, it is very important that at the very least you stay with your idea through the birthing and early infancy until the child has the basic survival tools and momentum to make it through the concrete jungle "Out There."

As far as basic visualization, what you need at this point is a drawing of some sort that makes enough sense for someone else to understand your concept. This drawing will

also give your idea a foundation or skeleton that you can turn into a successful invention that can be

further developed, prototyped, patented, manufactured, marketed, or sold as intellectual property. In other words, it will become a product that sells, which is where the big bucks are!

It is very important to develop a drawing that makes sense to a non-technical person as well as to a professional engineer or machinist who would be assisting you in developing your idea. You want a drawing that impresses an investor or potential buyer enough that they would be willing to part with their money to support its development. What you are doing at this time is very much the art of salesmanship. Cosmetically speaking, you need to put the finest clothes on your newborn "child" in order to get approval from the financial backer that will need to be convinced to invest in your invention.

You can use your own money for the process or get others to invest. The investment money we are talking about could very well come from your aunt Lilly or brother-in-law Bob. Probably neither one is an engineer, and they may not have your imagination to see what this invention or dream child could potentially do or become. They do, however, have an interest in seeing you succeed, and they know you personally: your character, your imagination, and they are willing to take this relatively small risk at the beginning of a venture. Be sure to give them a note promising a fair yet generous return or a certain small percentage of profits (not equity or ownership that will tentatively reduce your size of the pie) in the future, or some other arrangement that will reward their faith in you.

You are still not quite ready for the Patent Office yet!

So, be patient! In fact, you are not yet ready to make your presentation to your potential investors or buyers either! You still have much work to do. Now that you have a drawing that makes sense to someone besides yourself, you (and they) can visually conceptualize your creation. Again, you must avoid giving in to the temptation of showing off the new, naked and unprotected infant to any outsiders who may harm or steal the baby or you! All the work at this point has been done by you or with the help of a trusted friend (or capable professional) who has not only signed a confidentiality non-disclosure agreement with you, he or she also knows how to keep his/her mouth shut!

And, No bragging from you either! The old saying that loose lips sink ships applies here. Think Titanic and avoid potential icebergs.

BASIC DOCUMENTATION

Let me put an end to the myth that you can put your idea in an envelope and mail it back to yourself and be protected. WRONG!! Any sealed envelope, especially the ones with water-based glue, can be opened and tampered with; this old urban legend does not hold water in a court of law. There are several ways that you can legally and securely protect your basic concept short of a patent.

A. Logging

Get a bound notebook, the type that has a hard cover and has pages sewn into the binding. Spiral notebooks are not accepted in a court of law. Any office supply store offers you a wide variety. Get one that is 8.5" x 11" or larger; this gives you a good chance of including drawings along with the written text. After your basic design is done, transfer the information in writing into the logbook; make sketches and drawings, too. You can start with a pencil for laying out the drawings, but all the final work **MUST** be done in ink (ballpoint pen, markers, or color pens, etc. are both accepted and add color and details).

After the basic description of the invention is written and the drawings are in place, sign, and date, include the date of concept, the date of drawings. Add any other relevant information such as your name, address, etc. then get at least one witness to place their full name, signature, and date in the notebook, testifying to the fact that they have witnessed the documentation.

Logging is a very safe and practical practice. It is safe because it remains in your possession and not accessible to the public (as patents are). It is also a very practical and proven method throughout the industry.

For instance, some of the early discoveries of the electronic world like transistors were sold to major corporations such as IBM, based on the proprietary proof of concept entered and witnessed in a simple log. So get logging!

B. Confidentiality, Non-Disclosure Agreements

For best protection, contact a regular attorney, or copy one from a law book. I have used many different varieties of these agreements over the years and use different ones according to the desired results. Should you decide to use my services, I will sign a free and full disclosure agreement with you, the same agreement you can use for presenting your idea/invention to others.

A simple yet fair agreement can be downloaded from my website www.AbMobasher.com. Add your own information, save the original, make some copies and have it signed by anyone to whom you speak about your invention or who will see your invention. Then have it witnessed and notarized. You may want to have your attorney suggest an agreement for you.

WHY NOT PATENT (YET!)

Now, as you can see, all of these documentations still do not constitute a patent. Why don't we jump to getting a patent yet? There are many reasons worthy of exploring.

A. Do not risk patenting a half-baked idea

Let's say you have just received a brand new patent issued to you, proudly displaying your name on the front page. The same set of information is now instantly circulated around the planet. Believe it or not, there are professional copycats and their hired people who constantly look at new and promising patents. Their main focus is not to contact you and make you super rich, but to find ways to alter your patent slightly and then make money out of your baby, your invention and your sweat and blood, and worst of all, without paying you a penny! OUCH!!!

Thomas Edison, although a hero by our historical understanding, was also a thief and openly bragged about stealing other inventors' work and getting away with it!

B. Patents are also a "Time Bomb"

As soon as a patent is issued, it starts ticking! You can virtually hear your window of opportunity getting smaller with each second of time passing and finally, you can flush it down the drain. When the life of a patent is over, it becomes subject to "Public Domain" statutes, meaning that now, everyone can freely and legally make use of your invention.

Two good examples are the inventor of the first portable phone, whom I met while living in Texas. He was a gentleman who used to work with the University of Texas. He developed a two-way walkie-talkie type radio/phone, the grandfather of today's cell phones. He also got a patent, but later found out that no one wanted to mess with Ma Bell, or perhaps they wanted to develop their own portable phones. He waited and waited, as soon as his patent expired, every potential manufacturer got on the bandwagon, and the rest is history!

The second example is the secret formula for Coca Cola. The formula is heavily guarded and known only to a few trusted executives. In fact, the Coca Cola top brass are forbidden to fly in the same aircraft, so that if something happened to one, the formula would not be lost!

C. You must develop your idea to the point where it is a "Marketable Invention" first

This is probably the most important and least talked-about reason for not jumping for a patent before you really, really are ready! Have you ever seen a patent? If not, go to <http://www.uspto.gov>, look for patents, pull up a couple and see how primitively most patent drawings are prepared. Some of these patents look like they are not designed for today, but by people from the 1800's!

Granted, all these patents meet US Patent requirements, but by a large margin, they are far, far from a finished product, the kind that you see in stores. Most of these patents also have components that the average creative or technical person can easily improve upon and get their own patents--honestly! The reason again is what is actually a false economy; these applications are prepared by a patent draftsman who had to make a drawing that only needed to meet the basic requirements and in the shortest time to make it cost effective-not for you, but for them!

Now, bear in mind that some patent attorneys charge \$5,000 to \$10,000 (even as much as half a million dollars in some cases) for a patent.

Some of these patents, as mentioned earlier, can and will be easily copied or modified, leaving the original inventor high and dry with an expensive and useless piece of paper issued by the patent office. So, hold on to both your horses and your ego! Know that getting a patent is not necessarily an automatic certificate of success or guarantee for wealth.

D. Increase and expedite your chance of getting a patent

Looking at the process from a Patent Attorney and Patent Examiner's point of view, if a simple idea is turned in for a patent application, the poorly developed invention is often rejected on the grounds that it is "Obvious!" Now, you have spent thousands of dollars, waited several months, sometimes years, to get the patent. You are daydreaming about how to spend all those millions and billions! Then here comes the bad news, your application is rejected because it looks too obvious! In other words, unless you have a novel and properly developed idea, your chance of getting a patent is very slim.

E. When a patent is rejected, you basically have 3 options:

- Fighting and confronting the patent office: usually very expensive and time-consuming
- Drop the whole thing and forget about it: all your time and money is wasted.

- Super-invent and develop your idea to a "Patent-able" status: do it right the first time and by-pass all the headaches, expenses, waiting games and legal battles with the government, the big boys and wolves out there.

However, if you feel that your idea is developed far enough and you absolutely must have a patent, or if you have been told by some manufacturer that they only talk with you when you have a patent applied for, then file an inexpensive "Provisionary Patent" to start with, which is both quicker and less expensive, yet it gives you officially the "Patent Applied For" status as soon as it is filed electronically. You will also receive a confirmation letter within a few weeks, giving you Patented statuses.

It is also worth mentioning that the "Provisionary Patent" offers much less protection and has a one-year grace period for filing a more detailed Utility patent later. This one-year will automatically be deducted from the total life of the patent, so you still want to be fairly well along in the process before applying for this option.

RESEARCH and DEVELOPMENT

Big corporations spend millions of dollars in R&D, making sure they enter the battlefield fully prepared. In fact, many of those big boys would not even talk to an average inventor unless the concept has gone through initial development and almost looks like a "Finished Product". Put yourself in their position, why should they pay any money for a mere idea that is going to take much, much more work to make it into a profitable project?

The point is this; ideas are a dime a dozen, whereas any properly developed and protected inventions are considered "Intellectual and Tradable Merchandise", worth a million or more if properly processed.

Don't let your inability to develop your inventions by yourself stop you from going further. You can always manage to get some help, hire some reputable professionals to help you raise your baby. This is why your presentation material (drawings, illustrations, models and prototype) needs to be impressive enough to raise the funds needed.

Jack Kilby, the original inventor of the transistor and the co-founder of Texas Instruments made a remarkable statement in the early '80s. He said that first, you have to prove to yourself, and then prove to others that your invention works. Forget about the sketch on the napkin. Would you pay any crazy inventor good money for some chicken scratches on a napkin?

R&D separates the wanna-be inventors from those who make money from their invention. For example, virtually every house on this planet has a can opener, but do you know how long the invention process took in this case?

The grandfather of my teacher and friend, John Jennings invented the can opener. Grandpa spent twenty years of bragging about his great invention until grandma got sick and tired of his bragging and told him to go to the garage and make one!

After you have done your design work, then it is really worth your time to get the help of a multi-faceted professional to help you in evolving your idea to an invention that meets the following requirements:

- It has enough features to make it novel, unique and patentable.
- It must be hard to copy and steal.
- It is practical to use and easy to operate (It is designed with the human factor in mind).
- It has enough potential for marketing (Enough people can be persuaded that they need your invention to sell thousands).

- It must be stylish and real-looking (user-friendly and attractive).
- It is simple and cost effective to manufacture. Most products on the market are sold at 5 times their cost.
- It will be easily accepted by consumers (forget about that nuclear-powered baby bottle warmer!).

You can also do some creative networking and financing. This used to be referred to as horse-trading or bartering in old times.

In all bartering or fundraising, make sure that you never give away more than 49% ownership or control of your invention to anyone!

Contact an attorney to make sure all transactions are in order and are to your highest advantage.

Create a Shared Success project. Get help, both financially and technically. The innovation business takes both time and money, so you must act in a professional manner if you want to achieve success. Lessons learned in the long term will put you on a solid foundation in the business world.

Do some "FUND BUSTING", as it is called in Income Builders International, make some practice runs. Start with the candidate least likely to invest, so you can learn from your practice.

Make a list of 5 -20 potential investors who could potentially come up with a few hundred to a few thousand each. Some will invest in you based on your boldness and the excitement of getting involved in a ground level opportunity. Offer them the chance to turn their low-interest savings into a potentially high-profit business or industry.

You can also approach small and friendly manufacturers and utilize their know-how, engineering, and manufacturing capacity to mutual advantage. Offer them a great opportunity to utilize their idle engineering staff and resources in the current harsh economic climate. I have had great success speaking with major manufacturers and have often had free parts and prototypes made for me using their idle or demo machinery. They will often go out of their way to make a new and valued customer!

Have you seen the "Mini Clamp" and "Ultra Clamp"? The foldable pocket-size camera clamps? They were developed in Washington State by the cooperative effort of an inventor and a local injection molding shop (TMP in Kirkland, Washington). The inventor later sold the invention to a friend of mine who has been successfully manufacturing and marketing the entire product line around the globe for years.

Many inventors also have managed to develop their invention and get it to the market on their own. Do you remember the "Weed Popper", the one you saw on TV infomercials that lift up the pesky weeds by stepping on the heel of the device? Vern Haniken in Texas invented it. I met Vern in the Texas Inventor's Association (I was one of the co-founders). Vern developed the invention in his garage; it took some effort to make it work. Then he took the working prototype to a hardware store. They liked the invention and placed an order. He also filed a patent after the basic design was done. Vern kept on making the Weed poppers in his garage for a long time.

He also made videotape that was played at trade shows, in hardware stores and department stores. Finally, the demand for the product got too big for his ability to manufacture it by himself.

At that point, he sold the invention and the last time we spoke back in the mid-'80s, he was making a comfortable living out of the 4% (yes, 4%) royalty he was making out of each unit sold.

Do your homework, run a patent search, learn as much as you can about your competition and prior arts (other patents). Patent searches can be done through www.uspto.gov, but your best bet is to hire a patent searcher (look under patents in the yellow pages).

Professional patent searchers are able to work through the overwhelming maze of the patent office and check under so many categories that you would not even imagine! They can discover entries that you don't even think of, but that may eventually pop up when a patent is filed. Believe me, the time and money spent is a smart investment in your part and will save you tons of troubles later.

SUPER INVENTING

By spending some time, money, and with a little imagination, you may basically save your invention from being ripped off by legal copycats. If you only spend the time and energy, seeing your invention through the eyes of possible rip-off artists, you will make your invention virtually armor-plated. By adding the features and improvements yourself that others might easily think of, you can make it almost impossible for them to improve or copy your invention.

As you know, what makes one product better than the competition is often more features. Go to any grocery store or department store, you will see that the leading product always has more bang for the buck! Furthermore, by adding additional features to your invention, you will enable your patent attorney to file more claims and get you a much stronger patent.

Super invention is like the socks, shoes, sweater, coat, and hat that you put on when you go out in foul weather. Just remember that in reality, your invention is your "baby": brand new, fresh out of the comfort and protection of the womb. This infant child is fragile and very, very vulnerable to the outside world and all the dangers out there!

Your invention is also like a tiny seed that you have planted. It requires watering, weeding, time and care to give the harvest you expect. If you try to harvest while the fruit is still only a flower, you won't have many apples to take to market. Spending the time (and patience) at the beginning of the process will yield rewards at the end of it.

Ask yourself these simple questions:

"How can I send my innocent new-born baby out to the real world? How can my baby survive out in the cold and without any clothing or protection?"

"Is my baby strong and healthy enough to make me any money, or at least more money than I am spending on him/her?" (At first, of course, you will be spending more than you make, but if the product is too weak, you need to spend still more before exposing it to the world.)

MODELS AND PROTOTYPE

There are many great engineering computer programs on the market today. Programs like SolidWorks, Pro-E and Auto Cad, etc., can develop your concept all the way to Solid Modeling, where you can actually see all the parts or assemblies in 3-D on the computer.

Parts can be rotated to see every detail, change the mechanical properties, materials, etc. to find the best results. Stress Analysis software allows parts or assemblies to be exposed to stress, heat, fatigue, etc. and results are shown in different colors, allowing the design engineer to modify the parts for desired results.

Programs like SolidWorks are dependable enough to give you realistic feedback about how your invention works. Parts weight, volume, and all technical specifications are shown on the monitor and can be utilized to support your claim that your invention actually works.

You can use photo-realistic images of your invention along with fully dimensioned drawings and specifications, and utilize them for fundraising. The same drawings can be easily converted to patent drawings and save you a great deal of confusion and frustration. These dimensioned, mechanical drawings can be used (later after proper protection) to get production prices from manufacturers.

Rapid Prototyping

CAD and mechanical drawings can be downloaded to Rapid Prototyping machines and make you quick parts in a matter of days instead of months! Companies like www.stratasys.com make machines that can create parts as big as 36" x 24" x 36" out of varieties of plastics. Larger parts can be made out of multiple pieces glued or secured together by mechanical fasteners. Parts are made in durable thermoplastics in a resolution of +/- .003".

These parts can be easily used for many real-life tests or utilized as molds or patterns for pre-production runs.

It is now a good time to make at least a model (more on that in my next article) or preferably a prototype of your invention. Inventors often fail to gain the interest or support of backers or buyers simply because the "Idea-On-the Paper" does not cut any mustard with anyone. Most financial people want proof! Also, it is simply a fact that many people cannot visualize from a drawing...they need 3-D that looks real and makes sense to them for AHA Moment!

They also want to make sure that what the inventor says is not a scam and that in the long run, they can make money, rather than losing it by investing in a new and unproven gizmo that nobody ever heard of.

Your model or prototype proves to you and others that;

- Your invention actually works!
- It is a practical invention that fills a need (as discussed earlier). Perhaps this is a need that people do not as yet realize they have, but once your product is on the market, it will be perceived as something they always wished they could buy, and now that they can, they will!
- Your potential investors, helpers, and buyers now have something "REAL", tangible and 3-Dimensional to hold in their hands, and they can feel comfortable parting with their hard-earned money!
- Manufacturers and marketers now have a point of reference to enable them to estimate costs, weight, marketing strategies, etc.
- Models and prototypes or their photos are also a great aid for your team members to take with them when they are seeking the help you need and deserve.

All these presentation materials can help your patent attorney to do a great job in preparing the patent application when you are ready to file.

One of the most important reasons for making a model and prototype is the fact that many errors and faults are not visible in 2 dimensions (drawings and patent). Detroit and their mighty engineering teams often discover major failures in their designs after they are turned into working models or prototypes.

In some cases, for instance, a working model actually saves the patent. A good example is Johnson's magnetic motor, where he used moon-shaped magnets to create a perpetual energy machine. http://fuel-efficient-vehicles.org/energy-news/?page_id=1064

The Patent Office does not like inventions that do not fit within the established standard and proven scientific paradigms. Furthermore, because of the pressure from oil and power companies, perpetual energy innovations don't stand a chance. As a result, his application was denied. Well, everybody knows that you can't make energy out of thin air right?

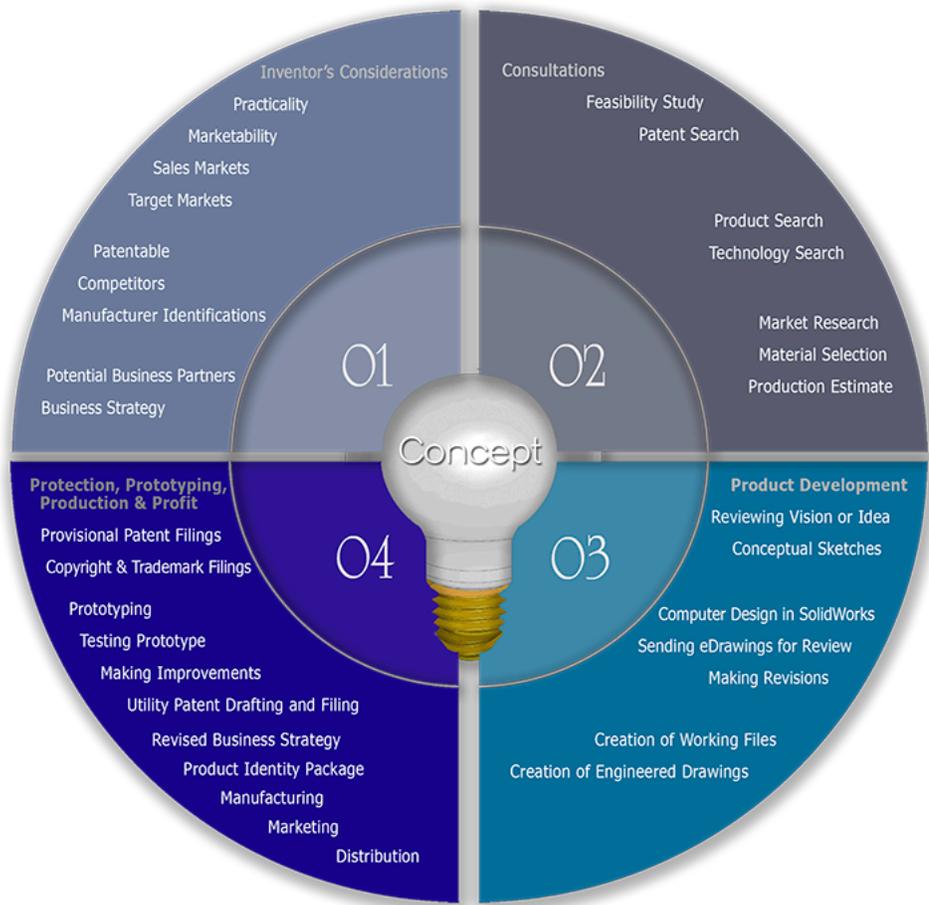
Well, Mr. Johnson invited the patent examiner to come to his basement and see the working model and got his patent # 4,151,431 on April 24th, 1979!

PATENT - AT LAST

Now that you have done your basic homework, now that your idea has matured into a well-thought-out and full-blown invention, now that you have a model or prototype that works, it is a good time to go see a patent attorney.

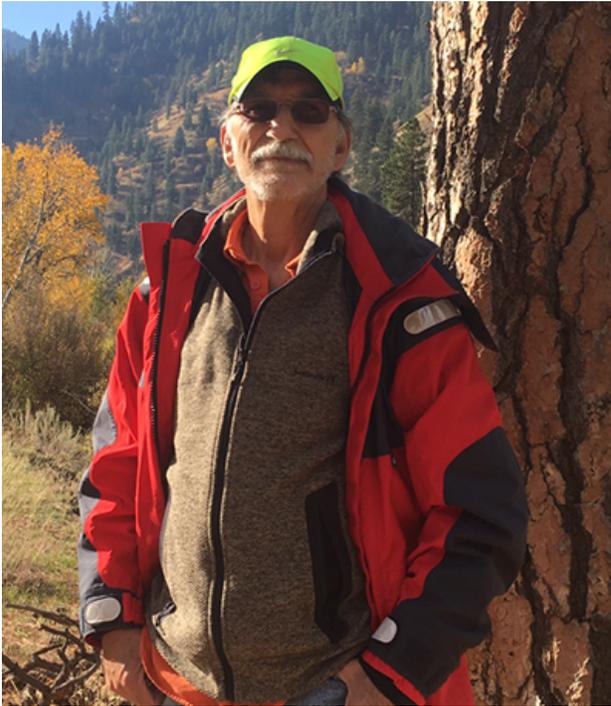
Use this Infogram as a guide to make sure you have covered the necessary steps – from idea to revenue.

from concept to revenue



To view larger format www.abmobasher.com/infogram.html

ABOUT THE AUTHOR



Thriving well into the twenty-first century as an inventor and entrepreneur will require you to anticipate the FUTURE.

- *Predict your customer needs.*
- *Innovate the products required to fulfill those needs.*
- *Produce those products excellently.*

"My worldwide base of clients are from all walks of life and I take great pride and pleasure treating them as I wish to be treated myself.

My work is much more than making a living. My work is about changing the paradigm of the future by walking my talk in the present.

Like all of you pioneers out there, I know that we are here in these very special times, anticipating what we must do, in order to create a future, where we can prosper well into the twenty-first century and beyond.

Our own well being, prosperity and happiness, along with our children and all future generations depends on it!" ~ Ab Mobasher

Some Thoughts to Share

My name is Ab Mobasher and I am an Idea and Product Development Consultant. I have nearly 40 years of experience in the invention industry, as I am an inventor myself. At the beginning of my career I struggled to wear all the different business hats required to move my ideas into the marketplace. That's when I realized I needed additional education and diversified experience to learn and know the full innovation business process.

Now, over the past 20 years, I have been successful in moving hundreds of ideas from thought to revenue and I can help you.

How we can help you

- Scope your idea for practicality, marketability, potential sales markets, identify target customers and point of entry pricing
- Research competitors, market acceptance
- Research markets with a feasibility study
- Search Prior Art, Patent and Technology
- Innovative product and expanded concept design and development including conceptual sketches and product development in SolidWorks
- Identify tooling, technology, and manufacturing

Additionally, my specialty involves

- Provisional Patent Filings, Copyright and Trademark Filings, Utility Patent Drafting and Filing
- Prototyping, tooling design and production
- Development of product identity package with presentation materials for funding and marketing.
- Assist with business strategy, business structure, sales markets, distribution channels, market entry points, and potential business partners

The Innovation Process

Do you have an idea you think will add value to a person's life, the marketplace, the world and make you some money?

Do you know the multitude of processes required to move your idea from a thought to a product into the marketplace through distribution channels to close the sale and bring you revenue?

With a seasoned guide, it is simply a step-by-step process.

Additional Background

My industrial career started in 1969 as a technical inspector for American Motors. I have always enjoyed the challenge of not only solving problems but also finding better answers.

I have gone all the way through the innovation process, designing and developing hundreds of inventions for individuals and major companies, as well as myself. Having created technical drawings and engineered a wide variety of products and technologies, I have also machined and fabricated the prototypes, and the precision tooling and machinery needed to manufacture some of those products.

Besides product design and development, I have also created prototypes and tooling, models and patterns. My highly detailed Star Trek Sci-Fi miniatures received the H. G. Wells Science Fiction award.

I am also a designer, master engraver, master machinist, tool and die maker, and industrial engineer. I have made high precision aircraft parts, designed and made a wide assortment of new products including tools, patterns, and molds for Rotational Molding, Injection Molding, Investment Casting, Reaction Injection Molding, Die Casting, Spin Casting, Boating, and Thermo-Forming Industry.

Free 20-Minute Consultation

Information is gold. Fear is paralyzing.
Contact me today for your FREE 20-minute consultation.

When we receive your email to schedule your appointment, we will email back to you, our company's mutual NDA to protect all intellectual property rights.

Once the NDA is signed and received. We will send you instructions to begin the 20-minute FREE consultation, where we can discuss my initial recommendations. I look forward to working with you and helping you take your idea from thought to revenue.

A Few Reviews, Testimonials and Success Stories

(Most of the projects cannot be shared in order to protect client confidentiality)

"Abby is both skilled and passionate in his chosen field. He will consciously go out of his way to assist you in championing your project and approaches your project as if it were his own. As an added bonus, Abby is a very bright individual making the necessary interactions a pleasure as opposed to a burden." ~ Project: Bottle Design

"Working with Abby was fun and very educational. his knowledge of the process of the invention alone was worth the money I spent and the product he came up with and the others he proposed were all well thought out and each one better than the next. He went out of his way to chase down measurements and do the research. in the end, he gave us a marketable product and a few ideas for future uses that I'd never have thought of. We intend to use him again as soon as we're ready to roll out our next product. many great thanks to you and your team Abby." ~ Project: Light Weight Sports Drink Bottle and Holder

"Abby was Great to work with. Any roadblocks we were able to overcome. He was in the process of moving during our project and still made it happen. Very nice gentleman." ~ Project: Product Design

"Abby is a wonderful and very talented engineer and inventor with vast experience, great imagination, and a big heart. I'm happy with the outcome of my project. Abby has delivered more then I asked for. I would recommend Abby to any inventor as not only he is able to deliver the technical part of a project, but also can provide great input into your design and other important parts of the invention process. I had a great experience working with Abby and would hire him again in a heartbeat." ~ Natasha Matskovich -Convertible Designs

"Highly recommended" ~ Project: Soundproof Panel

"Abby is an awesome individual to work with. Extremely professional and extremely knowledgeable in his field. I will definitely work with him in the future. And I do recommend his services." ~ Project: Product Design and Development

"Highly recommended. The project was completed on time and far exceeded my expectations. I wouldn't hesitate to use this provider... you are in assured safe hands. Very highly skilled designer!" ~ Project: Creation of New Product

"GreenTekRD was a pleasure to work with. They brought creative energy, imagination, and experience to the project. GreenTek RD asked the right questions, instinctively understood the concept and provided a quality result. They always kept the project moving forward and did an excellent job of communicating status and progress results. I would not hesitate to work with GreenTek RD again." ~ Project: Solar Sunshade

"Abby was an absolute pleasure to work with and prevailed with a great design. Very dedicated and committed to delivering quality and on-time work. Very responsive and always came straight back with responses despite different time zones! In fact, I am already preparing another project that will go straight to Abby to work on! " ~ Project: New Canvas Picture Frame

"Abby is great to work with as usual! This is my second project with Abby and there will definitely be more. Abby assisted with not only producing a great design but also finding a great domain name for the project and designing a logo! Thanks again, Abby." ~ Project: New Design Picture Frame

"The man is the best in the field and goes all out to please." ~ Project: Conceptualize and Design Gym Equipment

"Working with Abby was an absolute pleasure! He treated me and my ideas with respect throughout the whole time, although I am new to the process. He treated the project as his own personal project and never stopped thinking of new innovative ideas. He is very knowledgeable, professional, patient and personal. We have only completed the first portion of the project but, I am definitely looking to continuing and completing the project with Green Tek! Thank you, Abby! " ~ Project: Heating Dish

"Very easy to work with. Excellent interpretation of designs and product concepts. " ~ Project: Product Development

"Abby performed his work diligently and with a full heart. We really thank him for putting all the work into this project. He made a development plan and finished his work before all the deadlines. I also should say that he went beyond and delivered a lot more than he promised. Highly recommend him. We are now working with him on the next project. " ~ Project: Need to Make a New "Gadget" for Production

"Thanks, Abby! The sketch looks amazing. I'll get back to you and we'll move on to the next part of the project. I HIGHLY recommend Abby. -Mike L." ~ Project: Manufacturing, Design, and Drawing of a Future Product

"Talented Product Designer, Better Than Expected." ~ Project: Improve Design of Harness

"I was very satisfied with Abby's work and guidance, and will certainly be working with him on future projects." ~ Project: Deodorant Container Made from Bamboo

"Will use again. Professional and very knowledgeable. Highly recommended!" ~
Project: Desk Design

"Job better than expected - A+++ Thanks Abby" ~ Project: Design Solar Oven

"Abby worked hard through this next phase (#2) of this project. Abby takes a personal interest in the project and works and reworks to your satisfaction. If you are looking for someone creative and diligent, Abby 's talent and professionalism shines on those lines. He is less "dry engineer" and more "artist and collaborator" if that is what you are looking for. Highly recommend." ~ Project: Preliminary Prototype

"I can't say enough good things about Abby and GreenTek. The title of my project was "Help bring an invention to life". Not only did he help, but he immediately grasped it, brainstormed, poked and tweaked until we got the best results. His easy demeanor and fun personality made it a pleasure to work with him. We've since moved on to the next phase and I have 100% confidence I have the right team behind me. His willingness to help and go the extra step was above and beyond. This was not simply a 'job' to him. This was a friendship and a collaboration he took personal pride in and that is exactly what I needed going into this, and what I suspect he gives to all his clients. His expertise became obvious right from the start. I highly recommend him and his services. Abby's style is fun and encouraging and he kept ME motivated along the way." ~ Project: Help to Bring Invention to Life

"This contractor is clearly an expert in his field and a pleasure to work with. His pleasant personality makes it easy to be comfortable with him. I put a lower number in the "Adherence to schedule" only because the project was late due to prior projects this contractor was engaged in. Though it was beyond his control, it slowed down the process. However, please do let that hinder you from working with him - you will miss out a gifted designer. I will be utilizing his services again for future projects." ~Project: Design and Prototype a New Kitchen Product

"Abby was fantastic and really helped bring about a clear vision for the project. His expertise related to the inventing/innovation process was extremely helpful. Phase I is now complete and we look forward to working with him through Phase II." ~Project: Product Design and Engineering

"Ab Mobasher was really amazing. he is part artist, part engineer, and now a friend. really took and owned the project providing much valuable feedback and great suggestions." ~Project: Cast Iron Product Design

"...on to the second phase! Ab Mobasher delivered quality work once again."
~Project: Cast Iron Product Design – Phase 2

"Abby continued to provide excellent service, above and beyond what was promised. He took my vision and made it come to life. He is fun to work with, creative and honest. I would not hesitate to recommend him or hire him in the future." ~Project: Additional Work on Prototype

"I have worked with Abby on a couple projects. He is a talented designer, professional, and very fast. He is very knowledgeable about a wide range of manufacturing processes and product development. He is very helpful and routinely goes above and beyond expectations." ~Project: Final Product Revision

"Ab did a great job on this project. Fast, great designs, responsive to special requests. I look forward to working with Ab again on future projects" ~Project: Design Revision

"Ab understood what I could afford and still provided A-Plus Service. The Job was done with 100% dedication and consideration for me and the success of my project. Ab offered additional feedback that was in his field of expertise but outside the scope of what he was hired for. This too was very helpful and much appreciated. I look forward to working with him again." ~Project: Kitchen Utensil Design 2

"Abby is a true professional. He took time to understand what I wanted to accomplish before starting the Job(s) I hired him for and it showed in the results. He created from rough drawings and sketches products and applications that I had only vaguely imagined. Frankly, I am impressed and look forward to working with him again in the future." ~Project: Kitchenware Design 2, Part 2

"Good work, quick turn around." ~Project: Product Design – Realistic Rendering

"Abby is a great contractor to work with. He impressed me from the get-go - the level of detail on his project bid and responsiveness to my queries continued throughout the project. He is a subject matter expert, knows what he is doing, and is highly detail oriented. This was my first product design on elance, and he not only made me feel comfortable in the process but also offered a much lower cost to get the project started. I did end up spending more, but that was because I liked what I saw and wanted more of it. Ultimately, not only was it a pleasure working with Abby, I feel like I have a partner and a mentor working with me on this project." ~Project: Cookware Design

"Abby did extensive research to produce my project, put in many hours of thought in the process of creating a design for my project." ~Project: Electro Active Polymers

"Not only has Ab gone above and beyond his scope of work, I think is safe to say I found in him also a friend for life. I look forward to future collaborations." ~Project: Wall Clock and Wrist Watch

"A consummate professional, Abby impressed me with his design skills, attention to detail, and responsiveness, all of which are outstanding. He was a true collaborator who spent more time than was initially expected on my project to ensure that it was properly executed to my specifications. Most importantly, he took a genuine interest in helping me develop and refine my concept to prepare for commercialization. I look forward to working with Abby again on future projects!" ~Project: New Product Design and Rapid Prototype

"Wonderful individual, good Businessman." ~Project: Cashless Payment Systems for Filling Stations

"Ab is a great designer to work with. He is very responsive and doesn't waste any time going to work on my projects. He does the work exactly as requested and offers suggestions to improve manufacturability. He regularly provides several design options to choose from, going well beyond my original request. Ab is clearly an expert in his field. It has been a pleasure working with him on my projects." ~Project: Final Product Revision

"Had a great time working with Ab, very helpful." ~Project: Sport Watch with Specific Features

"Ab Mobasher is smart, quick, super-friendly, and interested in helping clients get the design right. Awesome. Man of integrity. Lots of fun. Makes beautiful drawings and designs." ~Project: Needed Highly Skilled Product Designer

"Outstanding level of detail and impeccable communication skills. Will absolutely use Abby again." ~Project: Container School / Medial / Safety Vessel

"Genius.....just understood what we wanted exactly, got right on the job, delivered before time and more than what we expected....thanks a tonne! I would definitely contact for more work, genius indeed!" ~Project: Conceptualization and Designing of an Eco-Friendly Vehicle

"Ab is not only a customer focused and an efficient perfectionist but also an inspiring professional. Ab was one of the most dedicated professionals through his work at GreenTek. Ab is a forward thinking, excellent and result driven person. If you need a professional to do a job, make sure you have Ab doing that job." ~Project: Design a Mechanical Item

"Unsure at first.... but now, I'm ready to say it... Aby is awesome! The first time I put this project up I awarded it to the team with the cheapest bid. I got burnt. The project was done as requested but unusable for technical reasons. This time I went for the best. Aby, is not only professional but he really takes pride in the work he does and the relationships he builds with his clients. He has worked overtime for me in an effort to provide a product that he and I are both proud of. I was a little skeptical at first about the whole thing but now I

can honestly say I couldn't ask for a better designer. We will be continuing to work together on many projects to come." ~Project: Design New Product

"This is my first time working with Abby. I was skeptical in hiring a contractor to do my sketches, however, I am very happy that I did. Abby is very professional and very well educated in the field of developing prototypes. He took my concept in my head and translated it into different versions of sketches for me to choose from and added features built according to my specs and tolerances. The original phase of the project was completed on time. The last phase of the project delayed because of my finances and I had to stall the last phase of the project. Not only did I get a good quality sketch and design he also took the time to educate me in the process and advise me way above and beyond how to protect my idea and the options needed to make modifications and changes. At the end, I also gained a good trusted friend that I will continue to work with on many other projects, as this is just the beginning of a wonderful relationship." ~Project: Quick Release Prosthetic Component

"Abby is a wise man with a big heart. I would definitely recommend him for traditional product development. Our product had a modern design that we felt wasn't a perfect fit, but he certainly has a tremendous amount of experience and a long history as an inventor and product designer. His sweet demeanor makes you feel like you're part of his family from the moment you begin working with him." ~Project: Product Design | Rough Sketches to Prototype

"Again very happy with Abby and his professionalism. Well done and we will be talking again!" "Very happy with the outcome. I will definitely be using Abby again. Thanks very much!!!" ~Project: R&D and Prototype

"It was a pleasure to work with Abby! I feel like he really understood the creative process that we were going through, and he put in extra effort to incorporate all of our needs into a design. He also understands the importance of cost-efficiency and IP and he is completely a team player. He took ownership over his work and I felt like I could trust him through the whole process. He is also really responsive to messages and sticks to deadlines. Even after he completed the design he has still made himself available for support and questions, which shows he truly cares about the project!" ~ Project: Off-grid Atmospheric Water Generator Prototype Design

"We are very delighted with the work carried out by Ab Mobasher. He and his team are very professional and have delivered above and beyond our expectations. We sincerely hope to use Ab Mobasher and his team in the very near future to collaborate on new projects." ~ Project: Doubled walled coffee mug

Pat yourself on the shoulder for being an inventor. You are indeed one of the few and lucky ones who have been entrusted with the gift of "Co-Creativity" from God, our creator, and the ultimate inventor! God gave you that special gift knowing that you are the one that will make it happen!

Visit my website to learn even more about Innovation 101 and my forthcoming book.

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Services and Consultation Rates available at www.AbMobasher.com
Confidentiality Non-Disclosure Agreement (NDA) available at www.AbMobasher.com

Remember to use the NDA if you must discuss your idea with anyone.
Finally, remember to keep your lips sealed and resist the temptation to brag about your idea.
Be smart and play it safe.