



Second Rain™

Integrated Rainwater Collection

Wed. 14 March, 2012

Evansville Inventors & Entrepreneurs Club

- I. Intro: Who I am, what I do, and where am I?
 - a. Art + Science = for me, Landscape Design, with small biz background
 - b. Typical small business owner: I DO EVERYTHING (or at least try)
 - c. A Magnificent Obsession, I'm somewhere in the Process...

- II. Get Down to Business: Just Jump in!
 - a. Take Mom's advice. Or a Mentor...
 - b. Timing will never SEEM perfect
 - c. Tear it Apart. No Pride. Be the customer
 - d. Run Feasibility, then test the waters 1st ¹
 - e. Draw, or SketchUp the results.
 - f. Rendering, FireGear USA example



- III. Legal Stuff
 - a. Provisional Patent – learn to speed read, and patent lingo² (Go, Mom, Go!)
 - b. Wait a sec, where are we going? And what's with this handbasket?
 - c. That said, some protection is good – like... Rain Bench® ! Yay! ☺

- IV. Free sharing is a movement. Online it's blogging. Offline it's here, now.
 - a. Quality web content leads to SEO, traffic, sales & you have no idea...
 - b. Quality networking, info sharing, brainstorming leads to even more
 - c. ALWAYS improve your product (or someone else will!) -the DIY kit



- V. Action Conquers Fear
 - a. Do something every day that scares you, create an elevator pitch
 - b. Read Magic of Thinking Big, or what inspires you, 15 min. every day
 - c. Make someone MAKE you accountable, on a timeline.
 - d. Wayne Gretzky said: "One thousand percent of the shots I don't take, don't go in"

¹ Not what I did... example of market testing with minimal investment risk is from *The Four Hour Work Week*, by Tim Ferris

² A ridiculous amount of info is somewhere on uspto.gov, like <http://www.uspto.gov/inventors/independent/eye/201004/provisional.html>

