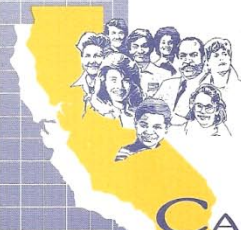


SHOCKING, BUT TRUE
OVER 95% OF ALL GOOD
IDEAS // INVENTIONS FAIL
BECAUSE IT'S CREATOR - - - - -

- ◆ DIDN'T KNOW TO DO MARKET RESEARCH
- ◆ DIDN'T KNOW HOW TO ENGINEER IT
- ◆ DIDN'T KNOW HOW TO PRODUCE IT
- ◆ DIDN'T KNOW HOW TO PACKAGE IT
- ◆ DIDN'T KNOW HOW TO PRICE IT
- ◆ DIDN'T KNOW HOW TO MARKET IT
- ◆ DIDN'T KNOW HOW TO SELL IT
- ◆ DIDN'T KNOW HOW TO LICENSE IT
- ◆ DIDN'T KNOW WHO THE COMPETITION WAS
- ◆ DIDN'T KNOW THE TRUE MARKET SIZE
- ◆ DIDN'T KNOW THE VALUE OF TIME
- ◆ DIDN'T KNOW HIS//HER LIMITATIONS
- ◆ DIDN'T KNOW IT SHOULD BE 'WE' NOT 'I'
- ◆ DIDN'T KNOW HOW TO FACE REALITY

by: **Lawrence J. Udell**



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