

Product Idea to Product Success

Reviewer Synopsis

Created by the author from practical experience and as well as studies in the fields of engineering, management, and marketing, *Product Idea to Product Success* is a well-organized guide to turn an idea into a commercially viable product. The book is targeted to Inventors, Entrepreneurs, and Small Business owners who have a product idea but don't know how to get to market effectively.

The reader is introduced to a simple integrated product marketing and sales method called **Market-Step**. This process guides the reader to develop their product applying step-by-step easy to understand instructions, examples, and exercises.

In Part One, the author provides a complete product launch roadmap, discusses how to protect an idea, the pitfalls to avoid, and the successes to imitate. In Part Two, he shows numerous practical research techniques to determine if an idea is marketable. Part Three continues with easy to read steps to plan, develop, and launch a new product. The book includes guides to selecting a target market, evaluating competition, writing a product plan, and raising money to fund an idea.

This well researched book teams with resources that alone are worthy as a handy reference guide. From testing an invention, to making a prototype, to bringing a product to life, readers will find useful advice on every page of *Product Idea to Product Success*.

Target Audience

- Current or future Inventors, Entrepreneurs, and Small Business owners
- Demographics include male 60%, female 40%.
- The audience has a basic understanding of business (high school to undergraduate level).

Key Points

- People from all walks of life have ideas for products that they want to license or build a business around. The problem is that they don't know where to start. *Product Idea to Product Success* is a roadmap and coach to flesh out an idea and make it a reality.
- Many small businesses, entrepreneurs, and inventors are product focused because that's what they know. This book shows how to be market and customer focused to create products that people want to buy.
- Existing marketing and management books talk about methods used at Fortune 500 companies such as GE, Microsoft and IBM, but they do not translate well into the needs of a small business or individual. *Product Idea to Product Success* focuses on turning an idea into a product with a real-world point of view.
- Some books written by famous inventors discuss their life story and their successes, but they don't offer a process that the novice inventor can follow.
- Many books will tell you what to do, but they do not really tell you how to do it. *Product Idea to Product Success* takes a reader by the hand through each step and tells them what to do and how to do it.
- Many businesses lack an organized process to launch products. As a result, planning is replaced by putting out fires, missed opportunities, and duplication of effort. *Product Idea to Product Success* fills the gap with an easy to understand process that businesses can follow.

Benefits to the Reader

- Learn the activities needed to bring a product from idea to commercialization
- Learn how to test your ideas without having to spend money developing a product
- Learn when to scrap an idea before spending too much money

- Learn how to produce products that people want to buy
- Learn how to evaluate and outdo the competition
- Learn how to streamline product development time
- Learn how to create meaningful product marketing requirements
- Learn how to write a product plan with an integrated marketing and sales perspective
- Learn how to get a product ready for product launch
- Learn how to monitor sales and marketing effectiveness
- Learn the ins and outs of the patent process
- Learn how to get a product designed and manufactured
- Learn what it takes to get an idea licensed by a manufacturer
- Learn how to get funding for your idea

About the Author

Matthew Yubas is a Certified Product Marketing Consultant for the Small Business Development and International Trade Center. He has worked as an independent consultant, engineer, and product manager for startups, small business, and Fortune 500 companies. He has launched new products such as software applications, wireless devices, and websites. In addition, he has helped clients in a diverse number of industries that include sporting goods, clothing, photography equipment, digital art, and home decorations.

As an entrepreneur, he was a co-founder of a software company that developed one of the first personal information management software products. He has earned a B.S. in Electronics Engineering and an M.B.A. in Management.