

Inventors Association of Australia (SA) Inc.

www.inventors.asn.au

Your Presentation ...

Presentation performance

- Your personal appearance - should be clean, neat and tidy. Don't be distracting in what you wear or in the way you do your hair etc. - you want your audience to study your idea or invention - not you.
- Introduce yourself briefly, stating your background and the type of business you are in at the moment, also mention your main interests. If the Guest Speaker coordinator has already done this while introducing you, do not repeat everything - just add anything that was not mentioned - keep it brief. Remember the time limit.
- Introduce your invention/idea in simple terms... what is it, what it does. Mention if it is an improvement/innovation on an existing product. If you forget this stage, your audience will be consumed in trying to work out what it is and what it is for and will miss the next part of your presentation.
- Speak out (not down) clearly, at a level so that all in the room can hear. Have your presentation rehearsed and timed so that if there is a time limit you can work within that limit. Watch people's faces to see if your message is getting across - do they look puzzled?
- Keep to the point and avoid too many side issues. Relax! ... but do not slouch.
- Use as many samples or prototypes as possible - these will describe the idea or invention for you. Give the audience time to peruse them before going on with more important information. Use this time to talk generally about the samples/prototypes. Make sure the prototypes are strong enough to be handled. Ensure that the prototypes work or at least show how it will work!

- Ask the audience what they think of your idea/invention. Take any comments as positives. If you can, make quick notes as you speak. You may be able to work any suggestions into your plans. Remember everyone thinks differently and come from different backgrounds.
- Use a whiteboard, prepared drawings, hand-outs, on-screen presentation or other apparatus, to explain relevant aspects not visible in the prototypes.

Things to consider about your idea or invention.

- How different is the idea? Is it completely new or a variation on an original idea? Search the Website <http://www.delphion.com> (Delphion Intellectual Property Network) to see if someone else has thought of/patented it.
- Are you producing/going to produce your invention yourself?
- What will it cost you to produce?
- How much will it sell for? Who will sell it for you?
- Have you a patent in place? Has the patent process been investigated?
- Will it last? 9 day wonder? Years? Decades?
- What size of market do you have in mind? Local? Worldwide?
- Will the invention appeal to all people or just a section of the community?
- How does your invention perform? Will it work?