

MIND TO MARKET EXPLAINED

Alfred Pitts received his patent for a motorized ice breaking apparatus in January 2004. Not having a working prototype was his biggest hurdle to prove his concept and thereby license his patent. AI approached IDEA in March 2007 with a request to design and engineer a product that would prove his concept and help license it.

The IDEA team identified that the key would be to ensure that the product was portable, rugged and user friendly.

Patent No. 6675506

RESEARCH 01

IDEA conducted an in depth research into the dynamics of the market the product would sell in. We identified key challenges that would have to be addressed in order to create a winning product:

1. A light, rugged, maneuverable design that can be used as easily by an 11 year old as a 70 year old
2. Ice breaking blades that can automatically adjust to different ice sheet thicknesses without active user intervention
3. Establishing a unique aesthetic that sets the product apart from both lawn mowers and snow blowers



ENGINEERING 03

The engineering team developed the triangulated, self-adjusting blades that do ice-breaking duty on the product. The geometry of the blades itself allows them to automatically adjust to varying ice sheet thicknesses without deploying complex mechanisms or hi-tech electronics.



MANUFACTURING ASSESSMENT 05

IDEA's team of manufacturing experts ensured that each part and sub assembly were fine tuned for eventual cost effective and efficient manufacturing by picking the right materials and processes for the job.

INDUSTRIAL DESIGN 02

Usability and aesthetics were the prime concerns of the design team. The team proposed a lightweight, rugged, pipe frame chassis, inspired by performance sports bikes and go karts, that represented a huge improvement from the 400 lbs C-section chassis that would normally have been used. The retro-futuristic aesthetic developed by the team also ensured that the motorized ice breaking apparatus would look stunning and like nothing else on the market!



ANIMATION 04

The animation storyboard clearly shows the internal workings of the motorized ice breaker including the relationship between all the different moving parts. The animation team relied on high end computer software to create, edit and composite the animation film that will serve as an infomercial for the product to potential manufacturers and licensees.



MARKETING LICENSING PORTFOLIO 06

The communication and marketing team at IDEA put together a comprehensive document and an accompanying CD that is the Marketing Licensing Portfolio. The MLP explains the design, engineering and manufacturing details of the product along with establishing its context and usage that would help potential manufacturers and licensees make informed licensing decisions.

Our unique Mind To Market process will help you take your patent to the next level.

