A Better Way to Invent® Guide
Everyday Idea People make a difference

Where would the world be without everyday Idea People who took the steps to transform their ideas into products? Our history is the story of Idea People who created everything from paper clips to rocket ships.

These people will be remembered for their innovative contributions. Most of our heroic innovators were everyday people who worked as truck drivers, painters, hairdressers, salespeople, or a couple of bicycle mechanics like the Wright Brothers, who invented the airplane. In other words, everyday people with new ideas can make a difference.

“Many of life’s failures are caused by people who did not realize how close they were to success when they gave up.”

—Thomas Edison, Newspaper Salesman
IDEA Instant Light
PRODUCT Light Bulb

“It has been my observation that most people get ahead during the time that others waste.”

—Henry Ford, Farmer & Machinist
IDEA Affordable manufacture of cars
PRODUCT Automobile Assembly Line

“All our dreams can come true, if we have the courage to pursue them.”

—Walt Disney, Ambulance Driver
IDEA Full length feature cartoon films
PRODUCT Animated movies

“The idea of basketball was not an accident. It was developed to meet a need.”

—James Naismith, P.E. Teacher
IDEA Get people to be more active
PRODUCT Basketball

“Isn’t it astonishing that all these secrets have been preserved for so many years just so we could discover them.”

—Wright Brothers, Bicycle Repairmen
IDEA Transportation like a bird’s flight pattern
PRODUCT Airplane

“I can’t say that the bra will ever take as great a place in history as the steamboat, but I did invent it.”

—Mary Jacob, Publisher
IDEA Support system for breasts
PRODUCT Bra

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Another everyday Idea Person

In 1986, George Davison, like many Idea People, had several ideas for new products. One was to prevent toothbrush germs from spreading and getting everyone in his family sick. After spending over two years and exhausting a significant sum of money trying to bring his idea to life, a major corporation beat him to the market with the same idea. It was at that moment that he decided to create a company for idea people like himself who needed a method like major corporations used to develop products.

It took years of experimentation to figure out the best ways to transform ideas into tangible products. In time, he would develop and launch the world’s first affordable inventing method that we now know as The Davison Inventing Method.

Thirty years later, Davison’s proprietary technology has helped thousands of inventors bring their ideas to life. Recognizing his achievement, Entrepreneur Magazine called him a “Creative Genius”.

George Davison, Creative Entrepreneur, Inventor, TV Personality, Holder of 40 patents and trademarks.

IDEA  Develop a better way to invent

SOLUTION  Davison Inventing Method, proprietary process

“The method to build ideas into products is not new. It’s been used by the large, wealthy corporations for decades. I simply unlocked their secrets and made it available to all Idea People.”
How Davison’s technology turns ideas into products and apps

Davison Inventing uses trade secret technology to turn ideas into new products and apps that can be presented to corporations for licensing or placed on the open digital marketplace. Our clients’ products have sold in over 1,000 retailers worldwide and online.

1. IDEA SECURITY AGREEMENT
2. PRE-DEVELOPMENT
3. BRAINSTORMING
4. IDEATION
5. CONCEPT MODELS
6. PRODUCT DESIGN
7. PACKAGING DESIGN
8. INTEGRATED PRODUCT RENDERING
9. PRODUCT
“As an Inventor, I know the struggles of bringing an idea to market, and that’s why I created the Davison Inventing Method.”

—George Davison, Founder

Our technology brings our client’s ideas to life

Every product or app we designed for our clients began as an idea that used the Davison® Inventing Method’s technology.

Our client’s inventions have been licensed by corporations and sold by wholesalers, distributors, retailers, and online stores such as Amazon, Apple, Walmart, Sam’s Club, Best Buy, Dick’s Sporting Goods, Bed Bath & Beyond, Cabela’s, Auto Zone, Target, Sears, Walgreens, and PetSmart.

Turning an idea into a product is challenging work, and when that happens, people take notice. Our client’s inventions have been featured on TV networks including QVC, ABC, CBS, and CNBC. You can also find them featured in newspapers and magazines such as BusinessWeek, Industrial Design Society of America, and Entrepreneur.

The Davison®
Inventing Method
has built ideas into products in the following categories:

• Apps
• Housewares
• Automotive
• Health and Beauty
• Sporting Goods
• Hunting and Outdoors
• Tools and Hardware
• Pet Products
• Juvenile
• Lawn and Garden
• Novelty Items
• Toys and Games
• Electronics
• Defense
• Transportation
• Foods
• Energy
• Industrial
• Medical
• And Various Others
Idea People who chose our Technology

We are inspired by the creative spirit and determination that lives inside Idea People. Each one has a story that starts with a person who saw a problem, and asked the question, “How can I make this better?” Idea People are determined to chase their dreams, deliver hope, and face disappointment, all to make a difference in this world.

The stories of Idea People will serve as inspiration for generations to come, and we’re proud to represent a diverse group of inventors who are willing to take the next steps to craft their ideas into reality. If you wish to view more about these inventions and others, please visit our website at www.Davison.com.

“Have sold in” —
Kirt Whiteside, Business Owner
IDEA  Innovate old mechanics creeper with wheels
PRODUCT Hover Creeper™

“This has been an amazing experience. The world’s first mechanic’s creeper that floats on air has been launched into the pro mechanic market. Thank you.”

“Have sold in” —
Eddie Porter, Entrepreneur
IDEA  Convert whiteboard to an app
PRODUCT Coaches Whiteboard™ iPad App

“Thank you! I don’t know what to say, thank you so much.”

“Have sold in” —
Jean Rindfuss, Grandmother
IDEA  A pan for cooking healthier meatballs
PRODUCT Meatball Baker

“I couldn’t believe it. I was just so excited. Please give my thanks to everyone at Davison who worked so hard on my idea.”

“Have sold in” —
IDEA  A permanent toilet cap
PRODUCT Twister Cap™ & Twister Bolts™

“Our experience has been exceptional... We told all of our family and friends to go buy it. It’s in the stores... It’s a great feeling. It really is. We are very happy.”

“Have sold in” —
Zbigniew Deredowski, Carpenter
IDEA  Fizz keeper for soda pop
PRODUCT Can Pump and Pour

“I am so happy to see my product in real life!”

“Have sold in” —
Robert Huffman, Plumber
IDEA  Wearable hot or cold braces
PRODUCT Hot/Cold therapy brace

“I couldn’t believe that Davison actually kept working on my idea even after I gave up on it because I didn’t have the capital to put into it anymore.”

The typical project does not result in a license, sale of the product or profit. All of inventors above have realized a net profit on their inventions, except the Coaches Whiteboard App.
We’re here to help you with your idea!

Welcome to Davison. We’re not only family owned and operated but we’re like one big family around here. We would like to welcome you and invite you to start your idea with us. For 30 years, we’ve been trusted to keep ideas safe and secure as we move them forward.

Do you have a product improvement idea? The truth is, many ideas we receive are not completely new to the market. In fact, most of the products that are sold on the market were created through a series of changes and improvements to the original product. Improvements and modifications can take a product to a different level. If you have a product improvement idea or something brand new that the World’s never seen, we’d like to speak to you about it.

Here’s something for you to think about: if you kept your idea to yourself and never told anybody about it, would you feel regretful one day if you woke up and saw your idea on the market by someone else? Believe me. It happens more often than we think. It may have already happened to you in the past. It has also happened to our founder. He has learned that there’s no prize for second place.

We encourage you to explore your idea with us. Our consultation to help you is at no-cost and everything we discuss is held confidential. So you have nothing to lose. We invite you to start your idea today, just complete our Idea Security Agreement and we will call you or you can come take a tour our invention factory and we can discuss it in person.

GET STARTED TODAY

Complete the idea security agreement for free confidential consultation.

100% Confidential