

# Ingenious Ideas

## Dare To Invent

(NAPSA)—If you have an idea for a new invention but don't know what to do with it, inventor George Davison can help. "Dare to Invent" is his prized motto.

"But inventing is about more than just a good idea," Davison offers. "It's also about taking a chance."

As the founder and CEO of Davison, an award-winning new products development company that creates more than 150 new product samples each month, he knows a thing or two about inventing.

More than 20 years ago, Davison's very first invention was a toothbrush sterilizer, but a larger company beat him to market. That failure sowed the seeds for what Davison calls his most successful invention—his nine-step method for shepherding ideas from sketch to prototype to market—and fueled his determination to give every idea person the opportunity to see his or her big idea realized.

One first-time inventor, Joy Clymer of Fruita, Colorado, was so frustrated by trying to transport deviled eggs to a picnic that she conceived of the idea for a covered platter with egg-shaped cutouts. Her successful product, called Party Traveler, is licensed under the name Party on the Go for QVC.

Most inventions solve a problem. For EMS pilot Joseph Springer of Harleysville, Pennsylvania, his invention was born out of his fondness for the crispy edges of homemade brownies. His Silicone Dessert Bar Pan, which ensures firm edges no matter what's baked in it, was a hit, especially on QVC.

Some inventions improve on an existing idea. Kay Thompson of



**George Davison (left) with Joseph Springer and his invention, the Silicone Dessert Bar Pan.**

Clarkston, Michigan, found that walking her two Shelties in winter was anything but fun for her canine friends, whose paws always became cold, wet and salt soaked. So she created boots that would not slip off in the snow like the many she had tried. Now, her stay-put and fashionable Pugz Shoes for Dogs are all the rage.

Davison offers these tips to those who "dare to invent":

**Dare to Take Action:** Do your research to see if there is already something similar on the market.

**Dare to Share:** Share your idea with others. A nondisclosure or confidentiality agreement will protect you from having your idea stolen.

**Dare to Evaluate:** Evaluate your idea honestly and think about how to market the product.

**Dare to Ideate:** Shape your creation with sketches, illustrations and photos.

**Dare to Leave a Paper Trail:** Use a notebook to write down all your ideas.

To see real-life stories of everyday inventors, tune in to the "Dare to Invent" webisode series at [www.davison.com/webisodes](http://www.davison.com/webisodes).