



What is Innovation Monday?

The mission of Innovation Monday is to provide a resource network for small businesses and individuals to facilitate the development and commercialization of new product innovations.

How does Innovation Monday work?

Innovation Monday involves a combination of assessment, coaching, training and networking. Innovators begin by selecting a preferred format – the *Full Program* or *Individual Tutorials*.

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Innovation Monday – Full Program.

A comprehensive and disciplined approach to innovation development, this format is designed to ensure that due diligence is completed at every stage and step where informed decisions must be made. The *Full Program* consists of two Phases and a series of Gates through which clients advance by completing tasks relative to their product ideas and project goals.

Concept Development Phase.

Gates 1-3 begin with a series of project specific exercises followed by a one-on-one planning session. Included are three hours of conferences, a customized product plan, e-mail support and progress checks for a period of four months. Clients get training designed to confirm a project’s viability and avoid mis-steps at a pre-investment stage. The fee is \$295.

Product Development Phase.

Gate 4 offers practical training and support to clients as they develop their products further, assess options, build alliances, make presentations, safeguard intellectual property, and address other pre-manufacturing challenges. Included are three hours of one-on-one conferences, a product development strategy, e-mail support and progress checks for four months, and referrals to a network of professionals who could facilitate next steps. The fee for Gate 4 is \$295.

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Innovation Monday – Individual Tutorials.

One-on-one sessions with an experienced product developer-educator provide training and materials relative to the status, challenges and goals of each innovator’s project.

Tutorials provide a flexible format for those who want to work at their own pace and on their own timetables. The program supports innovators regardless of prior experience, from those who are test-driving their product ideas, to those who are well on their way. Others may want a general overview of the innovation process – what to do first or next. Fee for tutorials is \$90. per hour.

What are the desired outcomes of Innovation Monday?

- 1.) To help innovators determine that a product concept is viable and that it has a competitive advantage;
- 2.) To provide a structure that addresses the various stages of innovation development;
- 3.) To facilitate the advancement of projects to their logical next steps.

Who can apply for Innovation Monday?

Any small business owner or entrepreneur with a product innovation in a pre-manufacturing stage of development can apply. Applicants should be committed to commercializing their innovations as this program is not for hobbyists.



Innovation Monday Program Description

(9/09)



Why is Innovation Monday necessary?

Most mid- and large-sized companies have in-house personnel and budgets dedicated to new product development. But innovation is not just the domain of the few and the well-funded. Many new products come from small businesses and entrepreneurs who recognize a need in the marketplace and successfully fill it. This program is for those innovators who may lack access to resources and/or skill sets to move their creative concepts forward.

Why focus on innovation?

Innovation is the life-blood of any business community. That being said, moving from the concept stage to the marketplace involves a multitude of challenges, steps, and skill sets. This program offers a support network to those small businesses and entrepreneurs who may not have the experience or who may need some assistance in navigating the innovation development process.

What speciality areas are represented on Innovation Monday's referral lists?

Professionals from a range of innovation specialties including, but not limited to patent attorneys and agents, prototypers, researchers, engineers and manufacturing experts have signed on to participate in the program. Fees and payment terms for services rendered by these professionals are strictly between clients and the experts with whom they choose to work.

Under what conditions could a project not be a good match for Innovation Monday's Full Program?

The product idea may be impractical to manufacture or the commercialization process too lengthy. The concept could be too specialized with no area experts to whom a client could be referred. The candidate may not intend to be in business or have access to any financial resources to invest in the project. Decisions as to acceptance into the *Full Program* are at the sole discretion of Innovation Monday's management team.

Is it necessary to divulge the product idea in order to take part in Innovation Monday?

Yes. In order to assist clients effectively, some information about the invention is needed. All proprietary material provided by clients is held in strictest confidence.

Does Innovation Monday offer financial, business plan, marketing, or retail assistance?

No, Innovation Monday is focused solely on the development of the innovation. For information on financial and business related programs and services offered by the Massachusetts Small Business Development Center, go to www.msbdc.org.

Got a question or want additional information?

Contact us by e-mail at: info@innovationmonday.com. We're here to help.

Ready to get to work?

Request a Full Program Application or an Individual Tutorial Application and let's get started.

