



**inpama.com**

*Marketplace for ideas*

**User's Guide**

## **Inpama.com is**

the first global marketplace for the sale of protected inventions and patents. Our goal is to provide inventors a platform to sell and market their inventions **free of charge**.

Unlike open innovation communities, inpama.com is not a social network for communication between inventors and researchers, but is a marketplace for already protected inventions. As a result, prospective license-ready technologies can be found which can be quickly implemented into a finished product.

Inpama.com facilitates technology transfer in a way that up to now did not exist or only happened with great organizational and time requirements. From small companies, universities, or private patent holders, inpama.com is the global marketplace for ideas.

## **Inpama.com is not**

a vending machine where one deposits their ideas and instantly receives finished products or money. Those who don't work with the tools offered on inpama.com has not improved his/her chances to find the right business partners.

## **Inpama.com offers**

For inventors:

- promotion of patents
- secure upload of photos and documents
- embedding of videos
- market research tools
- evaluation of projects
- invitation of interested parties

For invention seekers:

- notification of new projects
- quick and simple contact with inventors
- newsletter with relevant projects in product categories

We give you the tools and show you how these tools can be applied to successfully make your idea successful.

**Best wishes,  
Your Inpama.com team**



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Register for free

Firstname

Lastname

Email

Register as

Inventor

Invention Seeker

[Check general terms and conditions.](#)

## Part 1 – Setting up your Inpama.com page

At every job interview or romantic date, presentation is everything. We at inpama.com share a similar view. How does one convey the message that your idea is a good one? This, like in life, is often decided upon the first impression. A good photo and the first sentences of the idea description are crucial. One cannot assume that a prospective client will read three pages of text to understand the geniality of the idea. If the client is not interested by the second or third sentence, chances are s/he will move on to the next idea.

You are responsible to ensure that your good idea will be well presented. On inpama.com you can find all the tools needed to help you do so. You can upload photos and documents, and even videos.

Even if your idea is not yet finalized and no product photos exist, use a photo that one can use to recognize the theme of your idea, or upload a photo that depicts the organizational process of your design.

Be vary careful with numbers in your presentation. A market assessment which uses sentences such as “if only one percent of households purchase this product will result in \$500 million in sales” makes your research appear to be unprepared. If you have no verifiable figures, then it is best to write none. Prospective clients and companies know their industry well and are able to assess the economic viability of the idea.

[START](#) [TOUR](#) [GUIDE](#) [ABOUT US](#) [IN THE PRESS](#) [BLOG](#)



### Inpama Marketplace for your ideas.

inpama.com is the marketplace to sell inventions and patents. Our goal is to provide inventors a platform to sell and market their inventions on their own. We do not charge any comission or fees from inventors or invention seekers. It's risk free.

**Give your idea a chance - It's free**

#### Register for free

Firstname

Lastname

Email

Register as

Inventor

Invention Seeker

[Check general terms and conditions.](#)

**New As Inventor?**

*Useful Tips For Newcomers*



## First steps

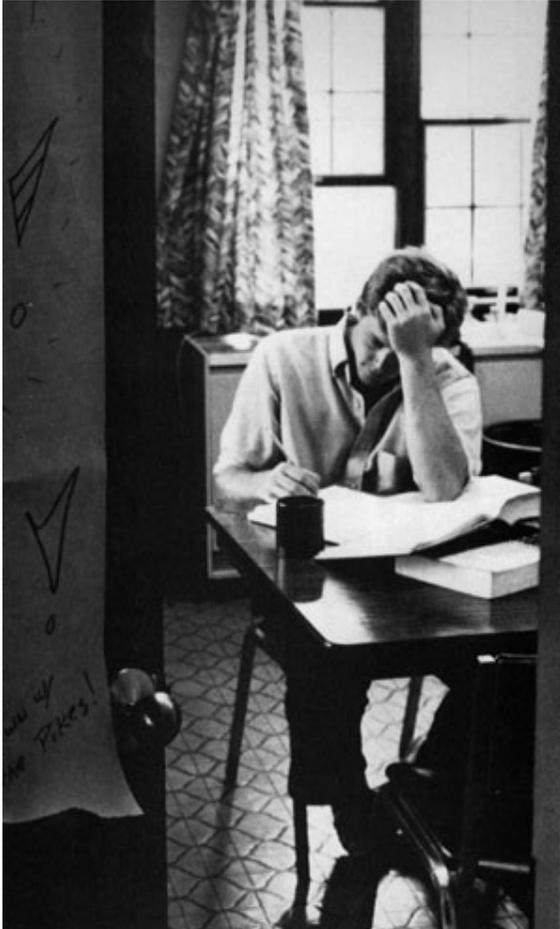
We have designed inpama.com to be simple and easy to use. Even novice users can quickly learn how to properly use the site. If you have any questions whatsoever, you can contact us at: [support@inpama.com](mailto:support@inpama.com)

A very important fact to keep in mind when trying to sell your idea is that the right people learn about your idea. Since your idea must be protected during a sales negotiation, it is important to quickly obtain publicity within the relevant business categories and future partners.

You can ask specific questions to registered professionals on inpama.com. These professionals include Patent Lawyers, Evaluations, Prototype constructors, and so on.



**After obtaining a patent, the time of secrecy is over!**



The most important to consider is how you will make your invention known. We have met many inventors who have asked “how can it be that there are so many useless products on the market, but a great invention like mine is unwanted?”

Our answer in most cases is that we cannot imagine that no one wants the idea, but is rather a mathematical problem. When a product that no one really needs is advertised on television, it is still shown to millions of potential customers. From this large segment there are a few who will then purchase the shown product. Most of the unsuccessful inventions have already by this time failed. There are often no professional visual aids, and in the case that they do exist, only a few producers have seen the inventions because after 30 negative responses many inventors lose courage and determination.

With [inpama.com](http://inpama.com) you have for the first time a tool that makes it simple for you to easily expose your invention to thousands of potential customers . One should note that it is not just the quantity that counts, but specifically the targeted approach.

It is best to utilise these tips like a plan from front to back. The services that are provided for you free of charge on [inpama.com](http://inpama.com) would usually costs thousands of dollars from a professional agency.

Every hour that you spend on the realisation of your invention makes you wiser and richer because you are not spending money for someone else to do this work for you. The rest you can learn on your own or can ask an expert.

**Your earnings are a finalized idea and money.**

## 2. Upload your invention

If you wish to upload an invention, you must register as an Inventor. Inventor seekers cannot upload their own projects.

Set up a project free of charge. The small question marks help you when filling in each data field. Take note that ideas that are not marketable will be removed to ensure the quality of the site!

**Example 1:** “Wouldn't it be great to have a trailer for airplanes? This way they could carry more passengers.” Such an idea is not suitable for inpama.com. Ideas must be patented and well formulated.

**Example 2:** “Have a great idea in the field of energy. More details to follow”. Such a text would also be removed to ensure site quality.

Express yourself as simple as possible and as technical as necessary, to be equally interesting and understandable to technical and non-technical people alike. The description should be drafted so as to get an overview about what the invention is.

Keep the introductory text of your project page technically simple. Firstly explain what problem your invention solves. More often you do not have to convince just technicians but also marketers!

Simply copying the text from the patent description is usually not enough to attract attention and stimulate further interest. Only mention market sizes and numbers if you really know them well. It is not a disgrace to not know something. It is better to turn to experts on inpama.com with your questions before speculation on something.

### Post new invention

General Manage Images Manage Polls Show Visits

#### General

Project title \*

Short description \*

#### Protection

Copyright

#### Status

Copyright   
Drawings   
Patent Applied For

Shop URL (starting with http://)

Shop link text (z.B. Buy this product here.)

### 3. Audio/Visual options

The new possibilities of online marketing are a blessing for all inventors.

The costs of visiting trade exhibitions are saved as well as the need for expensive print material for distribution. In today's world this is no longer necessary. If one has an invention that can be well explained through its function, a video presentation is a key tool. On your inpama.com page you can easily and securely upload:

- Photos
- Patent documents
- Brochures and handouts
- Videos
- Links to your website

### 4. Product Categories

Arrange your idea into an appropriate product category. These range from Green Energy, Healthcare, Material Science, amongst several other product categories. Your idea will be grouped together with similar ideas within each product category. Additionally, one can enter additional "product tags" that further define your product.

#### Edit Invention - Mediadata

General Manage Images Manage Polls Show Visits Show Invitations Preview

##### Upload file

##### Supported media types

JPG, PNG, GIF, PDF, DOC, XLS, PPT, ODS, ODT

#### Edit Invention

General Manage Images Manage Polls Show Visits Show Invitations Preview

##### Categories \*

[Agriculture](#) [Architecture](#) [Astrophysics](#) [Automotive](#) [Baby](#) [Beauty](#) [E](#)  
[Clothing & Accessories](#) [Computers](#) [Construction](#) [Consumer Products](#)  
[Electronics](#) [Energy](#) [Engineering](#) [Entertainment](#) [Food & Beverage](#) [Fu](#)  
[Green Energy](#) [Healthcare](#) [Home Improvement](#) [Internet & Media](#) [Kitch](#)  
[Manufacturing](#) [Material Science](#) [Mechanical Engineering](#) [Medicine](#) [Mi](#)  
[Office](#) [Optical Science](#) [Outdoor](#) [Personal Care](#) [Pets](#) [Physics](#) [Softw](#)  
[Telecommunications](#) [Tools](#) [Toys](#) [Transportation](#)

##### Free Tags

Photography, lighting

## 5. Protection

An idea must be protected in order to sell its license. For all ideas that are not yet protected, inpama.com offers a quick way to establish proof of creation with our partner Priormart.com

If your idea is patentable, this way is preferable. Related costs as well as time and effort should be estimated in advance. For further questions, you can contact one of the registered patent lawyers on inpama.com.

When entering the type of protection that your idea has on your inpama.com page, always choose the strongest protection that exists for your product. For example, if you have both a trademark and a web domain, the trademark is the stronger protection option.

## 6. Shop

If your product is already being manufactured, and up till now has been privately sold on your own site or on ebay, you can also use inpama.com to reach more customers. The link to your shop will not be shown to unregistered users.

### Edit Invention

Close

General Manage Images Manage Polls Show Visits Show Invitations Preview Delete Invention

#### Protection

Patent

#### Status

Patent Applied For  
Patent Granted  
Prototype

Shop URL (starting with http://)

Shop link text (z.B. Buy this product here.)

## Part II – Make your invention known



What can help your invention when no one knows about it?

Finding this site is an important first step to help spread awareness of your invention. Invite all the people and companies you know who could be interested in your idea to your profile.

This is a central step of the entire process. No one will search for your invention if no one knows that it exists. Show your invention with the simple recommendation tool to:

- Friends
- Potential manufacturers
- Investors
- Distribution companies
- Journalists

Let word-of-mouth propaganda and viral-marketing run free!

The following pages will help you the inventor to find the right contact partners. These can be end-users, licensees, producers, distributors, sales and marketing departments, and so on.

To keep your expectations as realistic as possible, here is a rough scale to guide you on what type and how many reactions you can expect. Depending on the quality of your covering letter as well as the target customers you choose, you can expect to receive 3 to 10 responses per 100 attempts. Most of time, you will not get refusals, but rather specific inquiries about prices, technologies, drawings, etc. Answer these questions quickly and thoroughly. A personal interview is particularly valuable. Of course, an inquiry is still no contract, however each inquiry could be just the one that helps bring your idea to the market.

Realistically evaluate the inquiries and do not permit any delaying tactics. Anyone who does not reply within a reasonable amount of time is likely not interested. A telephone call may help to find out why time has passed. It should be noted that larger companies often require more time to make a decision than do smaller companies.

## **1. Forums – invite test customers**

In marketing it is important to draw attention to your product. Our recommendation , after the completion of your project page (with questionnaire), is to start a forum search and try to bring users of forums to your inpama page.

The questionnaire is a powerful tool to convince future partners as well as generate suggestions for improvement. With an easy-to-compile questionnaire on inpama.com, you can actively conduct market research. To help you, we have selected some universally appropriate questions that can easily be adapted to your idea. The results of the evaluation can be viewed via a generated PDF report. The questionnaire should be completed by about 100 people in order to make the results meaningful and significant. Sending the questionnaire to friends may not be the best idea since they may not be as critical of your idea and could distort the results. It is better to aim for answers from experts in the respective industry or interested customers.

One of the ways to come into contact with such people is through the presentation of your idea on specific internet forums. Within your signature you could insert a link to your inpama.com page. With a few weeks of work in 10-20 forums, one could probably achieve 100 completed questionnaires.

Through this method, you can get an idea of what end-users think of your idea. Be sure to take note of the critical voices as well, since they may actually improve your product. A large amount of feedback could open the door for you to a producer. Important: Do not spam! Search for related forum topic. Simply using forums that have no relation to your idea does not make any sense.

Do not take answers in anonymous forums personally, especially comments from so-called Forum- Trolls who take advantage of being anonymous to be slanderous. One should also try to avoid forums where no contributions were written in more than three days.

## 2. Press releases

Free press portals are an effective way to draw attention to a piece of news. It is simpler to do than one thinks. The text should naturally be informative and not full of superlatives. Get a friend to read through your text. The good thing is that the news item can be linked to your page. Users can only come to your page when there is a link.

In addition to the link, always ensure that good images are used. If no prototype is available or if the prototype is not presentable, you can always use a good drawing.

A good image increases the probability that your page will be clicked and to awaken the interest of a journalist. If a journalist contacts you, provide him/her with these images in print quality as soon as possible.

## 3. Company directories

You can find future producers or distributors in online company directories. Most companies are waiting for your request. Nothing happens by itself! Get people interested in your idea and send them to your site. There they can see what is on offer. Don't spam! Only compatible companies will answer!

Some free databases which you can use for your search are listed as follows:

- [Harris Info Online](#)
- [Kompass - Search over 1.5 million companies](#)
- [Thomas Register of American Manufacturers](#)

## 4. Networks

A very useful way to find contact persons of large companies is to use online networks such as XING or LinkedIn. Don't be shy! Everyone in such a network is basically an open ear. On LinkedIn we have set up an inpama group, which can be viewed [here](#). If you are not yet a member of LinkedIn, you can register free of charge.

## **5. Mailing lists**

Everybody has a certain number of friends, business associates or colleagues who would be willing to help in the application of your idea when the work is easy for them to do.

The minimum what one can do to spread his/her idea is to include this information within the signature of your emails. Thus, on every email that you send, a small advertisement for your project is made. Above, you can see my personal signature, which makes people aware of my company, even if I am writing a personal email.

In principle an inventor has to use every opportunity available to quickly make his/her invention known to the public. All listed application methods should be carried out simultaneously.

When all the application methods are conducted at the same time, a multiplication effect is created. Imagine if you had one stick—alone it could easily be snapped in two. A group of sticks bundled together is much harder to break. Even large companies are bundling their media power and advertising expenditures in very concentrated actions. An example is someone seeing a poster on the street which reminds them of the television advertisement they saw of the display in the supermarket checkout.

If a potential investor or licensee is contacted by you, and is able to remark that they have already heard about you, automatically his/her senses are sharpened. Often it has been something that has already been reported on, and in this case is of extreme interest for the potential partner. This is what you want, that people listen to you and at the same time have a positive attitude. If your product is good and your demands are reasonable, you are on the way to signing a contract.

## **6. Advertisements**

Another possibility to expose your idea is to utilise the power of free online classifieds. Here too, one must of course have a product that speaks to the general population. Inventors with a new valve for a specific machine can do without such an approach, since target potential customers can be defined. However if your product is something that may be of interest to the general population, classifieds can be a good approach to reach new customers.

## **7. Signing the contract**

Up to this point, the services offered by inpama.com have been sufficient for your idea. For the signing of a cooperation, a license agreement, or a purchase contract, a specialized lawyer is required.

## **8. Finding a patent lawyer**

Since a licence contract is not a simple affair, you can find lawyers and patent evaluators on inpama.com. In addition, you can find sample contracts on the download section. Note: the sample contracts do not go into specific details and must be adjusted by a professional.

When should you consult a with a patent agent?

- At the very beginning of your project, before disclosing your invention with others
- To discuss if the idea is patentable or not
- When you are ready to file for patent application
- 

When should you consult a patent lawyer?

- for all of the above cases when a patent agent is required, and
- when you need a customised disclosure agreement
- whenever someone presents you with a legal document
- when you are ready to undertake a formal business relationship

When should you consult a licensing agent or invention broker?

- prior to revealing your invention to companies
- prior to any public disclosure
- when you are trying to determine a commercialization strategy
- when you are totally confused and feel like giving up