

# Important Steps If You Have An Idea For An Invention

If you have an idea for an invention, there are many important steps you should take. These include market research, feasibility studies, and licensing your invention. To ensure your success, you should make sure to follow Helgeson's advice, which includes a thorough test of your invention with consumers.

## **Prewriting**

Prewriting an [invention idea](#) is an important step toward developing the concept for your invention. This can be achieved by brainstorming or freewriting, which are both great ways to generate new ideas and flesh out an initial concept. Once you have your initial idea in mind, you can then begin writing the detailed description of your invention.

During the brainstorming phase, you should try to avoid censorship, which can limit the creativity of your invention idea. You should try to list as many ideas as possible without rejecting them.

## **Market research**

If you have an idea for an invention, it is critical to do market research. In this process, you will determine your target market and what benefits they would derive from your product. Performing market research will allow you to make an informed decision on how to price your product. It will also provide you with valuable feedback about how to improve your product.

The primary benefit of market research is to understand your target market and determine the price range. Knowing your target market will help you refine your idea and avoid costly mistakes. It will also give you a sense of how much investment would be needed to make the product a success. There are several ways to perform market research, including surveys, questionnaires, social media channels, and interviews.

## **Feasibility studies**

Feasibility studies are important documents that evaluate the commercial potential of a proposed project. They consider known costs and potential benefits to determine whether a business idea or [Invent Help](#) is a viable option. The ultimate goal of a feasibility study is to determine whether the financial return will exceed the costs and provide a positive impact on the community. A feasibility study starts with a preliminary analysis that includes interviews with stakeholders, market research, and a business plan. Based on these findings, the initial decision is made to proceed.

Feasibility studies are vital for new product development. Although primary research plays a key role in these studies, secondary research also provides valuable insight. For example, a

study of consumer behavior will help determine whether a new product will be a success. A feasibility study will also consider demographics and competitive assessment. This type of study evaluates competitors' products and the market for them.

## Licensing your invention

To secure the commercialization of an [InventHelp](#), an inventor should seek a license. Inventions can be licensed for several different purposes, including for research and education purposes. The right to commercialize an invention depends on whether the inventor wants to retain its ownership interest or not. In addition to a patent, inventors may license their invention to a company or a university.

Certain exceptions apply, however. Certain licenses, for example, are only allowed under certain circumstances, including when the inventor is a federal employee. Other exceptions include certain conditions, including whether the government is the owner of the invention.