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# The Big Biz Station

Where biz gets the buzz!

## From Concept to Profit

April 19, 2007


### Prototype Basics: Getting Your Idea out of Your Head and into Your Hands

You might be able to make your product out of popsicle sticks and fishing twine, but if you are serious about bringing your product idea to market, you need a professional prototype. In this show, Michael Gillespie, owner of the product development and design firm Brite Ideas, and Director of Product Design for World Innova Corporation, discusses what every inventor needs to know about prototyping. Michael outlines how to find prototype developers, when to begin the prototyping process, and how to build a prototype yourself. If you're new to the world of prototyping, you don't want to miss this show!

#### Episode Segments:


##### When should you get a prototype?

When should you get a prototype? Before you apply for a patent? Before your marketability analysis? The answer may surprise you!

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
##### Different types of prototypes

Virtual prototype? Functional prototype? Show prototype? Mike explains the different types of prototypes, and when to use each.

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
##### Tips on design software, prototype kits, what to ask a prototype developer

Whether you want to make your own prototype or hire a professional prototype developer, you don't want to miss these tips on design software, prototype kits, what to ask a prototype developer before you hire him, and how to structure the best fee possible.

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##### Tips for inventors starting the product development process

Mike discusses some of the prototypes and products he's worked on, and gives some final tips for inventors starting the product development process.

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## Guest(s) Appearing on this Episode

### Michael R. Gillespie



Michael R. Gillespie has 18 years of experience in creating marketable designs and inventions. Mike has successfully placed new products in the top product companies in the toy, medical, and consumer segments. While you may not recognize his name, you have probably seen his products on the Today Show or in McDonald's Happy Meals. Mike specializes in product development, product design, product illustrations, logo designs, and product packaging.

Currently, Mike owns the product development and design firm, [Brite Ideas](#) and is the Director of Product Design at [World Innova Corporation](#). Active in his community, Mike volunteers his time to help train students at the University of Houston Industrial Design Program. You can [email Michael R. Gillespie at World Innova](#)

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