



Frequently Asked Questions

What can BIG do for me?

- We offer inventors a free, honest, confidential evaluation of their ideas.
- If we decide to become your agent, we'll represent your ideas at no charge for any of our services—including development, marketing, research. BIG makes money only by sharing royalties with inventors, not by charging inventors for services.
- Membership in our Inventor Network, with notification of Idea Hunts, Roadshows, contests

How does BIG make money if it doesn't charge inventors for services?

BIG does not charge inventors for reviewing or representing ideas. We make money by licensing ideas—selling a company the rights to produce an invention in return for royalties and advance money—and from fees that companies sometimes pay us for services. As your agent, we would split advances and royalties with you on the licensing deals we negotiate. Because we do not charge for our services and can only invest our efforts in a limited number of ideas, we end up representing only about 1-3% of the ideas we evaluate.

What kind of ideas is Big Idea Group seeking? Will BIG review ideas that are NOT in its area of interest?

While BIG has a general interest in innovative consumer product goods, we have particular interest in hardware, infomercial, promotional, housewares, pets, sporting goods, and lawn & garden. For more about what we're seeking in infomercial, hardware, and promotional, see below. If you have questions about our interest in a specific area, email us at info@bigideagroup.net.

Infomercial Products

We have a number of contacts in the infomercial industry who are always seeking compelling products. Key categories: health and fitness, kitchen, tools, cleaning, housewares, gardening, personal care, and pet. We look for the following in an infomercial candidate:

- Innovative but not revolutionary: Consumers must be able to easily grasp what the product is and how it's better than current alternatives.
- Retail for \$20 or less
- Limited development time and investment required to bring the product to market
- Great TV appeal-and will do well in retail
- Appeals to a large demographic
- Easily shippable: Not too bulky, heavy, or fragile
- Has a good upsell item: You have in mind another item that can be added to the original to increase consumers' interest in buying.

Pine Tree Place • 360 Route 101 • Bldg 4A • Bedford, NH 03110

Fax: (617) 963-7157

Email: Info@BigIdeaGroup.net • Web Site: www.BigIdeaGroup.net



Hardware Items

We're looking to build on the success of the Rebound, our spring-mounted driveway marker, bringing to market other innovative hardware items. Your hardware invention might be of interest if it meets these criteria:

- Easily understandable on shelf: Can the consumer get what the product does in 5 seconds or less?
- Fits in an existing store category: Can you walk into a hardware store and point to a place on the shelf where it would naturally fit?
- Has broad audience appeal: For example, niche specialist tools are NOT of interest.
- Has possible extensions or add-on products: Not just a "one-shot" item.

Specialty Retail and Promotional Products

In 2006, BIG spun off Inventor's Workshop (IW), a company devoted to offering innovative products through retail and advertising specialty channels. BIG continues to work with Inventor's Workshop, licensing innovative products to them. Ideas should be submitted to BIG, not Inventor's Workshop.

In specialty retail, IW's focus is on these categories: office supply, toy, and specialty gifts. Items would be sold in office supply stores, grocery/supermarket, and specialty gift shops.

In ad specialty/promotional, IW is seeking inexpensive products that can be branded with a marketing message to promote goods or services. Generally, these products are inexpensive (under \$1 to produce) because they are frequently giveaways. They also must appeal to large target markets such as financial institutions, insurance agencies, etc.—or the public in general. Often they are a desktop/office supply item or something that would be used on a daily basis.

What's NOT of Interest

What's NOT of interest: items that

- Offer little or no innovation
- Require extensive and expensive product development
- Aren't defensible or "ownable": Unless there is something that a company can own, defend, and keep competitors from imitating, they are unlikely to license an idea.
- Don't have general consumer appeal
- Require a lot of explanation of how they work
- Have a very short life
- Are delicate or hard to ship

Also, at this time, we're NOT interested in videos, board games, books, music, CDs, and licensed products.

Who can submit ideas to BIG?

We welcome ideas from professional and amateur inventors of all ages. If an inventor is under 18, a parent or legal guardian must fill out the registration form. Big Idea Group employees and their immediate families and members of the same household or affiliates and agents of Big Idea Group are not eligible to participate.



Does my idea have to be patented or my product name trademarked?

No, we don't require either a patent or trademark. However, if you should have either, please let us know.

What should I present when I show an idea to BIG?

- Our only requirements are that you have a well-articulated idea, a clear explanation of the invention, and that we receive a signed Entry Agreement from you.

We also prefer but don't require that inventors submit the following:

- Competitive research and patent research
- Visual, if possible—even a rough sketch is welcomed (*If you have a prototype, please submit only photos or videos of it being demonstrated. We do not return materials*).
- Any information on patents that you have obtained

You do NOT need a patent, trademark, or copyright on your idea.

PLEASE SUBMIT ONLY DUPLICATE MATERIALS, NOT ORIGINALS. Materials will NOT be returned. While we do our best to take care of prototypes and samples, we can't be responsible in the event that something is misplaced or damaged. If you must send an original, please discuss this with us before submitting your material and include postage-paid return packaging with your submission.

Note that due to the volume of submissions, we cannot critique an idea submitted by mail. However, we will let you know via email within 45 days of receipt whether the idea is of interest to us.

Please send materials to:

Big Idea Group
Idea Submission: Mail
Pine Tree Place
360 Route 101, Bldg 4A
Bedford, NH 03110

What if an idea has been created by more than one person?

An idea created by multiple inventors is welcome, though you must state that on the BIG Registration Form. Your team must select one person as the main contact (this will not affect how any possible royalties would be distributed later on). Also, we will need everyone's signature on the Entry Agreement (including that of a parent or legal guardian for those under 18).

What about privacy and confidentiality?

All BIG's staff are under signed confidentiality agreements and BIG only deals with reputable companies. In addition, the first clause of our Entry Agreement provides you with confidentiality protection. Since we deal with so many inventors, it's impractical for us to negotiate and process hundreds of Nondisclosure Agreements.



Inventors must also understand that both BIG and its corporate clients are involved in the business of researching and developing many ideas for new products. Either or both BIG and its corporate clients might have previously received, or might receive third party ideas similar or identical to the inventor's idea.

What criteria will be used to evaluate my idea?

Your idea will be carefully evaluated by unbiased industry experts. We will evaluate your idea on the strength of its

- Appeal
- Uniqueness/originality
- Market potential and brand life
- Competitive environment
- Meets safety standards
- No significant marketing, manufacturing, or intellectual property issues

What is BIG's review process?

1. We review your idea.
2. After the initial review, we usually take 4-6 weeks to evaluate your concept. We use this time to put your invention in context with other ideas we see, perhaps do some competitive and intellectual property research, and maybe share it with some trusted consultants.
3. Get back to you with an answer:
 - Pass: We might pass for a variety of reasons, including similar product on the market, your invention needs more development, or we don't have a good client match.
 - Ask you to do more work: For example, we might suggest some changes, ask for a "works-like" prototype, advise more field testing, etc.
 - Agree to represent you: We'd ask you to either Sign a Representation Agreement, giving BIG the right to represent the idea for 180 days. Or we might ask you to sign a Licensing Agreement, which gives BIG the right to commercialize or sublicense the idea.

Please keep in mind that we elect to represent only 1-3% of the ideas we review.

What is a licensing deal and what terms can I expect?

A licensing deal is an agreement that a company will pay you royalties (generally a percentage of sales) in exchange for the right to develop and market your invention. BIG might either license an invention from you and take it directly to market. Or BIG might license the invention from you and sublicense it to another company, who will take it to market. Specific terms of every licensing deal differ, including amount of royalty paid. Typically, when BIG sublicenses an idea, we split royalties and advances with you. Click here to review our standard [Legal Agreements](#).

What are the chances that BIG will agree to try to license my idea?

BIG does not charge inventors for our services. Therefore, we must concentrate on only those ideas that are the most promising and match the needs of one of our clients. We choose to represent only 1-3% of the ideas we review.



How do I contact BIG if I still have questions?

Check out our Web site, www.BigIdeaGroup.net. If you still have questions, e-mail us at InfoBIG@BigIdeaGroup.net.

How to Prepare and Submit Your Idea(s) to BIG

What to prepare

We will need to receive the following information for each idea submitted to BIG:

1. **Signed Entry Agreement:** We will not review an invention without this signed form. If presenting in person, bring the signed Entry Agreement with you to the Roadshow. We also ask you to review the Representation Agreement and the License Agreement. See Legal Agreements at www.BigIdeaGroup.net for details.
2. **Brief summary of the invention:** This summary should be longer than the 2-3 sentence description on the entry agreement. Please keep to one page. We would prefer this summary to be typed, but handwritten is acceptable if clearly written.
3. **Research, if possible:**
 - a) **Competitive shopping:** What similar products are available (check at stores, online, in catalogs, etc., and record your findings)
 - b) **Patent search:** You can do a patent search for free at the United States Patent and Trademark Office's web site, www.uspto.gov.
4. **Visual of the idea:** Rough sketch, drawing, photo, prototype or video
5. **Handouts:** Please include one copy of invention summary and summarized market research, plus any additional information you would like to share. **Please make sure your name is printed on all materials.**

PLEASE BRING/SEND ONLY DUPLICATE MATERIALS, NOT ORIGINALS. **We do not return prototypes or idea submissions.** While we do our best to take care of your submissions, we can't be responsible in the event that something is misplaced or damaged. If you must send an original, please discuss this with us before submitting your material.

What should I send if I'm participating by mail?

You should send all of the above items. AGAIN, WE ASK YOU TO SEND ONLY DUPLICATE MATERIALS, NOT ORIGINALS. There are no deadlines if you want BIG to evaluate your idea by mail.

Please send materials to:
Big Idea Group, Inc.
Idea Submission: Mail
Pine Tree Place
360 Route 101, Bldg 4A
Bedford, NH 03110

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