

DREAM KIT SYSTEM

THE 10-STEP INVENTOR'S FORMULA

YOU CAN'T MEASURE YOUR EMOTIONS, BUT YOU CAN MEASURE YOUR DREAMS.

PART 1: THE FOUNDATION (STEPS 1-4)

1 DOCUMENT & PROTECT YOUR IDEA

Your invention is only yours if you can prove when you thought of it. Establishing a concrete, verifiable timeline is the absolute first step before you speak to anyone.



A) Draw & Describe: Sketch the idea in a bound notebook. Detail exactly how it works, what materials are needed, date it, and sign it in ink.



C) Notarized Drawings: Take your sketches to a public notary. This provides your first official, date-stamped form of legal security.



B) Witness Signatures: Have trusted friends & family sign the pages as witnesses to establish an initial timeline of conception.



D) Mail to Yourself: The classic "Poor Man's Patent" adds an extra layer of federal date-stamping via the postal service.



CRITICAL: Mail the original notarized copies to yourself via certified mail. **Keep the envelope completely sealed.** Do not open it unless required in a court of law.

2 USPTO PROVISIONAL

A provisional application gives you a 1-year window to safely pitch your product while securing your filing date.



Contact the USPTO: Navigate to the US Patent & Trademark Office website.



File Application: Submit the standard micro-entity fee (approx \$60-\$75).

Status Achieved: You are now legally "Patent Pending."

3 BUSINESS NAME

You must separate yourself personally from your product. Build professional credibility before approaching manufacturers.



Register @ Town Clerk: File a DBA (Doing Business As) or LLC in your local municipality.



Pay Filing Fee: Pay the standard local business fee to make it official.

4 STATE TAX & REGISTRATION

Obtain your EIN (Employer Identification Number) from the IRS and complete your state business registration. This allows you to open business bank accounts, hire contractors, and purchase manufacturing materials wholesale.



MILESTONE: YOU ARE OFFICIALLY IN BUSINESS TODAY!

PART 2: MARKET RESEARCH & SECURITY (STEPS 5-6)

5 SURVEY & SECURE YOUR MARKET

Do not assume your product is perfect. You need unbiased, brutal honesty from people who are not your family or friends to validate the market demand.



A) Survey 25-50 People: Run blind surveys. Discover their pricing thresholds, what they like, alternate uses, and absorb all criticism without getting defensive.



B) Create NDAs: Use Non-Disclosure Agreements. Ensure anyone seeing your prototype understands they are legally bound not to disclose details.



6

MANUFACTURERS & PAPERWORK

It's time to figure out exactly how much your product costs to make. This determines your margins and whether the business is viable.



A) Contact Manufacturers: Get multiple estimates for tooling and unit costs. *Rule: Always have them sign your NDA before sending CAD files or drawings.*



B) Finalize Provisional: Submit final descriptions and professional drawings. Do not rush this—accuracy here protects you later.

PART 3: CAPITAL, NETWORKING & LAUNCH (STEPS 7-10)

7

SEEK CAPITAL

Funding scales your business. Prepare a pitch deck detailing your Cost of Goods Sold (COGS) and profit margins.



Seek outside investments & bootstrapping.



Feed off feedback from professional pros.



Build realistic, data-driven profit projections.

8

BUSINESS RESEARCH

Know your industry inside out. Understand your competition, retail margins, and distribution channels.



Join Trade Associations & SCORE programs.



Leverage Chamber of Commerce networks.



Attend Expos & Seminars to spot trends.

9

STREET CAMPAIGN

Prove market demand locally before going national. Grassroots marketing builds your first loyal customer base.



Utilize local printshops for early flyers.



Create posters, brochures, and merch.



Upgrade your game, move fast.

10

STAY FOCUSED

Inventing is a marathon of iteration and rejection. Discipline and persistence are the keys to the final launch.



FOCUS ON WHAT
YOU HAVE EARNED



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