



# A Better Way to Invent<sup>®</sup> Guide



# Everyday Idea People make a difference

Where would the world be without everyday Idea People who took the steps to transform their ideas into products? Our history is the story of Idea People who created everything from paper clips to rocket ships.

These people will be remembered for their innovative contributions. Most of our heroic innovators were everyday people who worked as truck drivers, painters, hairdressers, salespeople, or a couple of bicycle mechanics like the Wright Brothers, who invented the airplane. In other words, everyday people with new ideas can make a difference.



**Thomas Edison**, Newspaper Salesman

**IDEA** Instant Light

**PRODUCT** Light Bulb

*“Many of life’s failures are caused by people who did not realize how close they were to success when they gave up.”*



**Henry Ford**, Farmer & Machinist

**IDEA** Affordable manufacture of cars

**PRODUCT** Automobile Assembly Line

*“It has been my observation that most people get ahead during the time that others waste.”*



**Walt Disney**, Ambulance Driver

**IDEA** Full length feature cartoon films

**PRODUCT** Animated movies

*“All our dreams can come true, if we have the courage to pursue them.”*

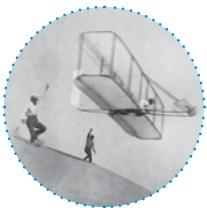


**James Naismith**, P.E. Teacher

**IDEA** Get people to be more active

**PRODUCT** Basketball

*“The idea of basketball was not an accident. It was developed to meet a need.”*



**Wright Brothers**, Bicycle Repairmen

**IDEA** Transportation like a bird’s flight pattern

**PRODUCT** Airplane

*“Isn’t it astonishing that all these secrets have been preserved for so many years just so we could discover them.”*



**Mary Jacob**, Publisher

**IDEA** Support system for breasts

**PRODUCT** Bra

*“I can’t say that the bra will ever take as great a place in history as the steamboat, but I did invent it.”*

## Another everyday Idea Person

In 1986, George Davison, like many Idea People, had several ideas for new products. One was to prevent toothbrush germs from spreading and getting everyone in his family sick. After spending over two years and exhausting a significant sum of money trying to bring his idea to life, a major corporation beat him to the market with the same idea. It was at that moment that he decided to create a company for idea people like himself who needed a method like major corporations used to develop products.



It took years of experimentation to figure out the best ways to transform ideas into tangible products. In time, he would develop and launch the world's first affordable inventing method that we now know as The Davison Inventing Method.

Thirty years later, Davison's proprietary technology has helped thousands of inventors bring their ideas to life. Recognizing his achievement, Entrepreneur Magazine called him a "Creative Genius".

**George Davison**, *Creative Entrepreneur, Inventor, TV Personality, Holder of 40 patents and trademarks.*

**IDEA** *Develop a better way to invent*

**SOLUTION** *Davison Inventing Method, proprietary process*

*"The method to build ideas into products is not new. Its been used by the large, wealthy corporations for decades. I simply unlocked their secrets and made it available to all Idea People."*

# How Davison's technology turns ideas into products and apps

Davison Inventing uses trade secret technology to turn ideas into new products and apps that can be presented to corporations for licensing or placed on the open digital marketplace. Our clients' products have sold in over 1,000 retailers worldwide and online.



*“As an Inventor, I know the struggles of bringing an idea to market, and that’s why I created the Davison Inventing Method.”*

—George Davison, Founder

**Our technology brings our client’s ideas to life**

Every product or app we designed for our clients began as an idea that used the Davison® Inventing Method’s technology.

Our client’s inventions have been licensed by corporations and sold by wholesalers, distributors, retailers, and online stores such as Amazon, Apple, Walmart, Sam’s Club, Best Buy, Dick’s Sporting Goods, Bed Bath & Beyond, Cabela’s, Auto Zone, Target, Sears, Walgreens, and PetSmart.

Turning an idea into a product is challenging work, and when that happens, people take notice. Our client’s inventions have been featured on TV networks including QVC, ABC, CBS, and CNBC. You can also find them featured in newspapers and magazines such as BusinessWeek, Industrial Design Society of America, and Entrepreneur.

**The Davison® Inventing Method has built ideas into products in the following categories:**

- Apps
- Housewares
- Automotive
- Health and Beauty
- Sporting Goods
- Hunting and Outdoors
- Tools and Hardware
- Pet Products
- Juvenile
- Lawn and Garden
- Novelty Items
- Toys and Games
- Electronics
- Defense
- Transportation
- Foods
- Energy
- Industrial
- Medical
- And Various Others



# Idea People who chose our Technology

We are inspired by the creative spirit and determination that lives inside Idea People. Each one has a story that starts with a person who saw a problem, and asked the question, “How can I make this better?” Idea People are determined to chase their dreams, deliver hope, and face disappointment, all to make a difference in this world.

The stories of Idea People will serve as inspiration for generations to come, and we’re proud to represent a diverse group of inventors who are willing to take the next steps to craft their ideas into reality. If you wish to view more about these inventions and others, please visit our website at [www.Davison.com](http://www.Davison.com).



“Have sold in” – **MATCO TOOLS**

**Kirt Whiteside**, Business Owner

**IDEA** Innovate old mechanics creeper with wheels

**PRODUCT** Hover Creeper™

“This has been an amazing experience. The world’s first mechanic’s creeper that floats on air has been launched into the pro mechanic market. Thank you.”



“Have sold in” – **THE HOME DEPOT**

**Gary & Ruth Frazer**, Insurance Analyst & Public Works Admin.

**IDEA** A permanent toilet cap

**PRODUCT** Twister Caps™ & Twister Bolts™

“Our experience has been exceptional... We told all of our family and friends to go buy it. It’s in the stores... It’s a great feeling. It really is. We are very happy.”



“Have sold in” – **Download on the App Store**

**Eddie Porter**, Entrepreneur

**IDEA** Convert whiteboard to an app

**PRODUCT** Coaches Whiteboard™ iPad App

“Thank you! I don’t know what to say, thank you so much.”



“Have sold in” – **BED BATH & BEYOND** **amazon.com**

**Zbigniew Deredowski**, Carpenter

**IDEA** Fizz keeper for soda pop

**PRODUCT** Can Pump and Pour

“I am so happy to see my product in real life!”



“Have sold in” – **BED BATH & BEYOND**

**Jean Rindfuss**, Grandmother

**IDEA** A pan for cooking healthier meatballs

**PRODUCT** Meatball Baker

“I couldn’t believe it. I was just so excited. Please give my thanks to everyone at Davison who worked so hard on my idea.”



“Have sold in” – **Walgreens**

**Robert Huffman**, Plumber

**IDEA** Wearable hot or cold braces

**PRODUCT** Hot/Cold therapy brace

“I couldn’t believe that Davison actually kept working on my idea even after I gave up on it because I didn’t have the capital to put into it anymore.”

The typical project does not result in a license, sale of the product or profit. All of inventors above have realized a net profit on their inventions, except the Coaches Whiteboard App.



## We're here to help you with your idea!

Welcome to Davison. We're not only family owned and operated but we're like one big family around here. We would like to welcome you and invite you to start your idea with us. For 30 years, we've been trusted to keep ideas safe and secure as we move them forward.

Do you have a product improvement idea? The truth is, many ideas we receive are not completely new to the market. In fact, most of the products that are sold on the market were created through a series of changes and improvements to the original product. Improvements and modifications can take a product to a different level. If you have a product improvement idea or something brand new that the World's never seen, we'd like to speak to you about it.

Here's something for you to think about: if you kept your idea to yourself and never told anybody about it, would you feel regretful one day if you woke up and saw your idea on the market by someone else? Believe me. It happens more often than we think. It may have already happened to you in the past. It has also happened to our founder. He has learned that there's no prize for second place.

We encourage you to explore your idea with us. Our consultation to help you is at no-cost and everything we discuss is held confidential. So you have nothing to lose. We invite you to start your idea today, just complete our Idea Security Agreement and we will call you or you can come take a tour our invention factory and we can discuss it in person.



**GET STARTED TODAY** ▶

Complete the idea security agreement  
for free confidential consultation.

**100% Confidential**

Tel 800.54.IDEAS (800.544.3327) | Fax 1.800.540.5490 | International 412.967.0124 | Fax 412.967.079



***A better way to Invent<sup>®</sup>***

© Davison 2018 • RIDC Park • 595 Alpha Drive • Pittsburgh • PA 15238-2911 • [www.Davison.com](http://www.Davison.com) • Tel 1.800.544.3327

*This document is not to be shared, printed, copied or otherwise distributed without the express written consent of Davison<sup>®</sup>.*