

Specialty areas that new product innovators typically need

The following skill set categories and specialty areas are typically associated with one or more aspects of product and innovation development. Local professionals in these and related areas of expertise are invited to be part of a database network to whom clients can be referred. Additional categories can be added as needed.

- Research: market research, marketing research.
- Legal: patent attorneys, agents, patent search firms, patent artists, intellectual property attorneys and licensing attorneys, contract and business attorneys.
- Engineering: mechanical, 3D CAD, electrical, software.
- Development: drafting, illustrators, animators, graphic designers, web designers, packagers, industrial designers, product developers, model makers/prototypers, rapid prototyping and sample makers.
- Manufacturing: manufacturing liaisons, injection molders, blow molders, vacuum forming, clothing, food, QC specialists, industry standards and safety specialists.
- Marketing: advertising and promotions, brand building, strategic planning, web specialists, sales and other consultants.

Sample Letter sent by the RISBDC to Prospective Referral Companies

Would you be interested in the RI Small Business Development Center referring potential customers to you? We have a new program called Innovation Monday. Its mission is to provide support services to small business owners and entrepreneurs as they commercialize new product innovations. We support these clients through comprehensive assessment, coaching, training as they develop their products. And when they are ready to move forward, we network clients with local professionals who have specialized services to provide.

Our goal is not just to connect willing clients with interested local service providers. Our clients must successfully complete a series of program gateways before gaining access to these professionals. As you will notice on the attached application, we ask that you assist us in this effort by itemizing any information you want any prospective client to prepare before contacting you. In this way, both you and the client benefit from a more productive and focused discussion.

If this program interests you, you are invited to become one of the companies to whom the Center sends our pre-qualified clients. Please fill out the attached Resource Application and return by mail, fax or e-mail. Instructions are included for your convenience should you wish to fill out the form electronically and return by e-mail. Additional information about the program can be found on the Small Business Development Center website – www.risbdc.org. Please feel free to contact us with any questions you may have.