



The Inventor's Guide to Investors and Money: How to successfully manage ideas, projects, opportunities and money

Christopher F. Newman

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To coin a phrase explaining the delicacy of the relationship between business and innovation, 'Investors are from Mars and Inventors are from Venus'.

Inventors with projects ready to grow need to connect with Investors who have the money to make things happen. The money people and the innovation people need a roadmap to connect their quite different worlds so they can work together to build success and profitability into their arrangements.

Chris Newman has the experience and insight condensed into this guidebook to ensure the challenges and difficulties for all parties of bringing together money and projects, proceed with maximum understanding and minimum upset.

The breadth, depth and quality of thought distilled into this book is hard won and not often available in this field where most writers focus on the mechanics of patenting or marketing your idea for cash. The critical relationships between ideas people and money people tend to be overlooked yet success in this relationship and the related negotiations constitutes the make-or-break territory for so many projects.

A thorough read of Chris Newman's insights will provide a wealth of points for consideration as you engage with the innovation and investment realms of your pet project.

Written with short but punchy chapters, the Inventor and Investor are guided on how to engage effectively and fairly with each other through detailed checklists and a series of practical steps based on the author's years of work in this field. Readers involved with innovation projects will benefit from helpful tips and clear minded suggestions on how to manage the often complex and worrying matters of giving up ownership share in consideration of investment capital.

The underlying factors of emotion, risk, communications strategies and practical considerations are well set out to support constructive engagement between the parties from "Mars and Venus" at every step of their courtship in their new venture.

Those attracted to innovation who are contemplating projects or even those who have embarked upon a venture stand to benefit from the common sense advice and insight provided.

Because so many inventions originate with creative individuals or small teams the material has been pitched for both larger and smaller projects because of the fundamental principles involved lie at the nucleus of human relationships and project management.

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