

Alamo InventorsSM



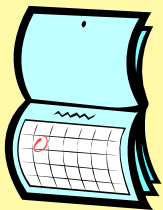
Have A Toy or Game Invention & Need The Best Marketing Approach? Learn From The Expert! Matt Nuccio

Matt Nuccio, a renown inventor, designer and professional in the toy and game industry, will present the attributes of licensing versus venturing (self-producing) a toy or game invention and the best approach to take for success in the marketplace.. He will explain that recent events in the toy and game industry have changed giving venturing a slight edge over licensing. In addition, he will discuss how the toy and game industry is different from other industries, which type of toy/game and price range have the greatest potential for success, typical toy and game lifespans and other details common in the toy and game industry but not generally known by inventors. So, get your many toy and game questions ready for Matt!

Matt Nuccio is the president of [Design Edge inc.](#), a toy and game development, marketing, manufacturing, inventing and consulting agency. For over 30 years, Design Edge has been a leading development agency in the toy and game industry. For 4 years, Matt co-chaired the Toy Association (TA) associate panel, representing all designers and inventors in the toy industry. Currently, Matt sits on the executive board of the United Inventors Association of America (UIA), the Toy Association education advisory board and writes a column in Toy Family Entertainment magazine. He often lectures at New York Toy Fair, ASTRA, Chicago Toy & Game Fair and Hong Kong Toy Fair. Design Edge's products have won many industry awards such as TOTY (Toy Of The Year), TAGIE (Toy and Games Innovators), Games 100, Origin and Family Fun among others. In 2019, Matt was honored by the National Security Agency (NSA) as an American Innovator and in 2022 Matt was listed for the fourth year in a row, by Mojo Nation as one of the top 100 most influential people in the toy industry today.

NOTE: This will be an off-site Zoom presentation. Watch it on your computer or cell phone. See www.alamoinventors.org to register for the Zoom presentation.

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Wednesday, August 10, 2022

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

San Antonio Technology Center [See Note Above.](#)

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

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