



## How To Close 40 Licensing Deals In 2 Years Keanu Alfaro

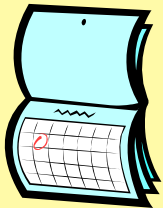
Between 2020-2022, Keanu licensed over 40 different products in the knife and tool manufacturing industry. Keanu has since left his job in business analytics. He became a coach at Invent Right, where he helps his students bring their ideas to market. And now, he develops innovative products in various different industries. Keanu will speak on the following topics.

- 1) How I became an inventor - advice for beginners
  - How I balanced work, MBA program, family and inventing
  - How I taught myself CAD
  - The Invent Right program
- 2) How I was able to close over 40 deals in 2 years
  - Come up with new ideas
  - Reach out to A LOT of companies
  - Continuously closing licensing deals
- 3) The Mental Game is our biggest challenge
  - Collect NO's and Ignore the naysayers
  - Focus on what you can control
  - Be fluid - always open to nonverbal feedback and seek opportunities you were not originally seeking

Links related to Keanu: [Alfaro Designs LLC](#); [Linkedin](#); and [Instagram](#).

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

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**Wednesday, December 14, 2022**

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

**See Note Above.**

**Public Invited**

**Merry Christmas & Happy New Year**

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