

Alamo InventorsSM



Product Validation – Why? What? How?

Marcy McKenna

In this presentation you'll learn why Marcy McKenna believes that the often minimized and/or ignored product validation step is the single most important step in successfully bringing a product to market. She'll walk us through the 5-step formula that she's personally used to bring over 30 products to market via big box retail, ecommerce and home shopping. She'll also discuss the online tools she uses for Product Validation that make it easier than ever before. And perhaps most importantly, she'll discuss the many benefits that come from taking the time to go through this critical step, and how to leverage the data that comes from it for everything from seeking an investment to securing a licensing deal and more.

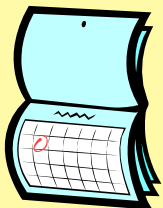
Marcy McKenna is a self-made entrepreneur and award-winning product innovator, who has built her consumer product business from the ground up and to date has successfully developed, licensed, and launched over 30 of her products via home shopping, e-commerce, and big-box retail. Today she has an exclusive partnership with HSN to develop and sell her own signature line of Home & Travel products and is currently in talks with Bed, Bath & Beyond to potentially launch her brand into brick and mortar.

Having achieved much success in the inventing world, Marcy is now very excited to be embarking on a passion project to help educate, inspire and empower others to follow their dreams of bringing their ideas to market. With that in mind, she founded The Women Inventors Club of America and is serving as Ambassador to The United Inventors Association. She also hosts a YouTube channel dedicated to helping aspiring inventors and regularly publishes entrepreneurial and innovation related articles.

To learn more about Marcy's journey, her passion project and her products, visit her website, marcymckenna.com and her various social media platforms at [@marcymckenna](https://www.instagram.com/marcymckenna) | [Linktree](https://www.linkedin.com/company/marcymckenna)

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

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Wednesday, September 8, 2021

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:

www.alamoinventors.org