



## **Test Before You Invest: How Consumer Feedback Can Make or Break Your Invention Justin Chen**

Bringing an invention to life is hard enough—don't let guesswork derail your success. In this engaging talk, Justin Chen will show you how to take the uncertainty out of product development by using real-time consumer feedback to validate your ideas, designs and messaging. You'll learn how to avoid costly mistakes, make informed decisions and create products that truly connect with your target audience.

Justin will demonstrate live just how quick and easy it is to gather actionable insights using PickFu, the DIY research platform trusted by everyone from self-publishing authors and bootstrapped entrepreneurs to the world's largest product brands and gaming companies. Attendees can sign up for free at [PickFu.com](https://PickFu.com) and try a sample poll to experience the power of instant feedback firsthand.

Mr. Chen is a serial entrepreneur who built PickFu out of his own need to validate product and design decisions for a previous business. With years of experience helping innovators turn their concepts into market-ready products, Justin is passionate about empowering inventors to launch with confidence.

Connect with Justin on LinkedIn at [linkedin.com/in/justinchen](https://linkedin.com/in/justinchen).

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

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**Wednesday, February 12, 2025**

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

**See Note Above.**

**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](https://www.alamoinventors.org)**

