



Why Your Initial Focus Shouldn't Be on Licensing Scott Moffat

Driven by an innate passion for unlocking the potential of others, Scott Moffat, our speaker for January, serves as the Co-founder and Head of Partnerships at [Ideal Strategic Partners](#), an organization that has remained dedicated to supporting the success of inventors and entrepreneurs since its founding. Scott will speak on steering away from licensing as the primary emphasis has the potential to ignite some controversial talk. He will delve into why the common desire among inventors/entrepreneurs to prioritize licensing is misguided. Instead, he will highlight crucial processes, including proof of concept, market fit and feedback, industry analysis and other critical, initial steps to pave the way for a successful entry into the marketplace.

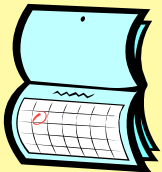
Mr. Moffat has played a pivotal role in launching more than 100 product-based companies in his career. Beyond his primary pursuits, he serves as a strategic partner with Christian Business Fellowship, an organization uniting faith-based entrepreneur. His companies have produced products that have been featured on HSN and QVC. They have also won numerous awards at industry trade shows along with broad retail distribution.

Idea Strategic Partners invests in select inventors/entrepreneurs in the "idea stage," provide all of the operational heavy lifting through their proprietary process (IdeaPath), while providing mentorship in preparation for product launch.

Explore these links to connect on LinkedIn with [Ideal Strategic Partners](#), [Scott Moffat](#), and his latest [press release](#).

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.

[Join/Renew](#) Alamo Inventors annual membership (\$25 Individual/\$95 Corporate). Thanks!



Wednesday, January 10, 2024

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

