

*fax completed pages 1-3 to
303-374-5383*



Inventor Information	
Name	
Address	
Phone Number	
Email Address	

Product Status and Summary Data	
Project Name	
Patent Status	
Prototype Status	

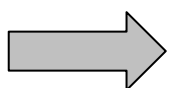
Product / Concept Overview	
Problem Being Solved	
What Inspired Me	
Why my product is better than current products on store shelves today	
Aisle of Walmart or Target that my product will be found in	
My product will be a one time purchase – yes/no	
Expected Retail Price	
Expected Cost to Manufacture	
Projected Sales	

THESE 2 PAGES ARE IMPORTANT

If some topics aren't clear or if you want additional information, visit www.evergreenip.com/fast-track.html for a 5-minute presentation that explains the concepts on this page.

Ideas vs. Inventions: What's the difference?

- *Ideas* are a few sentences that describe a problem and a possible solution with incomplete knowledge of how to make it work
- *Inventions* are at least one of the following:
 - Sketches that show how it works with any ingredients, chemistry, physics, or other science already figured out
 - Rough prototypes
 - Pending or issued utility patents
 - Working products
- **Why It Matters** – Clorox is only interested in inventions at this time – product ideas that you wish they'd make should be submitted to www.mycloroxidea.com



- YES, I have an invention
 - I have an idea (we recommend you do not complete the form; submit the form after you've done something to make it an invention)
-

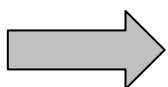
Our business and relationship with Clorox is about getting new products in front of them that have real market potential. Products that have broad appeal and can make a lot of money for both you and them. Let's make sure your idea is "big" enough for EIP. *Note: it may still be a great idea, but we Clorox only wants to see products that meet their financial hurdle.*

X = number of customers that you think are target customers (US only and see www.evergreenip.com/stats.html for some target audience sizes)

P = price point of your product at the store times the number of times a year the consumer buys it

Is $X * P * 0.04 > 15,000,000$?

- **Why It Matters** – We've agreed to only show products to Clorox that we deem can be large enough to appeal to them.



- YES, I have a big idea and $X * R * 0.04$ is greater than 15,000,000
 - My idea is smaller (the farther you are from the number, we recommend you move on to another invention for submission)
-

We have to specialize in order to be good at what we do. Fill in the checkboxes below. If you have 2 or more checkboxes in column B, Clorox is not a good fit for your product and we recommend that you do not submit this form. We would suggest you check out www.inventright.com and www.uiausa.org for some additional resources.

COLUMN A

- Have prototype
- Patent pending or issued
- Not a durable item
- Consumer will buy it
- Household product (kitchen, laundry, bath, garage, cleaning)
- www.google.com says there's nothing like it available today or that there are similar products, but mine is 10 times cheaper to make or 5 times more effective than the current product
- Will be sold at Walmart or Target in a current aisle
- Low-tech (e.g., plastic, runs on batteries, chemistry is not controversial or cutting edge, etc.)

COLUMN B

- No Prototype
- No patent pending or issued
- Durable item
- Trade professional, business person, or hobbyist will buy it
- Article of clothing, toy/game, or new food/drink
- Sports training aid or camping product
- www.google.com brings up some similar products, but mine is better or half the price of the current products
- Sold in a specialty store or at the checkout counter of Walmart
- High tech (requires a computer chip and software)