



**5th Annual Michigan Inventors Coalition Expo**  
**Kellogg Hotel & Conference Center**  
**219 South Harrison Road**  
**East Lansing, MI 48824**

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**WARD LAW OFFICE**  
REGISTERED PATENT ATTORNEY



STINGRAY ADVISORY GROUP

**AGENDA**

**Friday, September 15<sup>th</sup>**

2:00 - 3:00 PM Event Kickoff & Spin, Pitch & Sell Preliminary Round

3:00 - 4:30 PM Expert round tables

4:30 - 4:50 PM Speaker: Ken Root - Director of Membership & Strategic Relations,  
Small Business Association of Michigan

5:00 - 5:45 PM Keynote Speaker: Matt Jung - Co Founder, Comfort Research

*Bio: Matt Jung & Chip George built a company where ideas from all turn into products, where doing the right thing is encouraged & rewarded, and where peer to peer relationships are sacred, is the new way to build a future for Comfort Research.*

6:00 - 7:00 PM REI Networking Reception & Mixer

## **Saturday, September 16<sup>th</sup>**

8:00 - 8:30 AM Check-in

8:30 - 9:00 AM Successful Inventors Panel

9:05 - 9:30 AM Speaker: Denise Sylvester - Regional Outreach Office, USPTO

9:30 - 10:00 AM Speaker: Karen Smoots - Inventor, Green Glove Dryer

10:05 - 10:30 AM Speaker: Ken Johnson - Inventor

Topic: Licensing your idea!

*Bio: In 1979 Ken Johnson started a game manufacturing company in his parents' basement producing games he invented. He experienced some success with his first games. His big success came in 1982 when Ken set out to design a new card game. Upon seeing the success of Uno, he wanted to design a card game that could achieve similar success. After just a couple of days sequestered in his apartment, he came up with the Phase 10 card game. His first customers included K-Mart and Meijer stores. In 1987 Ken licensed the manufacturing and distribution rights of Phase 10 and began receiving royalties from the worldwide sales. It is now produced by Mattel, is sold in over 30 countries, and is the 2nd best selling card game in the world. In the summer of 2012, Ken celebrated Phase 10's 30th Anniversary!*

10:35 - 11:00 AM Speaker: Mike Suman - Inventor

Topic: Should Your Idea Become a Business?

11:05 - 11:15 AM Speakers: Representatives from TinkrLab

11:15 - 11:35 AM Speakers: Representatives from Skypoint Ventures & 100K Ideas

11:40 - 12:00 PM Speaker: Representatives from Disher Design

12:00 - 12:30 PM Break - Be sure to visit our exhibitor's booths!

12:30 - 1:00 PM Speaker: Jimmy Tomczak - Inventor/Author

*Bio: Jimmy Tomczak lives to design, inspire and connect. As founder, inventor, and author, Jimmy helps doers do more. He's launched multiple companies and was even selected to appear and taped for an episode of ABC's hit TV show Shark Tank. His work is featured in the Wall Street Journal, Entrepreneur Magazine, CNN, and more. Jimmy is a Crain's 20 in their 20s honoree and recently gave a TED talk entitled, "Living Your Best Life Now Starts Today." He graduated from the University of Michigan with a Bachelor of Science in Neuroscience and also completed the Program in Entrepreneurship.*

1:00 - 2:00 PM Spin, Pitch & Sell - Finals

Q & A time about MI Inventors Groups

2:00 PM Event Wrap-up/Closing Remarks from Michigan Inventors Groups