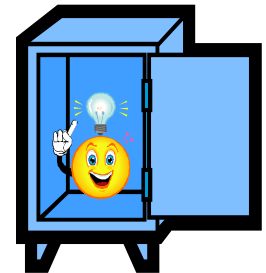


Why Choose Idea Protection?

Tom Wilhelm, Owner
Preston O'Connor, Business Development Specialist
Wilhelm Law, Appleton, Wisconsin

The difference between what we, as Idea Protection specialists present, and what a “general business” attorney would present, is that we believe that Idea Protection is the most important part of business formation.

We see the business world from the perspective of having worked both with businesses that protect their Business Ideas, and those who don't, or didn't before we became involved. As a general statement, we see that business owners who protect their business “Ideas” are in much better competitive positions than those who don't. In 30 years of experience, I have never seen a business start the process of protecting their business Ideas, and then stop because it “wasn't worth it”.



Typically, the way we get involved is that an existing business discovers that they have a legal problem that has arisen because they did not protect their business Ideas. They call us in at that point. We deal with the problem, typically at a much greater cost than if they had protected their business Ideas at an earlier stage. Sometimes we get a favorable result. Too often, the timing is such that the best we can do is damage control. So they pay their money, and they don't get as good a result as if they had protected their business Ideas earlier. And then, after the project is over, and the business executives do their post-mortem of the problem, they realize that the business would have been better served if they had protected their business Ideas at an earlier stage. Typically, that is the stage at which they become regular clients, working on Idea Protection as a routine part of the business model.

What we would like to see is a business model where businesses pro-actively protect their business Ideas as they arise, thus preventing the issues that show up unexpectedly when something goes wrong. That gives the business increased protection, increased predictability for the ongoing product/service life cycle, and limits the number of surprise expenses related to business Ideas.

To maximize the return on investment in their business Ideas, the business needs to routinely bring the Idea Protection attorney in as a regular part of the management team, where the Idea Protection attorney becomes the bridge between the company's unique selling proposition and the business it supports.

Overall, protecting the business "Ideas" is a relatively easy, and high probability, way of limiting the risk involved in starting a new business.

From the "business side" of business formation, Preston brings a wealth of knowledge regarding ways to get the business up and running at minimal initial investment, such that the business becomes self supporting in terms of cash flow, in a very short time while holding capital requirements to the absolute minimum required to get the job done.