For Immediate Release

Invisible Gamepad: Bringing an Innovative Concept to Market

Modern smartphones are powerful enough to deliver console-quality gaming experiences; however, reflex-intensive action games require precision controls, which are hard to achieve using touchscreen-based input. And even though dedicated gaming controllers for smartphones are readily available, their added precision comes at the cost of convenience. But as I discovered, the problem with mobile gaming isn't so much the lack of physical buttons as the lack of tactile feedback: a few dabs of clear glue on my iPhone touchscreen dramatically improved my gameplay experience just by letting me feel my way around the on-screen controls the same way I would a physical controller. From this came the idea of Invisible Gamepad, a set of stick-on controls that could be applied to touchscreen devices and customized to fit any game.

I knew I had something worth developing into an actual product. I studied the market and confirmed that I had something unique to offer, something I could make an actual business out of. I didn't have a business plan, but I did have plenty of enthusiasm, as well as input from family and friends. I did some rough estimates of how much time, money, and talent it would take to realize a viable product, and once I was certain I had a chance of success with the resources I had, I decided to move forward with the project.

First, I needed to name and register my business. I live in Europe, but the European market is fragmented and difficult to work with, so I decided to register my business in the US. I came up with a name using Dot-o-mator, registered my business through SmallBiz.com, bought my domain through Bluehost, obtained a US business address with Virtual Post Mail, and filed a temporary patent through the official website of the United States Patent and Trademark Office. I also used Weebly to create my website, bought stock photos through iStockphoto, and hired graphic designers and animators through Fiverr, crowdSPRING, and oDesk. In the end, all the tools I needed were available online: I didn't even have to leave the house to get my business registered in the US, let alone the country!

The next step was to develop some quick prototypes. I contacted potential manufacturers across three continents and had my first prototype ready in about a week. The first testing phase involved adjusting the design and materials until I had three significant variations I could run by my panel of testers. After some more adjustments, the final prototype was ready and I began focusing on production. I found out the economies of scale were huge and the first batch would be quite expensive, but I went ahead and manufactured a small quantity to test the market response.

Last step before launch: logistics. I started with a fully integrated solution from Amazon, but the results I got from their revenue estimator were misleading: it computes their sales commission as well as storage and shipping costs, but not the shipping costs paid by the client. Adding those to the product meant I'd either have to increase the final price by 50% or take a huge loss on each sale. I therefore decided to move my stock to ShipEdge, which lowered my logistics costs by almost 60%.

The response to this small sample was phenomenal. Some of the feedback even went into the final version of the product. It was at this point that I decided to launch a [Kickstarter](#) campaign to get the funding I needed for the full launch of Invisible Gamepad. And now that this project was too big for me to manage all by myself, I was lucky to have Morgan Mainou, a good friend with a positive attitude, join me in this venture. I finally had everything I needed to succeed.

I have high hopes for Invisible Gamepad, and I hope that this article will be of help to other entrepreneurs with big ideas!

For more information about the product, visit www.InvisibleGamepad.com/press or directly our Kickstarter webpage http://www.kickstarter.com/projects/1750839532/invisible-gamepad-precise-and-convenient-mobile-ga?ref=live

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