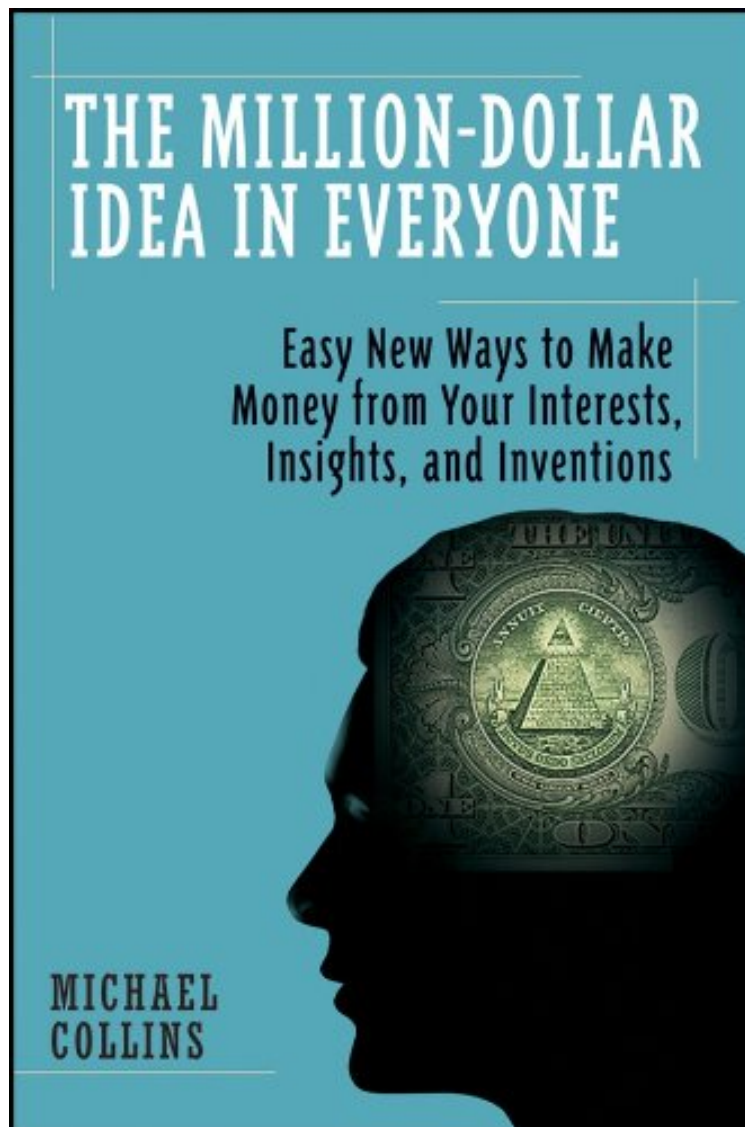


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## The Million-Dollar Idea in Everyone: Easy New Ways to Make Money from Your Interests, Insights, and Inventions

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*The Million-Dollar Idea in Everyone* gives you new and exciting ways to make money from your interests, insights, and inventions. With the phenomenon of "open source innovation" it's easier than ever to turn your ideas and expertise into profits. This book shows how lone inventors are being supplanted by everyday experts using blogs, virtual communities, and microbusinesses to bring ideas and inventions to fruition. Whether you just want to make a few extra dollars or start a new business, this handy inventor's guide points the way.

"both a manifesto for why you should embrace open innovation, and a manual." (The Guardian, Saturday 5th April 2008)

From the Back Cover  
Join the innovation revolution—and turn your BIG ideas into BIG money! Before the Internet made instant communication and collaboration possible, inventing a new product or starting a new business was risky. Innovators and entrepreneurs were often faced with the daunting task of doing it all on their own—discovering a market opportunity, thinking of the solution, getting funding, lining up manufacturers and distributors, marketing, and eventually selling the goods. Success hinged on having enough time and money to launch and grow the venture quickly—something many first-time entrepreneurs are unprepared for. But today is the era of the amateur. Thanks to the Internet and the emerging phenomenon of open-source innovation, making money from your creative ideas and expertise is easier than ever. No longer do big ideas only come out of corporate R&D labs or from people willing to quit their jobs and go into debt to fulfill their entrepreneurial dreams. Today, big ideas come from everyday experts just like you—schoolteachers, construction workers, college students, computer-savvy teenagers, almost anyone. Yet people with big ideas can't do it alone. *The Million-Dollar Idea in Everyone* is your guide to making a difference and a dollar. This information-packed resource includes practical, real-world advice to help you explore your ideas, test-drive them, put them into action, and turn them into long-term income—without risking everything. Whether you dream of becoming a millionaire inventor or just want to earn a little extra on the side, this revolutionary guide will inspire you, inform you, and help you turn your BIG ideas into BIG money.

About the Author  
Michael Collins is an inventor and the founder and CEO of Big Idea Group (BIG), an open-source innovation agency. To date, BIG has licensed or launched sixty products, with more than twenty currently on the market.