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Ideas to Fuel Business Innovation

What does innovation look like to you? The attendees at [last week's Consumer Electronics Show \(CES\)](#) probably have a few thoughts. This highly-anticipated annual show attracted more than 150,000 people to Las Vegas who came to learn about the next generation of breakthrough technologies. This year's show highlighted products that range from smarter, faster, more agile drones to cars that can drive autonomously on the highway. A popular area at the show centered around wearable technology such as the Blaze, Fitbit's response to the Apple Watch. Find a full list of [top products that were showcased at CES 2016](#) in this article.

All the cool things at CES got us thinking about innovation, and how important it is to

business success. Read this week's newsletter for a few ways to channel creative ideas to your advantage as a business owner.

TechShop: Your Own Space for Business Innovation

Are innovation and creativity flowing through your veins, but you need the space and tools to turn your vision into something more concrete? If so, you'll want to look into TechShop, a nationwide network of do-it-yourself rental workspaces where members can take classes and make use of cutting-edge machines and tools, sophisticated 2D and 3D design software, and other professional-grade equipment to help make their innovative ideas a reality.

[Learn more about joining the TechShop network.](#)

To learn more about how to promote business innovation at your company, check out Google's [9 principles of innovation](#) that range from involving loyal product users in the testing phase to setting aside 20% of your employees' time for innovation.

Federal Funding for Technical Innovation

Back up your innovative new idea with support from the federal government. The [Small Business Innovation Research \(SBIR\) program](#) is a competitive, three-phase program that supports small businesses with research & development (R&D) funding to help them commercialize their products.

The [Small Business Technology Transfer \(STTR\)](#) is another federal innovation R&D program that funds public/private sector joint venture opportunities for small businesses and nonprofit research institutions.

Search for [SBIR/STTR success stories](#) by state, date or agency to find extraordinary examples ranging from nanotechnologies to clean energy to wheelchair innovations.

Space fans know that many commercial products and services have been developed with the help of NASA's personnel, facilities, data, patents or NASA R&D contracts such as SBIR or STTR awards. Find space spin-off technologies on [NASA's Spinoff site](#).

Understand IP and Protect Your Innovations

It's not enough to merely innovate, you've got to also protect what you've created. So whether you need assistance with filing a patent or getting a copyright or trademark, our [Understand Intellectual Property \(IP\) tool](#), built in partnership with the [US Patent and Trademark Office](#), will guide you through the steps of protecting your innovations.

Start protecting your company's creative assets by taking advantage of our tool today.

2016 SelectUSA Investment Summit: The Innovation Advantage

We are thrilled to announce that registration for the [third SelectUSA Investment Summit is now open!](#) The Summit will be held June 19-21, 2016, in Washington, D.C.

This year's theme is "The Innovation Advantage" and will feature investment opportunities from every corner of the United States for global investors. High-profile business and government leaders will share their insights on the latest innovations and trends. [Register today!](#)

Twitter Highlights and Digests

Here's a few of our top tweets from the past week:

1. Are you looking for #data to help you start or grow a #business? Check out @uscensusbureau's #Biz Builder:

[\[Tweet\]](#)

2. Want to know how #TPP affects your industry? Find out here: [\[Tweet\]](#)

3. Find a list of Stats from @USCensusBureau @BLS_gov & more on our #MarketResearch Page: [\[Tweet\]](#)

4. #Manufacturing supports an estimated 17.6M #jobs in the U.S. Uncover more stats here: [\[Tweet\]](#)

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