

OCTOBER 2019

The Newsletter of the Institute of Inventors and Innovators

III – The home for inventors. A non-profit organization controlled by inventors, supporting inventors.

III – South Africa Business Award Winner – MEA Markets 2018

<https://www.mea-markets.com/2019-the-institute-of-inventors-and-innovators>

For your diary ...

- ❖ **Dates for our monthly Eureka! Meet** for the rest of the year ... set them aside, attendance is always worthwhile. Details of interesting speakers are confirmed month by month October 9 and November 13. We take a break in December then start again on January 15th 2020.
- ❖ **PITTP – Pitch it to the Panel** – the next date is Saturday **16th November 2019**. Do you need confidential advice for your invention? Let our experts share their wisdom with you. Secure your place now, don't wait until the last minute!

Report back

Spray and Pray might have worked in the past by default but now it would be a waste of resources to imagine it would today. In this online-consumer age, digital marketing can make or break the growth



VERSION.EIGHT

and survival of a business, so it seems savvy to know enough so that you will be its master and not its slave. In many ways, and for obvious reasons, it has surpassed and replaced traditional channels

of advertising and marketing even though many are still catching up. Sales – B2B (business to business) and B2C (business to consumer) just don't work the same way they use to.

Because consumers now turn to the internet for any questions they have, it is easy to understand why a thoughtful digital marketing campaign, a targeted customer base and the sensible active use of social media can get you where you want to be from where you are now.

The subject of Digital Marketing is an overwhelming one – or it could have been, but **Jandre de Beer, Founder and Managing Director of Version 8 Media** brought it right down to the here and now ... as he said, 'it's nice to know what they're doing in Europe or China or the USA, but what are they doing here in South Africa? In Gauteng? In your space?' That's what it was all about and that's what made this presentation so useful – everyone there got questions answered and could see what actions they needed to take to get going, keep going or improve. The talk was knowledgeable, interesting, and peppered with sound, focused, hands-on and practical advice. Lucky us. And lucky too were the five delegates who won the draw and got one free hour's consultation with Jandre's team and Version Eight. Thank you Jandre for this generous gift.



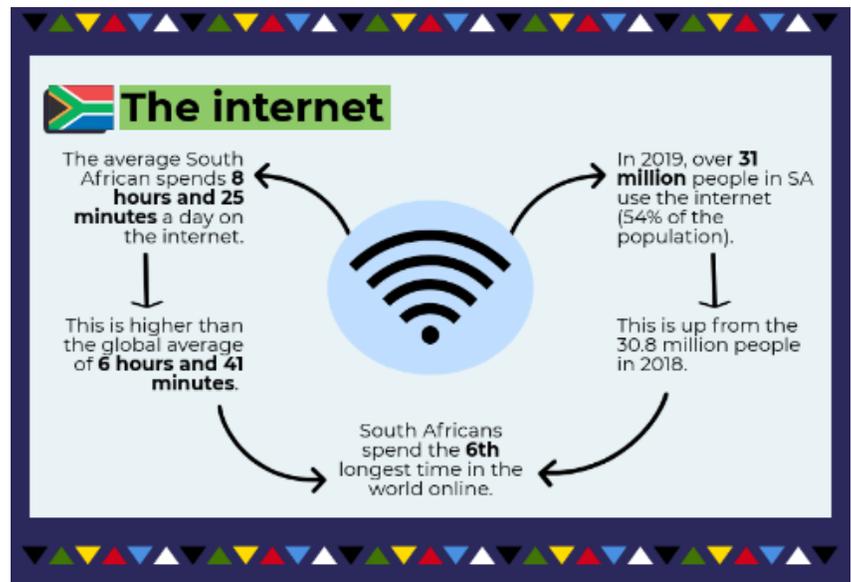
With the plethora of information available, a person could become confused, but in any entrepreneurial endeavour it makes sense to put in the time and effort to building up your 'business' using any or all of the social media out there. The thing is to choose one or two that **suit** your commercial goals. LinkedIn? Facebook? Twitter? WhatsApp? Plus? Make an effort to understand how each works, what each does in general and how each can work for you in particular. The links below were chosen randomly– we hope they are more helpful than not!

The social media landscape is dynamic – it morphs all the time – so get an idea of who uses what, for how long and when. **Stop reading a moment, pause, and think.** How long do you spend online daily?

The Internet rules okay! The figures in the 2019 infographic below may surprise you – but then with little effort you realise that it's true ... social media is just one part of this usage but so is general search engine activity, and entertainment plus. Two facts stand out, more people are using the internet every year, and the average South African spends some 8½ hours online. You need to make sure that some of that quality time will be spent in your space and on your product.

The **costs of online advertising** are rising by the day and pre-planning and preparation will save you a lot of wasted time, effort, money and heartache.

Learn about and understand the elements that will make up a social media marketing campaign ... the main ones (including jargon and acronyms) will do to start, for as you go along it all falls into place - and you realise how little you know!



HTTPS: Hypertext Transfer Protocol Secure (HTTPS) is a variant of the standard web transfer protocol (HTTP) that we all know. Https enables encrypted communication, it adds a layer of security for the data in transit through secure protocol connections, and you will notice that most sites have moved over to HTTPS. This is something important to think about especially if your website is to have a payment function for an on-line shop, (PayPal for instance), or you gather personal customer data.

SEO stands for **Search Engine Optimization**, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. To get those results you need to make your 'site' is more attractive to search engines so that you 'rank high' when it comes to using relevant and key words and phrases. And, in turn, the key words and phrases you will use are based on those you think your market will use to find you. Your business success will come when you build trust and credibility for Google **and** for the visitor because user experience and SEO together 'can't be beat'.

Algorithms: An algorithm can be defined as a set of rules or calculations used to measure site use, identify patterns, solve problems and deliver content and focused results to the visitor. Keeping up with the algorithms of the individual platform you are using (LinkedIn or Facebook etc) is crucial for social media marketers because they influence on who gets to see your material and when. Further, they are revised and updated all the time so keep tabs so you don't lose potential customers because 'you didn't know'. If you colour outside these lines you will come second.

Content Marketing is strategic marketing that attracts and retains a clearly defined audience and involves the creation and sharing of online material (such as videos, photographs, infographics blogs, tweets and free e-book downloads and more). Content marketing does not explicitly promote your brand but it should stimulate interest in it. **Sell the sizzle not the steak.** Know that you don't sell the 'item', you sell what it does. This is what makes all those consumable pieces of information work for you, and because it allows you to connect with and 'educate' your leads and customers, it encourages and improves conversions. Content marketing builds customer loyalty. You drive profitable customer action by building trust and relationships and if you get it right, those algorithms will take notice.

So with this information under your belt, now what? BEFORE you start, think hard about what you are actually providing and who is going to be interested - draw bubble maps to help you. Think you're selling the car? You're not. You're selling A to B, convenience, Mom's Taxi, status and so much more.

What product do you sell or service do you offer? What is your business about? Is your business B2B? B2C? A bit of both? Who is your market? What appeals to them? What do they want?



Nobody can say for certain which of the social media you should choose. Each platform is very different and serves different purposes. You need to inform yourself on all so that you use the best one for you in order to expand and grow your business – remember your consumers are 'connected' and your business buyers are 'social'.

LinkedIn seems the most the important social network to reach out to business buyers and connect with professionals in general and thus one of the major platforms in B2B social media (and increasingly in content marketing). Go here for some excellent info: <https://linkedinpedia.com>

Facebook has an enormous audience and may suit your B2B efforts 40% of the time, but 60% plus suits B2C because all their users are consumers. If you're B2B, you could have a Facebook page and use it as a secondary network. If your B2C social media marketing goal is to raise brand awareness, build a community, provide customer service, or promote online selling, Facebook can be a great choice for your campaign.

<https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/facebook/benefits>

Instagram: Do you think the more people know about your business, the better chance it has of being successful? If so, Instagram will help you to target a larger audience. It also enables you to share photos and videos with other social media websites. Having an active Instagram presence can help your brand increase its exposure, generate new leads and encourage sales growth, all of which make it an important part of your sales and marketing funnel.

<https://blog.hootsuite.com/how-to-use-instagram-for-business/>

Twitter is a great marketing tool. Don't forget, tweets are indexed by Google and therefore, it's also useful in terms of search engine optimization. Twitter marketing allows you to reach your followers from around the world and alleviate the distance barrier.

<https://blog.statusbrew.com/why-use-twitter-for-business/>

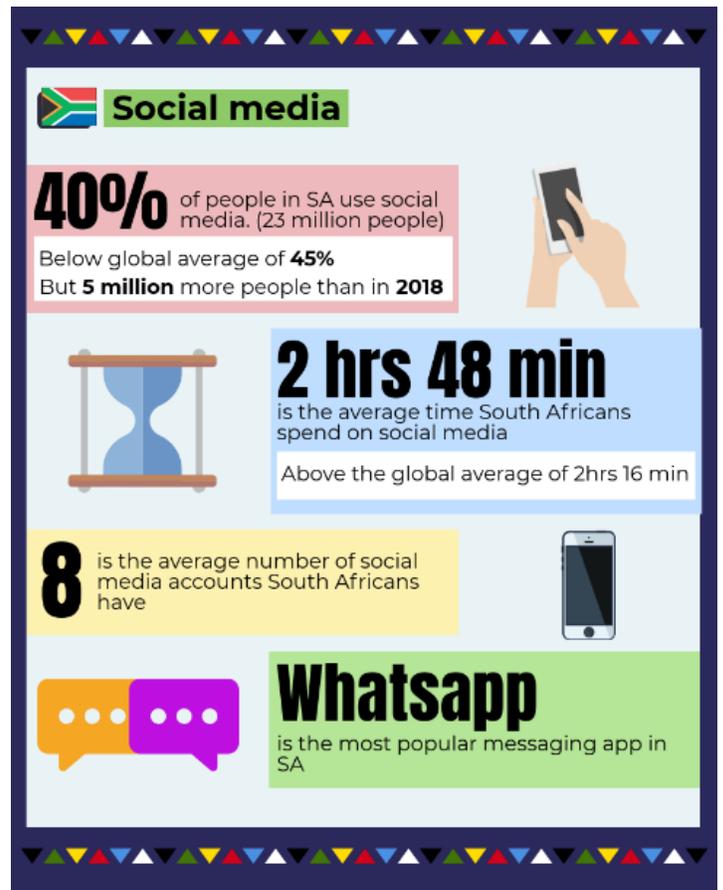
WhatsApp and WhatsApp Business: This is 'essentially SMS grown up' says a friend of mine – but now there is WhatsApp Business which allows businesses to talk to their customers directly with better insights and precise marketing. You can interact with customers easily with tools available to automate, sort and respond quickly. It helps provide customer support and deliver important notifications.

<https://www.profitbooks.net/how-to-use-whatsapp-for-business>

You are a supplier and you must understand your consumer!

Choose ONE or maybe two platforms only so that you can work them and service them properly

So, what's the best use of your time right now?



EUREKA! MEET – 9th October 2019

Join us for a presentation on **ARCHITECTURAL MODELLING** because this style of presentation may just suit the prototype **you** need to make. Imagination is a wonderful thing and just as words can lead to exciting thoughts and ideas, there is nothing quite like seeing with your fingers.



Some say 'don't worry about a prototype, worry about sorting out the invention first'; while others say 'give me something to touch or hold so that we're on the same page'.

Whatever your view, you will be fascinated by the detail and scale of the types of 'things' that can be produced by someone skilled in the art architectural modelling. Believe it or not the illustration alongside is not a photograph but a model of a section of Melrose Arch in Johannesburg.

Be there when **Architect Paul Raggett**, shows us how it is done, where to find the products and tools you may need and some basic how-to's. He's also an **inventor** who's been there and back so he has an inventor's tale to tell us too.

Please book as space is limited. There is no charge.

The venue is 'Made in Workshop',

65 Maria Street, Fontainebleau –Tel: 083 269 2195 – speak to Henry.

Park in front of the building. Take Republic Road towards Randburg, Maria Street crosses Republic Road just south of the Rabie Road junction or click [Google maps](#)

Members and visitors are welcome!

We look forward to seeing you at our meetings, feel free to bring a guest.



PITTP – Pitch it to the Panel – a confidential and professional service for members

The Next Pitch it to the Panel (PITTP) is on Saturday November 16th 2019

Have you got a smart concept you think is valuable? Do you have a good idea that needs to be defined? Has an invention or improvement been running around your head? Maybe you've already got your prototype (or even your product) but you need to protect it or know what to do next?

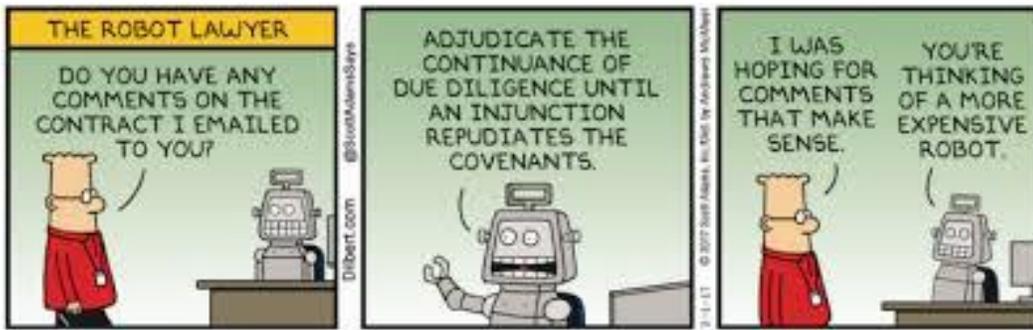
If so, then you need to take advantage of a **Pitch it to the Panel meeting**. At this get together, you will have a chance to speak to a knowledgeable group of professionals, specialists, entrepreneurs and inventors. Furthermore, confidentiality is assured as everyone present signs a Non-Disclosure Agreement which means that your idea and invention is treated with the due privacy and respect it requires at whatever stage you are at in your inventor's journey.

Get guidance, assistance and invaluable advice to get you to your next step.

Members can book a **PITTP** session by going to the website and booking online – www.iii.org.za It's easy and you should do it soon to secure your place.

Due Diligence: What is it and why is it necessary?

Basically due diligence means what it sounds like ... an investigation or reasonable exercise of care



that anyone is advised to take before entering into an agreement with another party for many reasons such as investing in a business, or buying one or choosing a service provider. Any 'business' agreement to purchase or invest affects both

parties materially, so of course caution is wise. Okay - to translate - do you remember when your guy had to come and meet the folks and he was grilled and asked all sorts of questions that may have included 'Who are you?' 'What does your dad do?' 'What can you offer my daughter?' 'How will I know?' and, 'Why should I believe you?' Essentially that was an exercise in due diligence even though we didn't call it that then (more like 'don't be so nosy Dad!').

In many instances **due diligence** can be a legal obligation but these days the term commonly applies to any voluntary investigation into a matter in hand and for inventors seeking funding, a due diligence exercise is a given.

Preparing **your** due diligence exercise about your creation, product or concept will be the difference between getting that funding and not. Plus it's just shows savvy business sense. **Investors will want to know a lot about your idea or invention or product... and you**, though most of it you would have already covered in your business plan.

- ▶ Your idea: your invention (product, service concept, or activity)? Is it useful, is it new/different/unique? Is it practical? Can it be made? Does it solve 'the problem'?
- ▶ The scalability of the idea: is it one that can maintain momentum, make profit, increase in sales volume, and grow in a reasonable time period?
- ▶ Your target market: Who is the customer? Will they buy? Will interest in the product remain steady?
- ▶ Your operating team: – who will do what work in running the idea and getting your product to market? Does the expertise you can access cover what you need in terms of skills and capacity?

Other areas that will be covered in any due diligence exercise will include:

- ▶ Regulatory concerns and legal aspects (Company registration? Qualifications?)
- ▶ Finances (what' available? how much did you put in? How much do you still need?)
- ▶ Intellectual Property (patents, trademarks, design registration)
- ▶ S W O T (Strengths, Weaknesses, Threats and Opportunities).
- ▶ Customers and Competitors (your position in the market, sustainability)
- ▶ Research (what have you done, where have you been, spoken to read or interviewed?)
- ▶ Development plans (the future of your invention? Version 2? Company growth?)
- ▶ IT – Information Technology (working everything in the digital age? Use of social media?)

Due diligence is a rigorous and demanding process that can be arduous and even laborious but it will determine whether or not an outside party will invest in your idea or venture in cash and/or kind. The process essentially evaluates the business, the opportunity and the investment opportunity so the questions asked and answered are complete and the information required exacting.

There is a lot of information available on due diligence and from many sources. Access as much of it as possible including your accountant or tax office – they in particular have current and practical advice to offer.

Don't let your brilliant idea be passed by because you were not prepared. **BE SMART.** Even if you are not looking for finance it's good to know that it is always advantageous to set yourself up as if you were. Install a minimum core of policies and procedures in what you are doing because that will serve you well – you may even land that huge corporate account because you were ready!

The Tax Shop Bedfordview will assist you with your start up needs from a business plan, to keeping you tax and financially compliant. We make it easy for you, the new business owner, to focus on your product and the distribution thereof, while breathing easy knowing the rest is sorted.

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A Rain Catcher - every home should have one!

The Rain Catcher, which has been patented, was developed in South Africa in 2010 by **Engineer Marthinus Bekker**. It has been tested in varying circumstances and areas since the final prototype was presented to the world. Exposure to the elements in South Africa was one such test and for the most part the results were promising as far as durability and reliability were concerned.

The inexpensive **Rain Catcher** weighs 1kg and is easy to assemble – even a child could do it. This wonderful invention is useful for many reasons in the dry and drying environments in our country (and globally), not only **to save water** but also to collect water especially where infrastructure may be non-existent or have been damaged, say in a hurricane. We remember Mozambique here where they are still getting over the devastating effects of cyclones Idai and Kenneth in March and April of this year.

The Rain Catcher has been tested all over the world and it seems sensible to invest in one.

<https://www.youtube.com/watch?v=W8U6GI-6KI0>



Got a product you've invented to sell? A Service to offer Inventors?

Time is running out ...

Tell us about it. Opportunities exist for you to promote your **invention/s** or **service** through 'MEMBER SERVICES' on the www.iii.org.za website. It's available to members at no charge until **January 2020**.

Talk to us, and we'll send you information on how to get your product in front of interested eyes, the sooner the better, as we would be pleased to support you.

Email info@iii.org.za



**THE NEXT EUREKA! Newsletter will be out by 5 November ... look out for it.
Greetings to you all.**

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Inventors working on behalf of Inventors



Got something on your mind? Let us know!

Send an email to info@iii.org.za or celeste@iii.org.za