

April 2021 ... Better late than never they say!

The Newsletter of the Institute of Inventors and Innovators

III – A non-profit organization. A Home for inventors. Run by inventors. Supporting inventors.

III – South Africa - Business Award Winner – MEA Markets 2019

<https://www.mea-markets.com/latest-issues/>

YOU DIDN'T GET CAUGHT NOW DID YOU?



Perhaps this 'celebration' is losing or has lost the magic and entertainment value that it used to have ... after all, the universal sense of *humour* has changed! Read below somewhere for a very good 1957 example of the BBC at work which certainly fooled many people and then watch the YouTube video too. Gotta smile.

'How to get Funding for your invention Idea'

An interesting presentation and discussion was held at the

Inventors Club Zoom Eureka!MEET on 10th March 2021 with Dagmar Breiling of Funding Connection.

Dagmar is the driving force behind Funding Connection, a multi-service training and financial advisory company based in Hillcrest, KZN. She is a serial entrepreneur herself and an international Funding Strategist with an MSc (Economics) from the Kiel University, Germany. Her company specialises in consulting and training on entrepreneurial skills (and so much more) but at the outset you must not see it as a funding, investment or asset management company, it is not. This company offers current information on Government funding (and other) schemes and opportunities – and you can engage them for funding and business advice, consultation, valuable training and information.



It is a long, hard road to raising funding for inventors, especially those looking for interim and project funding and/or seed funding all of which is needed to get any invention product to market. And there is so much to take into consideration along the way that a lot of perseverance comes to the top of the list. That and preparation ... and research ... and knowledge and self-discipline and reliance and ... well, the list seems unending!

From your point of view ...

If you are looking for funds, then it is likely you know enough about your invention idea to have a good understanding of what it will take to be able to convince others to invest in your work.

By the way - If you are looking for someone (anyone!) to invest in your idea only, forget it ... no-one will do this. You need to work your idea and make sure it is a marketable product for you to take it further.

You know too that inventions are usually expensive to introduce onto the market (given everything you have to do to get them there) so, if you want to bring your bright idea/s to life, then you need to be prepared before you approach any source of funding. You need to consider a lot because, as with many other situations in life, the answers to many invention funding questions can start with "It depends ..."

If you help potential investors understand your product, then YOU understand your product and your chance of raising funds is more likely to succeed. Be adaptable. Meet requirements. Listen and learn.

From a Funder's point of view ... How does a funder decide what or who to invest in?

Dagmar noted, that as much as you may believe there are no funds for inventors, there are.

Funding is available, funds are not the problem - it's rather a balance between needs and wants and knowing how to access finance. She suggested you play a game ... imagine you had extra money to invest (maybe you win the Lotto!) and you are looking for somewhere to invest it that is safe, sure and with a good return. Any financier or investor would want this. What information would you want answered about a potential borrower? What sort of person would you invest in? How much money do they need or want? Have they invested anything in the project themselves?

When considering an invention idea/product, many will also look for proof of concept, how does it work? Does it solve a problem? Does it do what it is supposed to do? 'Copy me' products with a small but novel innovation would make your product cheaper to produce. What else? Well, would or do people like it? Will they buy it? Is there a market for this product? Has there been a market test anywhere? (Even sales at a flea market is a market test.) Are there similar products already on the market? Can you show that people are going to buy it? Who are your competitors? Do you have any? If not why not? Is your product too 'niche'? Have you analysed your customer acquisition costs? This is important because investors are helping you pay for those customers and once you know that customer cost, the investor can compute and figure out how to 'grow' the product or business.

Not least, a potential investor will look out for how you plan to run the project. Nobody can do everything, and you will need specialist expertise around you. Who is in your 'dream team'? Who IS your 'company' – how do all the people inside it make it what it is? Do you have access, for example, to lawyers, accountants, marketers, manufacturers, distributors, support staff and other 'get-it-done' people. Outsourcing specialist skills is preferable to employing 'cheaper' trainees and the like.

When you apply for funding, and you have off-take agreements in place for instance, most financiers/investors will note you have a secured market and this would be good. Off-take agreements are agreements that show you already have potential customers in place – they are agreements between two businesses and confirm the monthly quantities, qualities and the price of your product and/or services. As a start-up this is an easy way to prove your monthly sales assumptions as shown in your business or viability plan. Not all can do this, it's just a good example of showing a potential investor why he should invest in you and your invention idea/product. But what do you do, if you are selling to end-users as in a retail situation?

The financiers are aware that you can't secure off-take agreements in all circumstances, so they will accept a feasibility study that proves you have a market.

Other information and advice offered at this very interesting meeting included:

- Finding a best business partner is like finding a life partner! Be careful and choose well if you intend to go into business with anyone ... perhaps it would be better to do your own thing?
- Have you done your research on your 'product'? Did you realise that 75% of all purchases are made on reviews ... so visit Amazon, Alibaba and others and then Google, and see what you see. It will clear your head and focus your thinking.
- Anyone seeking funding needs a good pitch deck. What is a pitch deck you ask? More on this another time, but essentially it's a brief presentation that will give potential investors an overview of your business/viability plan, your invention idea/product, services and growth plan. **Securing funding is a multi-step process** and a good pitch deck is one that is short and easy to follow.
- There are many Government funding opportunities available, each with its own rules, requirements and target markets and many are made available as a loans with interest and/or other requirements like equity shares. Know also that Government funding takes a long time (as long as 2-3 years) ... can you wait that long?
- **Funding Connection** can help you get prepared to apply for funding (world class business plans for instance), prepare your pitch deck and explain the funding landscape to you. They can do a 45-minute initial consultation (R490) which can answer many of your questions. Thank you Dagmar.

Have you planted your Spaghetti Tree seeds yet?



https://www.youtube.com/watch?v=tVo_wkxH9dU

The news report was produced as an **April Fools' Day joke** in 1957, and presented a family in the canton of Ticino in southern Switzerland gathering a bumper spaghetti harvest after a mild winter and the "virtual disappearance of the spaghetti weevil". Footage of a traditional "Harvest Festival" was aired along with a discussion of the breeding necessary to develop a strain to produce the perfect spaghetti noodle length. Some scenes were filmed at the (now closed) Pasta Foods factory on London Road, St Albans, in Hertfordshire, and at a hotel in Castagnola, Switzerland.

At the time, 7 million of the 15.8 million homes (about 44%) in Britain had television receivers. Pasta was not an everyday food in 1950s Britain, and it was known mainly from tinned spaghetti in tomato sauce and considered by many to be an exotic delicacy. An estimated eight million people watched the programme on 1 April 1957. This April Fools joke really worked and is one that is sure to make you smile.

Membership Matters! Two important announcements.

The membership fee went up on 1 March 2021 (the beginning of the III financial year) to R375 ... probably still the most reasonable professional fees available anywhere! You pay them once only for LIFETIME membership for people between ages 22 to 62.

Also as from 1 March 2021, people joining up to age 21 (no longer 25) and from age 63 membership is free (just send proof of age). **Support the Institute – JOIN TODAY.**

Go to the website www.iii.org.za to update your details and read more about Membership



Pitch it to the Panel™

Have you got one idea that stands out from the rest?

Something that's wriggling round in your brain and you just can't let go of it? Come to the next PITTP session on **Saturday 12th June 2021**

Here there is a confidential focused meeting of minds where you can speak to a panel of experts - all subject specialists - who can offer the kind advice and guidance that you need.

Click on the SERVICES page on the website www.iii.org.za, read all about it, meet the panelists too – and because this meeting is run on a virtual platform, there are only three places available.

Inventors Club: Eureka!MEET

If you joined us on 14th April 2021 17h30-18h30 SAT via MeetUp you'd have heard:



Matt Nuccio of Design Edge who spoke to us in a Q&A session about two interesting and important subjects. Of course we only skimmed the surface but we hope too that it was just enough to get you thinking and going!

Product Packaging – why worry?

How important is this for Inventors and entrepreneurs?

and

A brief introduction to Appointing an Agent when Licensing your Product.

Why might you need an Agent? What does an agent do for you? What does an Agent need from you?

Design Edge is a one-stop shop for bringing toys and games to market. For over 30 years, it has been a leading toy, game, and collectables development, marketing, manufacturing and consulting agency and Matt Nuccio, who started in 1997 is now President. Go here to check out his LinkedIn page <https://www.linkedin.com/in/mattnuccio/> or if you find a spare 10 minutes you can follow the link below, see what you see and then realise how lucky we were to have him talk to us!

<https://www.youtube.com/watch?v=EQOai3554dU&list=PLFGa4WsPWF1ABh9hRQHhpFI-QEmDcQIDX>



PLASTIC SA COMPETITION - About SA Plastics Pact:

The South African Plastics Pact is working towards a circular economy for plastics, a South Africa where plastics are valued and do not pollute our environment. Part of the solution is to increase the number of reusable packing items used in place of single-use packaging. The South African Plastics Pact is proudly delivered by [GreenCape](#). For the results of the competition and more go to:

<https://www.saplásticospact.org.za/2021/03/12/sa-plastics-pact-reuse-innovation-challenge-2021-won-by-i-drop-water/>

and for the LinkedIn post from Christo Rossouw (BIG Congrats!) who came 4th out of 45 entries go here: https://www.linkedin.com/posts/christo-rossouw-92020767_safrican-startup-i-drop-water-scoops-plastics-activity-6777616841855528961-t9WR

"I participated in the SA Plastic Pact Reuse Innovation Challenge 2021 and came in 4th overall, just missing top 3. The purpose of the contest was to find innovative solutions that would ensure multiple use of "single use" plastic packaging. I came up with a low-cost solution for plastic shopping bags. (about 20c US) This solution is small and compact device that can be used as a key ring holder and fits in your pocket. It can store up to a 24-litre shopping bag. Here is the cool part - when you hook your shopping bag onto it and pull out the carry straps, it turns an ordinary shopping bag into a back pack. This makes it easier to carry while cycling or walking long distances. Having a shopping bag with you all the time will prevent you from buying a new bag every time. Other functions include an easy-carry handle. What do you think about it?"



And speaking about Plastic, Gary Pope (founder of Kids Industries) says "Only when the consumer speaks does change happen. This is why Gen Alpha is the one the world needs. Brilliant news and a great achievement from Skye who is 10. We did a lot of work on exactly this last year and this is exactly what needed to happen to force the hand of industry..."

Waitrose ditches magazines with disposable plastic toys

Waitrose has said it will no longer sell children's magazines with plastic disposable toys to help tackle pollution. The retailer said the free plastic toys have a short lifespan and cannot easily be recycled. This comes amid calls from some of the children they are aimed at to stop giving away free plastic toys. Over the next eight weeks (from around 23 March 2021) it will be removing magazines containing the free toys from its shelves. Waitrose is urging publishers to replace "pointless plastic" with sustainable alternatives.



It said the move was inspired by Skye, a 10-year-old from Gwynedd, who launched a campaign to persuade publishers to stop giving away the disposable toys in magazines. **Read the full article here:**

<https://www-bbc-co-uk.cdn.ampproject.org/c/s/www.bbc.co.uk/news/amp/business-56456170>



Are you going to Zoom in?

30 Speakers. 3 Days. 1 virtual stage. Get ready for **InventorCon 21!** This is the largest digital conference for inventors and licensors, distributors, and manufacturers for the invention

It's an amazing opportunity – well worth planning for ... there is still time to book your place.

PASOP! Check the time differences EDT to SAST

Inventor-Con is part trade show, part invention expo, part networking event, part education fair, and part Q&A panel. It is a safe place to discuss inventions, learn how to protect an invention or idea, meet licensing companies and manufacturers, and learn the tools of the trade from people who've successfully made that journey from idea to ground breaking product! **For only \$10, join InventorCon for 3 days from May 6th - 8th!** It's a world-class event with no travel required! Who will be speaking?

Amongst the best the speakers will include: [Stephen Key](#), [Andrei Iancu](#), [Dana Knowles](#), [Rick Kellow](#), [Kedma Ough.](#), [Benjamin Harrison](#), [Gene Quinn](#), [Aimee Carroll](#), [Leo York](#), [Scott Hynd](#), [John Schlipp](#), [Courtney Laschkewitsch](#), [Jim DeBetta](#), [Bob Sager](#), [Robert Angel](#), [Marc Portney](#) and others!

[www. https://www.inventorcon.com/](https://www.inventorcon.com/)

Learn more and sign up! <https://lnkd.in/g36W4zf>

SEEN on LinkedIn ...

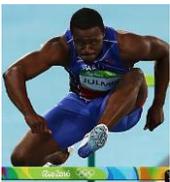


Little Bird Toothpick Dispenser

<https://www.youtube.com/watch?v=ssT7lbRj2zk>

This would be a conversation piece at a braai or a dinner party perhaps but would you define it as an invention? What problem does it solve? Makes a person think anyway.

"Character consists of what you do on the third and fourth tries."
—James A. Michener.



Julmis falls in hurdles and FINISHES THE RACE

Haitian athlete Jeffrey Julmis fell down in the 110m hurdles event at Rio Olympics 2016, and managed to get up again to finish the race. The moral of this story for Inventors and Innovators is not to give up – this journey is tough but worth it all. Keep going and keep starting again if you must. https://www.youtube.com/watch?v=BDnA3jobv_0



IFIA has always tried to determine the role that **intellectual property rights** represent when encouraging and inspiring innovation and creativity for building a better future.

World Intellectual Property Day – April 26 2021 shines a light on the critical role of small and medium-sized enterprises (SMEs) in the economy and how they can use intellectual property (IP) rights to build stronger, more competitive and resilient businesses.



The **Gateshead Millennium Bridge** is a pedestrian and cyclist tilt bridge spanning the River Tyne between the Gateshead arts quarter on the south bank and the Quayside of Newcastle upon Tyne on the north bank in the UK. Opened for public use in 2001, the award-winning structure was conceived and designed by architectural practice Wilkinson Eyre and structural engineering firm Gifford. The bridge is sometimes referred to as the 'Blinking Eye Bridge' or the 'Winking Eye Bridge' due to its shape and its tilting method. The Millennium Bridge stands as the sixteenth tallest structure in the city,

and is shorter in stature than the neighbouring Tyne Bridge.

The video links are accompanied by the usual irritation of advertising and further links to nonsense, still, it's an amazing feat of engineering invention and design.

https://www.reddit.com/r/technewstube/comments/izhjkp/the_gateshead_millennium_bridge_aka_the_winking/
... during the day and https://www.youtube.com/watch?v=q54VKT_mZfl ... at night

Below is the standard link to ALL Club meetings so keep it somewhere safe so you can access it easily every Wednesday.

<https://iii-org-za.zoom.us/j/93217339232?pwd=NvhQSmRFdkgrNkM5ME5zNTAzMnBMZz09>

UP-COMING EVENTS THE INVENTORS CLUB Wednesdays 17h30-18h30 Have you joined yet? It's free to join MeetUp so go here: https://www.meetup.com/en-AU/inventors-club/ <i>Join Us!</i> via MeetUp and a Zoom computer near you!	APRIL 28th	Eureka!MEET Rina Gunter, Patent Attorney will share information and gives practical advice	PROTECTING YOUR INTELLECTUAL PROPERTY What does IP cover? Must you have a patent? When do you use patents? How do you get one? All you need to know to make a PPA work for you and so much more
	MAY 5th	KIDS CLUB Hosted by Petra Rees Session 4 of Design Thinking	We will prototype and test our solutions and identify ways of how to do this.
	MAY 12th	Eureka!MEET Hosted by III	THE EVOLUTION OF 3-D PRINTING Talk will be lead by a Professor of Additive Manufacturing from a University in New Zealand – to be confirmed
	MAY 19th	CLUB NIGHT	Hosted by Jose Ventura
	MAY 26th	Eureka!MEET Rina Gunter, Patent Attorney will share information and gives practical advice	PROVISIONAL PATENTS What are they? Who gets them? Why? How much do they cost? Are they worth it? Will they help an inventor? What are the advantages? Disadvantages? There's more.

Subject to change depending on availability of our specialist speakers

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The III is a full member of IFIA - the International Federation of Inventors Associations.



Please visit www.ifa.com to catch up on global news, views and events.

As long as we are fighting our own, we won't see the real enemy



<https://www.youtube.com/watch?v=f7XeY601ksQ>

Share your ideas and suggestions with us – we'd love to hear from you.

Email info@iii.org.za or call 072 6643749