

JANUARY 2020

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 next six months are January 15th; February 12th; March 11th; April 8th; May 13th and June 10th. Set them aside as attendance is always worthwhile. Details of interesting speakers are confirmed month by month.
- **PITP – Pitch it to the Panel** – the next date is Saturday **29th February 2020**. Get confidential advice for your invention. Membership and payment will secure your place.
- **PLASTICS | SA: TOWARDS ZERO PLASTICS TO THE SEAS OF AFRICA**
Conference in Port Elizabeth 20-24 April 2020
<http://thegreentimes.co.za/event/african-marine-waste-network-conference/>



The Benefits of attending Eureka!MEET monthly



The III is all about Inventors helping Inventors and amongst our membership benefits the monthly meeting **Eureka!MEET** is tops. We search out and provide speakers having first-hand knowledge of innovation in all its forms as well as find other subjects that develop our skills and broaden our thinking which in turn may just spark off new ideas. Various they speak on different topics from the 'difficulties in getting from idea to market', to 'How to' and 'What if' and may include 'The process of' and 'sharing their own successful invention stories with lessons learnt', at first hand.

Some could share tips on marketing your invention while others could provide information in 'technical' areas such as: protecting your idea, patent fundamentals, building prototypes, model-building, 3-D printing, selling your idea, and funding. Yet others could lead discussions on entrepreneurial skills ... and there is so much more. The **Eureka!MEET** also offers good networking opportunities which could be good for business, for solving problems or for just meeting interesting people ... we're a friendly bunch! We take pride in being a trusted resource, and do our best to protect and support members in all sorts of ways. If you can, join us and bring a guest too.

The Plastic scourge: one of the most urgent environmental crises in the world.

The disparate statistics below that surround single use plastic pollution are frightening. 6 million plastic bottles of water are bought each day in the UK; 46 pieces of plastic are floating in every square mile of the oceans; in 2015, a study found some 6 237 653 kg of plastic waste accumulates in the Philippines daily; since the 1950s, it is estimated that 6.3 billion tons of plastic has been produced globally, of which only 9% has been recycled and another 12% incinerated. Further, it is believed that by 2050, the world will have produced 13 billion tons of plastic waste, most of it ending up in landfills and oceans... it's too depressing to continue.



Is there a solution? Yes, there may be one which could help some of the way and it is something that many scientists and universities across the globe are working on since the initial discovery was made. One such continuous study is at Reed College, Portland, Oregon where a biology student has identified what seems to be a breeding bacteria that thrives on eating plastic and breaking it down into products that are harmless.

One of the most common plastics is **PET or polyethylene terephthalate**. It is used in all kinds of bottles, and it causes

untold damage to the environment.

From some 300 strains of bacteria that were tested for a fat-digesting enzyme called lipase (capable of breaking down plastic and making it 'edible' for the bacteria) only 20 produced lipase; and of these, only 3 had high enough levels of the enzyme to be useful. These microbes were then 'fed' PET plastic bottles and it was then discovered that these bacteria digested the plastic.

There is still a long way to go before we can expect 'microbe-eating plastic factories' appearing and at the rate that will be useful enough to dispose of plastics - but it's an amazing start. Work continues.

Creative, innovative, questing minds at the forefront of world problems.

Have to take heed. Have to join them somehow. Have to keep on pushing the envelope.

Have to keep on inventing. Have to keep on finding solutions.

Go here to see what Alejandro Duran, a native Mexican, is doing about plastic pollution.

https://www.ted.com/talks/alejandro_duran_how_i_use_art_to_tackle_plastic_pollution_in_our_oceans?utm_source=newsletter_daily&utm_campaign=daily&utm_medium=email&utm_content=button_2019-12-02#t-421280





Don't forget

Eureka!MEET – Wednesday 15th January 2020 19h15 – 21h15...ish
Patent attorney Rina Gunter will be speaking on The Patent Process
See below for the venue details and directions

Eureka!MEET – Wednesday 12th February 2020 19h15 – 21h15...ish

Join us for another engaging and useful presentation!

Do you remember your Greek mythology and the Sirens? They were dangerous creatures who lured passing sailors with their enchanting music and voices... and many sailors went off course and found themselves wrecking their ships on these 'siren rocks'. Money, and the thought of easily earning a fortune with your invention, can be such a siren and just as enticing. But? What?!

WANTREPRENEUR

TO

ENTREPRENEUR

Not all inventors are business people but how do you go from here to there?

Steve Schwartz – Corporate Sales Executive, successful Entrepreneur, Life and Business Skills Coach and Trainer and

Director/Owner of Platinum Gold Radio tells us more about what it takes to be a successful business person ... or an entrepreneur. He'll talk about a lot including ideas like:

- Can you learn to be an entrepreneur or are you born one?
- What sort of person makes a 'good' Entrepreneur?
- Why are some inventors successful entrepreneurs while others are not?
- Running a business is not for sissies, do you have to have goals and a mission statement?
- If you are an inventor running a business and things are ordinary, how can you fix it all?

There is so much to say on this important subject let's leave it up to Steve to sort out some of the wheat from the chaff. **Join us.**

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](#)

Please book as space is limited

We look forward to seeing you at our meetings. There is no charge.

Members, Guests and visitors are welcome!



In this TED talk from 2013 Diana Nyad report back on her pic 111 mile swim from Cuba to Florida. Her main mantra is '**never give up**' but another quote she offers is this one from David Thoreau... "**What you get by achieving your goals is not as important as what you become by achieving them.**"

If you have an invention you wish you could make happen, here's an interesting message for you.

https://www.ted.com/talks/diana_nyad_never_ever_give_up

If you double the number of experiments you do per year you're going to double your inventiveness. Jeff Bezos



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MAKE LIFE EASIER

Why you should keep an Inventor's Notebook

Inventing things takes time – and keeping notes as an idea matures makes sense and could pay off big time in the long run!

- ▶▶ A thoughts diary becomes your Inventor's Notebook (IN) and keeping one is useful especially if you can't afford to proceed with your complete invention plan 'right now'.
- ▶▶ Write descriptions of your ideas, illustrate them ... do some research on Leonardo da Vinci or Thomas Edison and see what they did. Their 'notebooks' were full of very interesting information recorded for posterity.
- ▶▶ Ideas build on each other and as you refer back to your previous entries (across years sometimes) you realise so much that may not have been evident to you at the time you recorded your thoughts. Advances? Progress?
- ▶▶ Write down the problems, needs and annoyances that you encounter, even if you don't have any solutions – it's identifying 'good' problems that lead to inventions.
- ▶▶ You are not different! Don't be like many inventors and authors who had great ideas they were certain they would remember without writing them down. They didn't and many amazing ideas and thoughts have been lost forever.
- ▶▶ You need to establish ownership rights on your idea and

your inventor's notebook will help you do this. After all, you can't make money from an idea by thinking about it, no matter how innovative it is! You might need to make sure that you can prove that you were the first person to brainstorm the product. Are you serious about your invention/s?

▶▶ Invest in an inventor's journal that will hold up in court in case you find yourself in a position where you need to defend your intellectual property. Make sure it's a bound notebook with consecutively numbered pages that you can't remove or reinsert. As suggested above, use it to organize your thoughts, jotting down everything you can on your product's concept, design, and marketability.



The Institute is updating all membership details – please help us! No matter how long you have been a member, **RENEW NOW** if you haven't already done so

Thank you

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Testimonial

Thank you very much to you and the panel for having me on Saturday. I think what you guys do is very cool.

I think if everyone in the world was forced to pitch an idea once in their life we would probably have a lot of solved problems and a lot more money made. There are probably lots of ideas out there that never get discussed, then disappear.

It was great receiving some good feedback from strangers as it helps with encouraging me to actually commit to pursuing my idea/invention. It was also good that people pointed out the problems I will face that I need to think about fixing.

I am in contact with two members of the Panel and we are looking at how we can make things happen.

Thanks again and regards, **Liagh Moolman, Inventor at PITTP, 16 November 2019**



PITTP - Pitch it to the Panel

This is a confidential and professional service for members where you can gain invaluable advice, guidance and assistance to get you to the next step along your inventor's journey.

**The next Pitch it to the Panel (PITTP) is on Saturday 29th February 2020.
Please book early.**

If your Patent application or Invention is rejected for some reason ...

Sigh. These are worth considering but one does get tired of people who should know better than to tell us what to do!

Rejection motivates you to do better. Standards can slip without notice. **Rejection** teaches Humility and Patience. **Rejection** makes us explore alternatives, there are many ways to skin a cat. **Rejection** makes us re-evaluate ideas, what may not work today may work tomorrow. **Rejection** offers New Insights. Things change. Life changes. We change. **Rejection** makes us stronger. The strongest fish swim upstream. **Rejection** makes you resourceful. Find a new drumbeat. Search out solutions. **Rejection** is an opportunity for growth. Where there's a will there is a way. **Rejection** creates opportunity for a change of thinking and approach. **Rejection** makes us reconsider our goals. Being what you want to be. Doing what you want to do.

Okay, after those words above here's a spoonful of sugar for you...

Letter of Rejection

Dear Rejecter,

Thank you for your letter of rejection. After careful consideration, I regret to inform you that I am unable to accept your refusal to see the merits in my invention of my 'Lost Sock Finder Clip'. Last year I was particularly fortunate in receiving an unusually large number of rejection letters from various sources including the provisional Patent Office, some unenlightened manufacturers and one or two (or more) short-sighted funders. With such a varied and promising field of agencies I am nevertheless unable to accept all refusals. Despite your combination of outstanding skills and experience in snubbing inventors, I nonetheless find that your rejection does not meet my needs at this time. Therefore I propose to initiate final patent proceedings with yourselves immediately. I will be at your offices first thing in the morning where I will be able personally to wish you luck in rejecting future inventors.

Sincerely

... You're in good company!

▶ **"This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us."** Western Union internal memo 1876.

▶ **"The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?"** David Sarnoff's Associates rejecting a proposal for investment in the radio in the 1920s.

▶ **"This is typical Berlin hot air. The product is worthless."** Letter sent by Heinrich Dreser, head of Bayer's Pharmacological Institute, rejecting Felix Hoffmann's invention of aspirin. At that point, Bayer was standing by its 'star' painkiller diacetylmorphine. This alternative drug reportedly made factory workers feel animated and 'heroic', which is why Bayer decided to aptly name it 'heroin'. Later on, due to its 'funny' side effects, it was decided to take heroin off the market. Bayer's chairman eventually intervened to overrule Dreser's decision and accept aspirin as Bayer's main painkiller. More than 10 billion tablets of aspirin are swallowed annually.

▶ **"Who the hell wants to hear actors talk?"**

H.M. Warner (Warner Brothers) before rejecting a proposal for movies with sound in 1927

▶ **"The concept is interesting and well-formed, but in order to earn better than a 'C,' the idea must be feasible."** A Yale university professor in response to Fred Smith's paper proposing reliable overnight delivery service. Smith went on to found Federal Express.

▶ **"You want to have consistent and uniform muscle development across all of your muscles? It can't be done. It's just a fact of life. You just have to accept inconsistent muscle development as an unalterable condition of weight training."** Rejection letter to Arthur Jones, who invented the Nautilus Fitness Machine.

▶ **"I do not believe the introduction of motor-cars will ever affect the riding of horses"**

Mr. Scott-Montague, MP, in the United Kingdom in 1903.

▶ **"Who the hell wants to copy a document on plain paper????!!!"**

Rejection letter in 1940 to Chester Carlson, inventor of the XEROX machine. In fact, over 20 companies rejected his "useless" idea between 1939 and 1944. Even the National Inventors Council dismissed it. Today, the Rank Xerox Corporation has an annual revenue in the range of one billion dollars.



► **“There is no reason anyone would want a computer in their home.”** Ken Olsen (President, Chairman, and founder of Digital Equipment Corp) in 1977. “So we went to Atari and said, ‘**Hey, we’ve got this amazing thing, even built with some of your parts, and what do you think about funding us? Or we’ll give it to you. We just want to do it. Pay us a salary, we’ll come work for you.**’ And they said, ‘**No.**’ so then we went to Hewlett-Packard, and they said, ‘**Hey we don’t need you. You haven’t gone through college yet.**” Apple Computer Inc. founder Steve Jobs on attempts to get Atari and HP interested in his and Steve Wozniak’s personal computer.



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So much comes to mind as this busy sector needs professional and quality services from all sorts of people and companies. Would you like to advertise your service or product in EUREKA! Send an e-mail to info@iii.org.za and we'll get back to you promptly.

The next Eureka!NEWS will be out by 5th February ... look out for it.

Greetings to you all.

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The Institute of Inventors and Innovators

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Inventors working on behalf of Inventors



As you know, the III are members of IFIA - the International Federation of Inventors Associations.

The international community is vibrant and very active when it comes to events and expos with the twin themes of INVENTION and INNOVATION.

If you go to <https://www.ifia.com/ifia-event-schedule/#> you will be able to see what events are scheduled for 2020 ... maybe you will find yourself travelling for some reason?

If you do get to attend any of these shows please tell us about it, we would love to hear about your experiences and impressions.

Got something on your mind? Let us know.

Send an email to info@iii.org.za