

January 2021

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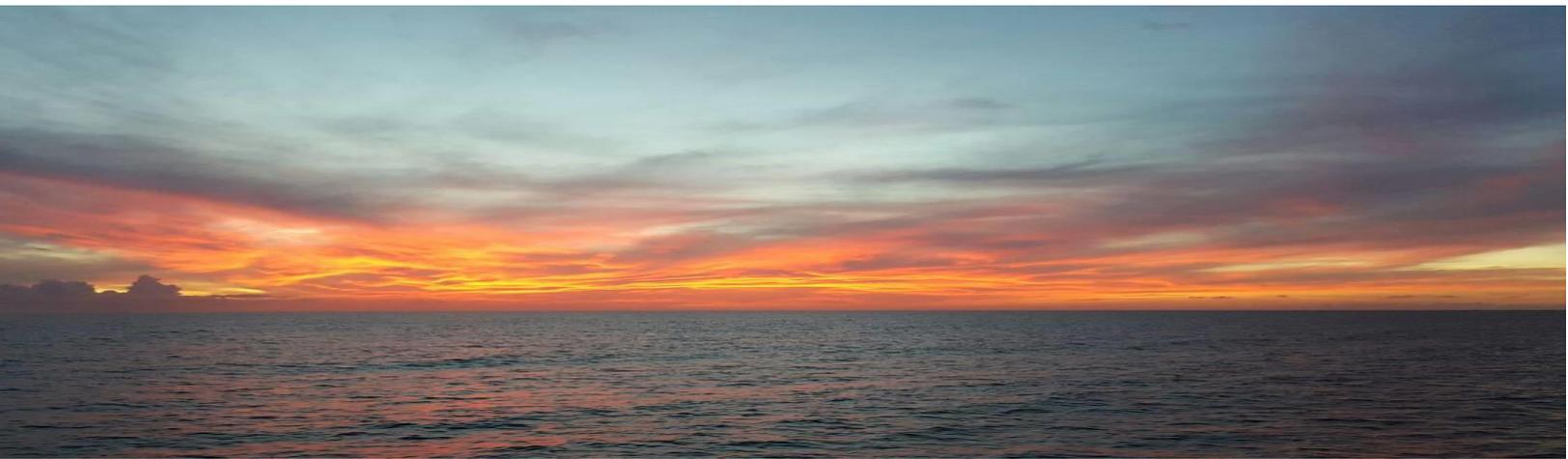
## The Newsletter of the Institute of Inventors and Innovators

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/>

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**The Sun has both set on 2020 without much regret that the year is over and has risen again over 2021 with much anticipation. Have we learnt some hard lessons? Certainly. Are we better prepared? Definitely. Are we getting smarter about dealing with lockdown? Assuredly. Change is happening faster than ever!**

### **WELCOME to 2021! What will you be doing with your New Year?**

Here at the Institute there is an exciting air of anticipation and change to meet the demands of the 'new normal' that's affecting anything and everything. The III has a fine reputation and an appreciably exciting history of achievement, and now, in this because-of-Covid-world, we face an amazing future with purpose-driven plans presently being put into place by an active Executive committee. Our new and 'improved offerings' will be worth waiting for as they roll out and as we continue to build on who we are now to get to where we want to be.

So what changes are we talking about? Making better use of social media is the obvious one to start with and updating the newsletter of course remains an on-going project. It will have a new mobile-friendly format and who knows ... maybe we'll be able to add video clips and useful 'read more' articles of interest to inventors and innovators. Developing our member-only services, extending our reach and making membership more inclusive will be important as will aligning ourselves with other strategic and leading lights in the global world of invention. We'll be working on putting inventors in touch with companies looking for solutions, with service providers to help you through each step of your invention program too. Opening South Africa up to the licensing model and earning royalties will be closely followed by encouraging an open-innovation mindset for SA companies. Of course, improving other membership services in IP protection, opportunities for funding and inventors'

education are all receiving attention, and of course, we will continue to develop the Inventors Club. Have you joined yet? However, our tried and tested Pitch it to the Panel™ and the Eureka! monthly meeting - <https://www.meetup.com/inventors-club/> will not be changing. Both have served the Ill well for many years, and now thanks to Zoom with its international reach, will continue to do so.

**Whatever happens and however we grow, the Institute will always remain a Home for Inventors Run by Inventors Supporting Inventors.**

**Jim de Betta**



CEO/Founder of WeKnowInventing is an Invention and Product Commercialization Specialist, Author, Podcaster, and Coach who is based in Marietta, Georgia, United States

To paraphrase some of what Jim said recently, you've likely heard before, but because he's an invention and product commercialisation specialist it's easy to sit up and take notice when he speaks. He notes:

**"Success in 2021** will depend more on your attitude than anything else. It's the only thing that you have 100% control over. As business owners (and inventors), why would we invest in anything we don't control? The uncertainty created by things beyond our control such as Covid, fake news, political events and *many other factors* that we experienced in 2020 will not change.

**Time remains the most precious commodity in the world** and learning how to invest it rather than spend it must be front-of-mind for each of us. It runs out and it cannot be retrieved. Further, those people who are adaptable and make fundamental changes to their business and invention models will continue to grow. We all react in different ways to challenges. Firstly, some inventors and business owners who are overwhelmed by stress, find that their reliance on 'hope and prayer' increases. It's part of the human condition. Secondly, persistent and

continuous change drains energy, and when you are exhausted, it's easy to leave things until later, easier still to procrastinate. Issues and challenges then stack up and can become overwhelming. Thirdly, many business owners and inventors start their business as technical experts in their field and when a business or invention plan is under attack, many may resort to tinkering and changing the product/service fundamentals which is not what is wrong. It's hard to escape your own psychology but you need to work on it. Perspective is what's needed and part of being successful is recognising that. In 2021, inventors have to adapt further, be astute, decisive and focus on what you can controllable in your life and work."

**If you let it be so, COVID is the perfect reset button to embrace and not resist change.**

He continues – "I've been in the business of helping inventors for over 20 years and if there's one thing I can tell you for sure, **it's that invention success does NOT happen quickly**. At best, some inventors who have great ideas get it/them onto the market or get licensing deals in the first year. **For most inventors however, success takes a few years**. It is endless work. Ups and downs. And then there are times when you wonder if you should have even started on this journey in the first place. At times there seem to be just too many steps between your invention idea and manufacturing, marketing, selling and getting it into your customer's hands. But don't give in if you know your invention idea is a good one.

One of the keys to succeeding in this business is to understand that building any business takes time and that time isn't just a couple of months. You need to be prepared to be in it for the long haul.

If you could manage your own expectations and work hard and consistently, there's no reason why you can't have your shot at having invention success! And there is nothing quite like it when you do reach your invention targets. Speak to any inventor who has done this and hear what they have to say. Be mindful that nobody is as interested in your idea as you are. **You make it work.**

**Covid-19 outbreak spurs Innovation!**

<https://www.youtube.com/watch?v=haoMEmKaiU8>

Follow the link above and see what 4 different inventors have done about solving problems to do with protection and Covid. It's a short but interesting clip – only 3.26





**WE REMEMBER Gordon and our heartfelt condolences go to all family, friends and colleagues**

**Gordon Johnstone 17 October 1960 – 8<sup>th</sup> January 2021**  
**Financial Director, Treasurer and Trustee of**  
**The Institute of Inventors and Innovators.**

It is with utmost regret that the Directors report the untimely death of fellow Director and Trustee, Gordon Johnstone.

Gordon was a long-time member of the III going back to the 1995 when founder Don Pilkington was our President. Following Don's passing, Gordon, together with other like-minded members, resolved to keep the institute's flame burning. He generously gave of his time and also made office space and facilities available to the III, thereby enabling the Executive and Institute members to continue to meet and ensure that the work of the Institute carried on.

Gordon was an entrepreneur through and through and understood just what it took to be a successful businessman. He was adaptable, progressive and kept pace with the challenges and demands of the marketplace.

He invented Elcornex (a tough P E T Laminated card) in 1994 and later, in 2003 with Easi-Card, a RFID tamper evident void foil which is affixed to plastic cards and used in access control and corporate security.

Based in Houghton, Johannesburg, Gordon ran three profitable businesses. Easi-Bind is a print packaging and customized card plant in KZN, Ugardi Technologies is a high tech 4iR driven company doing mobile access control, and Easi-Card is a company specialising in desk top PVC card printing. He was an effective business executive and used his knowledge to good effect in all his enterprises

Gordon's business acumen, as well as his dedicated hard work, *generously offered on a voluntary basis*, guided the Institute into becoming a registered, tax exempt, non-profit company. As a logical follow-through he was elected Treasurer of the Institute by his fellow Directors, a role and duty that he continued to fulfil with dedication, perseverance and enthusiasm. He kept the organisation financially viable and in a position to be able to provide services to its members. He will be sorely missed by all who came into contact with him.

Over the years too, Gordon, himself an inventor as you see above, did far more for us than what we note above, far more than one can mention. He was dedicated to encouraging would be inventors and entrepreneurs into spreading their wings and turning their ideas into business enterprises. A quintessential businessman, his mentorship went as far as working alongside some inventors whose innovations he considered to be worthy of his time and effort; and in some cases, offered financial assistance when normal sources of funding were inadequate.

If there is a lesson to be learnt from Gordon, it is to follow your dream with dedication and commitment. Don't give up at the hurdles, because there will be many, but if the idea is worthwhile, then persist and overcome whatever faces you with an inventor's ingenuity. Sadly, we have lost this talented colleague, whom we, as an innovators organisation, can ill afford to lose at this time, and just when he was poised to give so much more to our world of invention and innovation. His wife Sharon and his two sons Justin and Richard also supported his efforts for the III, often devoting time and energy to our organisation, and for this we thank them sincerely.

Our deepest sympathy goes out Sharon Justin, Richard and Sherry for the sudden and tragic loss of such a supportive husband and father. Rest in Peace Gordon.

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President, OCIIIP Nigeria,  
Mr. Michael Esuong

## AFRICA OCIIIP INNOVATIONS EXPO 2020 REPORT



Organization for Creativity, Innovation and Invention Promotion ([OCIIIP](#)) Nigeria with the support from various organizations organized the AFRICA OCIIIP Expo 2020 with the theme; **Innovation for Inclusive Development in Africa** from 17<sup>th</sup> to 19<sup>th</sup> November, 2020. The expo was designed to address exponential changes needed to significantly improve inclusive continental economic standards. A total number of 1264 participants attended the expo.

A total number of 83 exhibitors showcased their innovative ideas, products and research papers from 30 countries. **South Africa was there!** Wendy Mahoney of Newmella Holdings was a key note speaker, Petra Rees from Whytoyz was a panelist and inventor as were Nick Neil-Boss with Spinning Lizzie and Christo Rossouw from Rossouwtech and his Eeze Squeeze bangle. Read more, follow the link below - <https://www.ifa.com/departments/african-inventors/ociip-expo-report-2020/>

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### *Membership Matters!*

If you joined the Institute before March 2019 and have not yet renewed your membership fees, you should do so one last time for LIFETIME membership. Support the Institute so that the Institute can support Inventors! Go to the website [www.iii.org.za](http://www.iii.org.za) to update your details. **The membership fee is going up as from 1 March 2021 to R375** from R350 ... probably the most reasonable professional fees available anywhere!

### *The III Inventors Club -*

**Have you joined yet? It's free to join MeetUp so go here:**

<https://www.meetup.com/en-AU/inventors-club/>

**The Inventors Club meets on the first three Wednesdays of the month.**

We meet via MeetUp and Zoom from 17h30-18h30 (GMT+2)

**Every first Wednesday** is The KIDS Club. This is very suitable for kids from 9 – around 15 or so. If you are a Mom accompanying your child, (or another adult who wants to attend), then muted and videos off please so that the Kids can participate, be spontaneous and not shy! *Scroll down for some exciting news!* **Every second Wednesday** is the monthly Eureka!MEET which is a public meeting and run on more formal lines where there is a speaker/inventor arranged on topics of interest for all inventors. *See below for details of the up-coming meeting ... you will want to be there!* **Every third Wednesday** is set aside for a SPECIAL GUEST or Speaker of note in the invention field who is often international. While all subjects are covered, the **licensing business model** is highlighted as a sensible way to go. Our presenters have become well versed in the topic. They understand the process well and can offer pertinent advice to SA inventors/innovators. **The fourth Wednesday is on hold at the moment** but will be used in future for webinars and training sessions and how-to presentations and more. When the time is right, you'll be the first to know!

## What we'll do...

### Welcome to the Kids Inventors' Club, the first of its kind in South Africa!

Do you want your kids to be successful innovators? Creative thinkers?



**KIDS**  
INSTITUTE of  
INVENTORS and  
INNOVATORS

**Join our Kid's  
Innovators Club**

Boosting kids' critical skills  
for the future - Creativity & Innovation

**1st Wednesday of every month!**

why?  
**TOYZ**  
whytoyz.com

TAKE OFF!

Our upcoming interactive programme focuses on:

- Design thinking
- Technology exposure
- Entrepreneurial mindset
- Product design & improvement.

In 5 interactive sessions we will take participants

from ideating a problem in their community to having a complete product in their hands.

We'll help your kids **transform their thoughts and ideas into things** with the use of exponential technologies like 3D printing. After our 5 sessions they will be able to refine their ideas and thoughts into practical business opportunities that have application in the real world. Each session is hosted by a member of the Institute of Inventors and Innovators as well as a Why Toyz representative. Guest speakers will also be invited to contribute towards specific topics.

**Participation fee is R99 and will go towards prizes at the end of these 5 sessions.**

Please go to <https://www.whytoyz.com/product/kids-inventors-club/> to purchase your ticket. Suitable for kids ages 9+. From Wednesday 3 February 2021 17h30 onwards (GMT+2) Attend online.

**JUST DO IT.**

## Pitch it to the Panel™

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

Something that wiggling round in your brain and you just can't let go of it? Come to the next PITTP session on ...

**Saturday 27<sup>th</sup> February**

where you can speak to a panel of experts - all subject specialists - who can jump start your project by offering the kind advice and guidance that you need. – **it's a confidential focused meeting of minds!** Secure your place soon.

**Go to the website [www.iii.org.za](http://www.iii.org.za)**, click on the SERVICES page, read all about it, meet the panelists too – and because this meeting is run on a virtual platform, there are only three places available.



**Gene Quinn from IPWatchdog.com says:** "There really is no one-size-fits-all approach inventors can follow, and there is no inventing roadmap to success that will work in all cases. Notwithstanding, there are certainly a number of things that can and should be understood if an inventor is going to pursue inventing as more than a hobby. By understanding some basic but critical information at the outset you will substantially raise the chances of succeeding. This is not to say that you won't make mistakes; mistakes are inevitable. You will, however, make fewer mistakes if you give thoughtful consideration to what it is you are attempting to do. Indeed, running off and starting without an appreciation for the process will prove costly."

**TWO UNLESSES! Your IDEA is worth nothing unless YOU work it and then you need to TEACH yourself about the invention process. You won't get anywhere unless you do.**

## Inventors Club: Eureka!MEET

Join us on **10<sup>th</sup> February 2021** 5h30-6h30 p.m.  
via MeetUp and a Zoom computer near you  
It's free to join so go here to attend:

<https://www.meetup.com/en-AU/inventors-club/>



### Got an Idea?

#### **10 First Steps for Inventors to take to get a product to market'**

Every single inventor's journey is different! There is no this-way-only plan for inventing ... BUT there are certain actions everyone must take to start off well, not give up, not waste time or money or any of the other resources that are precious to inventors.

Come and hear what award-winning serial inventor **Christo Rossouw** of Rossouwtech has to share. He has his own inventions produced and already on the market and has a lot of valuable *do's* and *don'ts* to tell us about. He has been there and has done it, so he can talk about his journey. Inventing is not just a hobby for Christo – it is his career! Call 072 6643749 if you need more info.



Virtual  
**AGM**

By law we are required to hold an **AGM** every year. The III is a non-profit company (NPC) and is governed by the provisions of our adopted Memorandum of Incorporation. The Board of Directors would like to report on our activities for the period under review and members are invited to join us for the 2019/2020 AGM on Zoom. The details of this meeting are as follows:

**Wednesday 24<sup>th</sup> February** from **17h30-18h00 plus**

via Zoom (see link below)

This will be an opportunity for you to see what the Institute has been doing on your behalf and to ask questions and make suggestions. We look forward to your participation.

Please call 072 6643749 for further information.

**Zoom link:** Topic: III AGM 2020

Time: Feb 24, 2021 05:30 PM Harare, Pretoria

#### **Join Zoom Meeting**

<https://iii-org-za.zoom.us/j/93202596889?pwd=OXR2TkG0NUxRU0JybWw2NXB6ei9TZz09>

Meeting ID: 932 0259 6889

Passcode: 9Vu9RD

Paste the link into your browser if necessary.

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



Please visit [www.ifa.com](http://www.ifa.com) to catch up on global news, views and events.

**Share your ideas with us – we'd love to hear from you.**  
Email [info@iii.org.za](mailto:info@iii.org.za) or call 072 6643749

