

August 2021

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from the Institute of Inventors and Innovators - info@iii.org.za

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/>

INVENTORS CLUB – First three Wednesdays of every month 17h30 - 18h30 SAST. Don't miss them!

First Wednesday KIDSClub!

Second Wednesday Eureka!MEET

Third Wednesday CLUBNight!

Use this link. PASTE IT INTO YOUR BROWSER and join on Zoom – It just makes sense!

<https://iii-org-za.zoom.us/j/93217339232?pwd=NVhQSrRFdkgrNkM5ME5zNTAzMnBMZz09>

Features | Advantages | Benefits: Get these sorted for lots of Reasons!



Ah now – if you missed this **Eureka!MEET** on July 14th you missed some good and lively discussion about a simple concept that has so much influence on your success as an Inventor.

FAB 'selling' impacts on several very important factors you use as a product developer which includes design and manufacturing, sell sheets, sizzle videos, and pitching to partners and investors just to name the obvious.

However the biggest payoff of using this sales theory during your inventing adventure is that you really get to know your product. You get to think it through properly and often can pick up design or utility problems early on.

You get to tweak and improve and see things you may not have seen or give proper notice to before. And best of all, when it comes to talking to anyone about it (when the time is right etc. etc. and so on) you will know exactly what you want, why you want it and how to pass the message over to whomever.

If you have ever done sales training courses for any reason then you are sure to have come across this very popular sales system, but for those who haven't, here is a simple summary. First for the definitions.

A **FEATURE** is easily identifiable. It is a property or quality of a product that is **tangible**; in other words, you can see it, hear it, touch it, smell it or taste it. Of course it's very seldom that all of these tangibles will be used in a single product (though this is possible). Essentially a feature is what it **is**.

An **ADVANTAGE** is what a feature **does**. It is intangible. Most usually you cannot see, hear, touch, smell or taste it.

The **BENEFIT** is what you are after, and while it is sometimes easily identified, if you come to it via working out the features and advantages of your product, you are likely to be spot on identifying the customer for one, and not likely to make the mistake of assuming what first comes to mind.

To make you work hard, (and of course you can skip this step if you are feeling brave) it is a good idea to identify a feature of your product, then follow on with identifying three advantages to that single feature, then follow that with three benefits for each identified advantage. Yes, there may be some repeats, but make no mistake, doing this work will pay you back in spades as you choose the best tailor-made benefit/s which you believe will appeal to your pinpointed market.

Use the following formula which will keep things clear in your mind. The feature is this SO THE ADVANTAGE to you is or does this WHICH MEANS THAT you get this benefit. Try this with some of the things you probably own. Why did you buy the car you bought? There will be as many reasons times ten as the people you know, but think of a couple now. To get you reliably from a to b. Of course. Mom's taxi? A Bakkie for garden refuse that's comfortable? A BMW or Merc to announce you have arrived? Add your own.

Get your benefits mixed up and you will lose the 'sale'. Anyone buying the Merc does not want to know that the boot is big enough to carry garden refuse on his/her way to work. A taxi for Mom has to be big and roomy enough to transport kids safely, status is not the first thing a Mom will think about. You bought the car for what it does particularly for you. Work out what will benefit your customer and your invention idea will take off in ways you may not have thought about before. The more you practise the closer you will get.

Get to use this FAB sales theory for your inventing. You need to know your product and understand your market and with this under your belt you will 'find' a better benefit statement, make a better prototype, design a better sell sheet, make a more exciting *sizzle* video, write a smarter PPA, do or get done better patent drawings, pitch to anyone with greater success and ultimately license and sell more. And it all starts with identifying the features of your product and working with them carefully.

“How do you know if your Idea is a Good One?”

CLUBNight! on July 21st was so interesting that the conversation just went on and on while inventors there discussed this topic. Make sure you join us next time! To start, there are a few filters you can use to screen your invention idea which will help you on your way to more focused thinking about whether to carry on with it or not.

We watched a short video (2018) made by **Andrew Krauss, co-Founder of Invent Right** <https://www.youtube.com/watch?v=TxIL6SeFL84> to start the conversation, using simple thinking, because most simple things in life work as those familiar with the acronym KISS will know.



Think about and make notes on as much as you can about your idea, so that you are clear when it comes to doing your RESEARCH ... because it's up to you to be the expert about your product in its industry niche. Know its features, advantages and benefits and build on these.

Understand the micro-category of your invention. You need to know all the products in that space and Andrew suggested that the first step to take was to do a Google/browser image search. Understanding your niche market and seeing what is out there is the way to go – and to optimise the results of your search, play around with terms and search words so that you give yourself the best chance of seeing what competition there is that is already available and on the market.

It is likely that you will find similar products to your invention idea already there. This is not always a bad thing so don't be discouraged. It just means that you are wanting to solve a problem that others have thought about as well (especially if it is a solution not only for yourself) but, and this is more important for you, it tells you that there is a market out there and that there are current buying customers.

Ask yourself some comparative questions ... it will help give your idea focus and a chance to tweak or redesign or rethink at least. The video has this simple yet very useful message.

Some of these factors may not suit your product – it doesn't really matter. Write up a list of ALL the good things you can think of. How many 'positive boxes' does your idea tick? Then ask yourself is it:

- ▶ Faster?
- ▶ More efficient?
- ▶ Does it work better at solving the problem?
- ▶ More reliable? Is it
- ▶ Safer to use?
- ▶ Easier to use?
- ▶ Cheaper or less expensive because of your design or materials used?
- ▶ Is it 'cooler'? Is it wish-worthy? Fashionable? Trendy?
- ▶ Is it more visually appealing, prettier?

Watch the video, ask these starter questions and see where this simple research and comparative exercise takes you ... hopefully you will find yourself in a place where you will not waste time or money working on the wrong idea or one without definite development potential. Thanks Andrew.



Pitch it to the Panel™



Have you got a smart concept that you think is valuable?
Not sure where to start? Confused about the process, steps, and procedures?
Not sure that your idea has enough merit? Wondering how to navigate the legalities?



At this Zoom get together, you'll have a chance to speak to a Panel of friendly and welcoming professionals who are all knowledgeable subject specialists - because what you don't know or haven't thought about could cost you more time, more money, and may have the potential to curb the success of your project. Signed Non-Disclosure Agreements ensure confidentiality. Get the guidance, assistance and invaluable advice about getting your invention idea to market.



Go to the website, www.iii.org.za read all about PITTP™ then secure your place.

The Next PITTP™ date is 28th August 2021



► For **EARLY BIRD BOOKING** pay R625 by 19 August – pay R750 later than this. R1250 non-members.



Expected next PITTP™ date is 18 September 2021



Inventors: Forget about Multi-tasking ... Try Mono-tasking!

Paolo Cardini is a professor of Industrial Design at the Rhode Island School of Design, and he has a long history of designing and consulting for international firms in the field of industrial design. As a product designer, he asks serious questions about how we live -- and has answered them with whimsical and playful design ideas.

Does multitasking actually help a person become more efficient? Short answer? No.

Afterall, when you multitask, you may overburden your brain with switching back and forth from one task to another. Monotasking on the other hand means doing only one thing at a time. When you monotask, they say you focus better on each task and so get things done more efficiently. And you won't have to come back and do them again.

For TEDGlobal 2012 Cardini created a unique product called the MONOtask project. To help you deal with your overly multitasked life, Cardini designed 3D-printed smartphone covers that 'downgrade' your phone making them dumber. Still, there is an argument here ... many users are dumber than their phones!

https://www.ted.com/talks/paolo_cardini_forget_multitasking_try_monotasking?language=en 2 mins

Since 'cell' phones today do everything short of playing the piano themselves – it doesn't look like this idea of dumbing down your cell phone caught on in actual terms, but there is much that has been written (including many jokes) about the value of not multitasking. Why is this story in Eureka!NEWS? Well, maybe you'll find it interesting enough to read further on the subject, but it may also go to show that even professors come up with novel ideas to solve problems that don't always take off. Further, if there is too much to do on your project right now, monotasking may get you further forward faster (say those three words quickly!) than being surrounded by bits of unfinished business. **Just do something.**

Membership MATTERS!

This is a reminder that III members **who have not renewed their fees** since March 2019 should do so. As a non-profit organisation **we are dependent** on our loyal members to **sustain our efforts to support the invention community**. This will be the last time you will need to renew as now, by paying R375 (the same for new members) you get LIFETIME benefits. Renew and update your details and as soon as all is in order, a Certificate of Membership will be sent to you. The unique **membership number** that you will be given will **allow access to members' only** areas of the website and other services as from January next year ... plenty of notice ... **OR become a Member!** There are a lot of very bright people around. If you are not a member yet it's easy to become one. Go to the website www.iii.org.za and take it from there.



- Inventors Club -

Eureka!MEET – Wednesday 11 August

10 Questions to Encourage Self-Directed Learning

1. WHAT DO YOU THINK?
2. WHAT DO YOU KNOW ABOUT THIS ALREADY?
3. WHAT ELSE WOULD YOU LIKE TO KNOW?
4. DO YOU HAVE ANY IDEAS?
5. HOW CAN WE FIND OUT?
6. DO WE HAVE ANY BOOKS ABOUT THIS?
7. I WONDER WHO WE CAN ASK?
8. CAN YOU TELL ME ABOUT IT?
9. I WONDER WHY/HOW THAT HAPPENED?
10. WHAT DO YOU THINK WILL HAPPEN?

HAPPINESSISHEREBLOG.COM

April Mitchell from the USA is a Military Spouse, Serial Inventor, Owner of 4A's Creations LLC and InventRight Product and Licensing Coach. Family Affair April continues to invent and design products in the houseware industry, but is also working in the toy and game industry.



[linkedin.com/in/april-mitchell-7132295b](https://www.linkedin.com/in/april-mitchell-7132295b)

For our talk she will be using one of her more recent inventions the **Right Height adjustable over the door hook** to tell us about her story and to give us advice on how to manage your invention idea from concept to getting it licensed and into the shops.

Timing and Method are everything ... and even though it will differ from inventor to inventor and product to product, she has much to teach us ... she's been there and done that! For a bit of background to get you going watch Stephen Key's interview of April from September 2019 <https://www.youtube.com/watch?v=h5EwpLU3f3M> 9:27

CLUBNight! – Wednesday 18 August

Arizona-based Veteran Inventor/Entrepreneur and Founder of the Lloyd Marketing Group and the Invention Accelerator, **Lisa Lloyd** will talk about something very interesting when she addresses us on CLUBNight!



[linkedin.com/in/lisavlloyd](https://www.linkedin.com/in/lisavlloyd)

Nearly 30 years ago Lisa invented the French Twister, a hair design clip. She made and sold these on a small scale locally before licensing the product and going on to gross more than \$20m in sales. She understands inventors because she is one! For our talk, Lisa will

speak about makers, what they do, what makes a maker and why being a maker helps you to become a better inventor ... though she has so much else to share we could be in for a surprise!

We say: spend some time: watch What's a Maker's Space? It's a short kid's video to help you remember your youth: <https://www.youtube.com/watch?v=UCM83CoBAzE> 1:51 And then you can go to the October 2020 Eureka!NEWS on the website to refresh your memory and prepare for a fine presentation.

Youth Inventors are under the global spotlight in all sorts of exciting ways. Join in! The Global Innovation Field Trip – GIFT.

The world is changing and education must change with it. The **Global Innovation Field Trip** is a **GIFT** that will enable us all to do just that! <https://innovationworld.org/gift-home/>

The Global Innovation Field Trip - GIFT - is a quarterly, on-line, 24-hour, multi-country collaborative event which celebrates young innovators and those who educate, inspire and promote Invention and Innovation. It promises to fill you with inspiration, hope and reassurance that our global future is in good hands when you consider these K-12 innovators who share their short stories of innovation with the world. Join us for the next GIFT in October 16/17 2021.

South Africa is part of this wonderful opportunity and initiative and the III is there! Send an email to celeste@iii.org.za to give your child or your students a gift they will never forget.



INVENT FUTURE
GLOBAL



D 30 Life Saving Goo

In a nutshell, D3O is an ingredient brand that specialises in innovative impact protection technologies and products (in English this means you can hit it hard).

D3O shock-absorbing goo hardens on impact, thus forming a protective layer around an object, though in its natural state D3O goo behaves as a fluid, flowing easily. Today, the efficient material is used for various purposes, from D3O armour to insoles, and has found its place in our lives in one way or another. Also, there is no one formulation or application of the material. There is D3O putty as well as D3O foam. In a world where small and vulnerable things are getting more valuable, it is getting harder and harder to protect them from 'impacts'. Luckily, engineers and scientists have been working to solve these kinds of problems for decades, and D3O is a living example of how successful they've been so far. Imagine. You will be able to protect your fingers from any hammer that wishes to misbehave itself!

https://www.youtube.com/watch?v=PRX3PHOh_L8



A Folding Bike? They have on record that the first real folding bike was invented by Emmitt G. Latta from the United States who was issued a patent in 1888. He then sold the patent to Pope Manufacturing Company who chose not to manufacture it. Great minds think alike because at around the same time in 1900, The British Army followed suit and Mikael Pedersen developed a folding version of his Pedersen bicycle. It weighed only just under 7kgs and had 24-inch wheels and a rifle rack. Multi-talented for the army! These folding bikes had a good resale value too.

Being foldable, the bikes offer great convenience to cyclists. Just think about it ... your bicycle is ideal for commuting, campsite riding, roadside riding, cycling competitions, or recreation. It is easily portable, easily put to full and safe use and easily stored in small and tidy places.

<https://www.youtube.com/watch?v=eGyd8lCPHJE> 1,49



This project for **3D printed food** is being undertaken by students Nick Childs and Justin Tsoi in the department headed up by Olaf Diegel, Professor of Additive Manufacturing at the Auckland University, New Zealand.

"Mmm... tastes like chicken!" said Nick. Illustrated is a tasty little 3D printed fish, fresh off their food printer. The fish was printed from protein powder, (in this case a blend of chick-pea and rice flour), and a few other 'magic' ingredients. They used water and ethyl alcohol as the binder. The printer used was a modified Microjet Cometru

binder jetting 3D printer, built from recycled parts of printers and 3D printing parts. So - what is the future of 3D printed food?

It seems that this has now become an industry which will go on to have a major impact on the future of food and how things are done. Some say 3D-printed food may even relieve world hunger because it uses abundant and easily sourced food types such as algae, which are rich in protein and antioxidants and many already think that the additive manufacturing food industry will give everyday consumers, like you and me more options and accessibility to the foods of choice. Is it healthy? Well, they also say it can be healthy and good for the environment because it can help to convert alternative ingredients such as proteins from said algae, beetroot leaves, or insects into tasty products.



Insect cake anyone?

When did you last visit the website?

iii.org.za

why? TOYZ whytoyz.com
www.whytoyz.com

3D GET KIDS THINKING
DESIGN COMPETITION

INNOVATE LOCAL

Design a solution for local communities that can improve people's lives
e.g. access to clean water, hygiene system, technology for children,
place for the elderly etc.

Competition is free for children ages 4-16 and closes on the **31st of August**.
Amazing prizes to be won worth R10 000! To find out more details and submit
your creations please go to www.whytoyz.com

RAPDASA
www.rapdasa.org

What a fabulous opportunity this is for **BRIGHT SPARKS** to get going!

Join Us! It's our **3rd Annual 3D Design Competition** in partnership with **RAPDASA** and **III**
Come and hear more about it on **Wednesday 4th August** at the **KIDS CLUB** meeting, so hopefully
you have been thinking about your **FREE** entry to this competition **OR** about your ideas that will
improve people's lives in our local communities.

Here's a quick overview ... and for more information go to www.whytoyz.com

- Design a solution to improve lives for local communities
- Two age groups 4-9 years-old and 10-16 years-old
- Various prizes worth over R10 000
- Competition closes on the **31st August**.

A competition of note for KIDS.
We'll be thrilled to see your submissions!

Be creative! Think outside of the box! Have fun!

<p>UP-COMING EVENTS</p> <p>THE INVENTORS CLUB</p> <p>First, Second and Third Wednesdays of the month 17h30-18h30 SAST</p> <p>We're 6 hours ahead of New York ...</p> <p>Load-shedding? No electricity? It's always a possibility so if you have trouble connecting and you're using the right link, check up for areas without power – lights out may be our problem.</p>	<p>Join Us!</p> <p>On the first three Wednesdays of the month via MeetUp and Zoom!</p>		
	<p>AUGUST 4th</p>	<p>KIDS CLUB</p> <p>Hosted by Petra Rees</p>	<p>Inventing and Innovation amongst the youth is so important for our future. This is the place to come to where your ideas and questions are welcome!</p>
	<p>AUGUST 11th</p>	<p>Eureka!MEET</p> <p>Hosted by III</p>	<p style="text-align: center;">METHOD and TIMING FOR INVENTORS</p> <p>Come and hear APRIL MITCHELL from the USA on this helpful subject as she offers advice on how to invent something, when to take the steps you need to take and in what order.</p>
	<p>AUGUST 18th</p>	<p>CLUB NIGHT</p> <p>Hosted by III</p>	<p style="text-align: center;">How being a MAKER helps you to be a better INVENTOR</p> <p>Join us when LISA LLOYD from Arizona talks to us about the advantages of being a Maker and how it helps Inventors. Understanding how things work 'makers' it all easier!</p>

TO GET TO THE ZOOM ROOM, COPY THE LINK BELOW INTO YOUR BROWSER

<https://iii-org-za.zoom.us/j/93217339232?pwd=NVhQSmRFdkgrNkM5ME5zNTAzMnBMZz09>

The link is not direct – if you try this you will land up in a foreign place.



Thanks to **Mike Bowling** Inventor and Toymaker (most notably-pound puppies) from Florida USA for pointing this out, it's always nice to remember who went before.

In 1928 an American inventor became famous and his invention created a slogan "the best thing since sliced bread." His name was Otto Frederick Rohwedder and he created the bread slicing machine. This revolutionised

the baking industry and meant that sliced bread became commercially available throughout the world. "To all inventors out there - keep going. You never know if your invention will revolutionise an industry AND create a slogan that will endure."



"If you want to be the best you can be as an inventor or entrepreneur - you've got to grow yourself! You've got to take time to sharpen the axe, because your idea doesn't grow until you do..." - Don Skaggs of Empowered Inventing, USA www.empoweredinventing.com

INVENTION-CON 2021

The Place for **Inventors, Makers, & Entrepreneurs**
USPTO's Inventors Conference · August 18-20 · Online

A 3-day online **FREE** learning opportunity on patents is being run by the **USPTO** in America. Use the link below to register. Increase your knowledge so that you will know what questions to ask your Patent Attorney when the time comes for you to protect your IP. **18-20 August.**

<https://mail.google.com/mail/u/0/?tab=rm#inbox/FMfcgzGkZGICcnLCGKcKtwRgzQILJsvh>



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➔ **As always, make that what you read, see, or listen to anywhere is fit for your own purpose.**

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

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

'Sell the problem that you solved not the product you invented'. Marcy McKenna