

May 2021

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/>



May is Africa Month and 25th May is Africa Day

Africa month provides us with an opportunity to commend the history of our continent, our heritage and culture ... and around the world energetic art and other celebratory festivals, which showcase African arts and crafts, music and dancing, literature and African cuisine are being hosted to highlight the rich tradition of Mother Africa.

Along with other members on the continent, we have been invited by IFIA to attend the virtual African Network meeting scheduled for 12th May. The objective of the meeting is to establish a working relationship amongst all IFIA members and discuss promoting creative ingenuities, innovation and inventions of the African heritage. Would you like to know more about this event? Send an email to info@iii.org.za

About Packaging and about Appointing Agents

An interesting presentation and discussion was held at the Inventors Club Zoom Eureka!MEET on 14th April 2021 with Matt Nuccio



Matt Nuccio is the President of New York-based Design Edge which is a one-stop shop for bringing toys and games to market. For over 30 years, this company has been a leading toy, game, and collectables development, marketing, manufacturing and consulting agency and Matt, who started in his family business in 1997 is now President. Go here to check out his LinkedIn page <https://www.linkedin.com/in/mattnuccio/> and if you read it you'll realise how lucky we were to have him talk to us! The articles he features there are interesting too.



We gave Matt an impossible task - Q&A on two important aspects of Inventing ... and he came up tops in the little time available to him.

Packaging. Is this really important? Surely it's the product we buy, not the 'box' it comes in?

A quick answer to the question above said Matt is 'yes, packaging is really important and yes, it is the product we buy but 'blind packaging doesn't work.' Imagine you want to buy something from the toiletries section of the store and all products were presented in plain brown paper bags? How would you know which one to choose, which one you wanted or which one was your usual brand? No, packaging is your display on the shelf or online – you need your packaging to sell your product ... it's like a book jacket when you think about it. How do you choose a book to read when browsing through your genre? Its design and colours catch your eye, you pick it up, want to know more, read what you see, go on to the next one or settle on the one that intrigues you ... and hopefully you buy it.

Matt could have said so much more at this Inventors Club meeting, but time was not on his side. Nevertheless, he advised make sure your packaging stays relevant to your product. Remember the packaging is the first thing the customer sees, your product has to stand out from the crowd. Things are 'unboxed' in social media these days and inventors can learn from this anticipation. Packaging has heavy duty responsibilities not the least being to your 'brand'. As an inventor you need to think about it all carefully and make it count beyond the cost.



Next question: when should you consider packaging? At the beginning of the process or later on? There's an argument for both early stage thinking and later stage thinking on the subject ... in fact, come to think of it, it may even have been packaging that sparked your invention idea. Also, there is much you know that you don't realise you know about packaging anyway, and this can also help you clear your mind. In no specific order, what about:

Design? Brand? Size? Custom made? Materials used? External/internal packing? Cost to manufacture? Manufacturing process? Safety? Eco friendly? Child safe? Tamper-proof? Breakages? Aesthetics? Sales potential? Weight? Portability? Transport? Mass? Legal requirements for labelling? Product protection? Shelf space and position? Sense appeal? Product status/ego? Is it colourful? User friendly? Easy to open? Easy to recycle? Might it land up in the ocean or a poisonous landfill near you? (Would you care about this anyway?) Your packaging carbon footprint? There are others.

The different elements of packaging are inter-related to the extent that as an inventor, you will need to consider all aspects above regardless of your product. Dismiss them if they are not pertinent but you have to consider them all to start. And who is to say this is the last word anyway? Maybe by the time you get to market, things have changed and you may well have to adapt your original thinking.

It's a bit obvious to remind you that **you are a consumer, a customer** and as such you make up your mind about what you will buy every time you go to the shops or add to your online cart. How did or does packaging sway your buying decisions? Tch! All these questions!

We suggest that the subject bears thinking about at the start of your inventor's journey, because it may have a direct influence on how and what you need to do on costs, which in turn will affect how much money you need to forward your project. It will also help you prepare your **viability plan** which will be part of your pitch deck when presenting to potential funders or investors. The key word here is consider. You are not solving all your packaging questions – you are *considering* your options. Besides, if you finally get to license your invention idea, the Licensee takes over because they have the wherewithal to run with *everything* needed to support the manufacture and marketing of your work.

In 2012 (yes he mentions the X-box as if it was the latest thing since chewing gum!) **Jason Richea** posted this YouTube video <https://www.youtube.com/watch?v=WyFLfE2PomI> which is a simple summary of the subject. Perhaps you will find it too simple, but maybe you won't – it's worth watching for a nice enough introduction anyway. 9.32 Just remember though, if and when the right time comes for you to address packaging for your product, reflect carefully because, as they say, ' packaging can make or break your success'.

You also know that there is a lot of Youtube to choose from, but below are two interesting links for you to follow ... how you might use the information for your product?

Your Packaging is as important as your Product itself! 4.06
<https://www.youtube.com/watch?v=nUGm3qaujK4>

Disney Reveals New Plastic-Free Packaging For Classic Dolls 28 secs
<https://www.youtube.com/watch?v=pHw7b0wf9Ns&t=28s>

Appointing an Agent to help you License your Invention

Have you read the 2008-published book *Outliers: The Story of Success* by Malcom Gladwell? In it he looks closely at what contributes to high levels of performance success. All the way through the book Gladwell talks about the '10,000 hour rule' which he says is the key to achieving world class expertise in any skill. What you have to do is practise or perform any skill or talent or task in the correctly focused way for 10,000 hours and you cannot help but be that expert. Gladwell calls these people **Outliers**. This book is well worth reading, it will certainly galvanise your thinking.

Now why talk about a book when we should be talking about Matt Nuccio and appointing agents? Well, when you consider Matt's background and what he has done, is doing and does, it's quite obvious that he has paid his 10,000 hours-dues. The more he spoke about his subject, the more his passion for it came through and the more a person wanted to listen to what he had to say.

What does an Inventor's Agent do?



One definition is that they confidentially represent all the business interests of the inventor, and when you consider all the professional and important steps needed to get a product onto the market, the idea of doing it yourself can be overwhelming. And while, because of financial constraints, many independent inventors decide against appointing an agent, preferring to do the job themselves, many others do go the agent route. Still, there are heavy-weight opinions out there that would encourage the do-it-yourself approach. Maybe the job is too big for any one person, especially for South Africans who want to license a product to an open-innovation company in other countries. If you think so, then find an Agent you can trust. Someone whose expertise and connections will more than compensate for any money you invest in fees and/or equity. It's a maze out there and you just may need a guide.

Matt Nuccio of Design Edge is one such person. His company charges an initial fee of \$400 and it follows that your business transactions are confidential, *always*, NDAs are in place too. Of course this is a two-way arrangement. Matt tells us that he gets many sell sheets and ideas presented to him that he can't use. There are many ideas out there, but a shortage of solutions. Proof of concept is what you need. When licensing ideas, the right companies must be approached in the right way at the right time ... and who would know better about this than an agent who is there and active and part of the game all the time? "Fashion is one thing," says Matt, "Toys and Games another. Housewares yet another ... and when it comes to Hardware, well the market is very different, is difficult to break into and demands a very different approach."

Matt's speciality is Toys and Games. Like other good agents he has the contacts. He knows about the wish lists of the players both big and small. He understands completely all of the aspects of licensing, and more. He peppered his talk to us with bits of sound advice and information. For instance, if you have invented a new game (board games are especially popular now with Covid) test the water ... watch your 'test' people playing it. There is a lot to ask about game design but essentially are the players having FUN? Watch. Learn. Adapt your design. Then, with his finger on the pulse of the industry, he mentioned that fidget spinners are making a comeback. Who would have thought that?

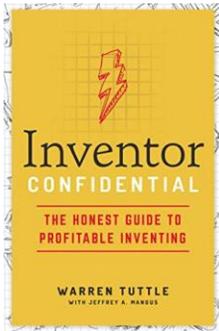
Where do you find an Agent? How do you protect yourself from the scams out there? How do you know who to trust? There are no quick answers to these questions but RESEARCH comes to mind ... and Dr. Google is probably a good place to start. And then of course check your findings. Again and again.

P.S. Go to AULIVE www.aulive.com when it's raining and all your chores have been done!

ProductionInspiration and **TestMyCreativity** will keep you out of mischief for a long time.

Thanks for telling us about this Matt. Thanks for speaking to us too. It was great!

BOOK ALERT: *Inventor Confidential: The Honest Guide to Profitable Inventing*



Warren Tuttle, the recently retired President of the United Inventors Association (UIA) shows inventors, innovators, and makers a savvy, safer path towards getting your product to market and how to avoid the get-rich-quick scammers. The road to licensing a profitable, innovative product or technology is riddled with challenges and every year, very many eager inventors around the world spend huge amounts of money seeking assistance from inventor service companies and individuals claiming to be experts in the innovation and licensing fields. For those who have a great idea or invention and want to commercialise it but are not sure who to trust, the book *Inventor Confidential* will show them where to best spend their hard-earned money to maximise their odds for success. There is so much more to this book – get it if you can. One way is online, another is to order it from Exclusive Books - **ISBN-10** : 1400219574; **ISBN-13** : 978-1400219575

Pitch it to the Panel™

Do you have an invention idea or a product or something to innovate?

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.

Because this meeting is run on a virtual platform, there are only three places available.

Secure your place soon and P.S. It's not only for South Africans, international inventors are welcome!

Inventing? Out of Your Comfort Zone?

Well that is where my partner and I were a few days ago. But then we had a virtual meeting with a panel of experts in various fields of technology and business. **The Institute of Inventors and Innovators** provides this service to its members. I was surprised to hear that such a service even exists.

The experienced panellists provided advice that was practical, helpful and objective. Because the advice and guidance was objective, the shortcomings in our approach to our invention were exposed. However, this was a very important part of the discussion. The positives were also noted.

Hopefully one day we will have advanced with our invention and we will have another meeting with the panel to help plot the next few steps.

Errol Berman - 26 April 2021

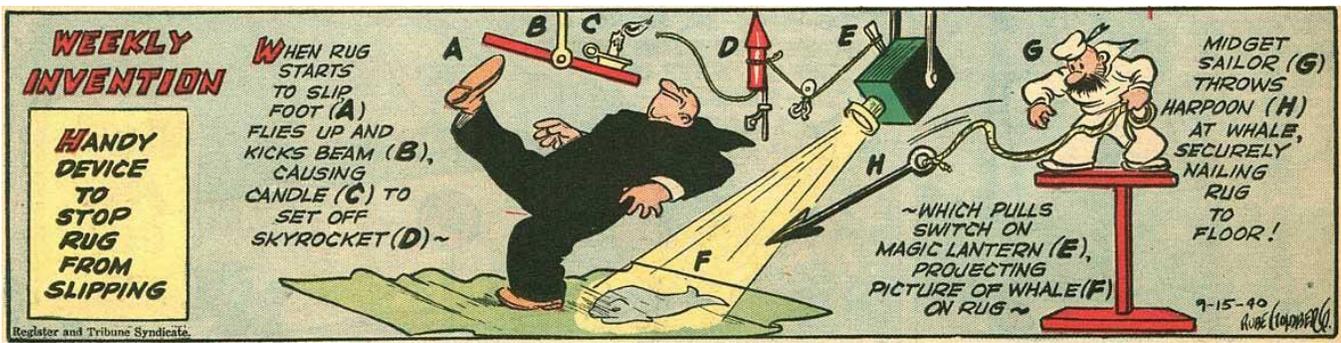
Testimonial PITTP

➔ **Spoiler alert. This next item (80 minutes) will take concentration and effort. Goldfish won't like it!**

In this season of *The TED Interview*, conversations with people who make a case for ... optimism are covered. Not some blind, hopeful feeling but the conviction that somewhere out there are solutions that, given the right attention and resources, can guide us out of the dark place we're in. In this episode: **Artificial Intelligence**. Will innovation in AI drastically improve our lives, or destroy humanity as we know it? Head of TED Chris Anderson sits down with **OpenAI CEO Sam Altman** who makes a case for AI's potential to make the future better for all of us -- and explains how his company is leading that charge with an unusual new business model.



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



INTERNATIONAL SHOWS. These are just few ... please go to the IFIA site and click on events.

THE LICENSING EXPO 2021 – go here to register for August 24-26 www.licensingexpo.com
<https://lnkd.in/gMBvutP>

E-NNOVATE – International Invention Show, Poland 22 to 24 June 2021

https://webmail8.konsoleh.co.za/?_task=mail&_caps=pdf%3D1%2Cflash%3D0%2Ctif%3D0&_uid=6009&_mbox=LNBOX&_action=show

First International Invention Competition for IFIA INV Members: 18 to 20 July 2021

https://webmail8.konsoleh.co.za/?_task=mail&_caps=pdf%3D1%2Cflash%3D0%2Ctif%3D0&_uid=5982&_mbox=LNBOX&_action=show

The 6th International Innovation competition in Canada I-CAN: Registration Jan15-Jun 15 2021

run by TISIAs (Toronto International Society of Innovation & Advanced Skills) and supported by IFIA
https://webmail8.konsoleh.co.za/?_task=mail&_caps=pdf%3D1%2Cflash%3D0%2Ctif%3D0&_uid=5955&_mbox=LNBOX&_safe=1&_action=show

USPTO Eastern Regional Outreach Office webinars. Click the link to view the recording for the event.

[Wine & IP: Women Innovators in the Wine World](#) 58 mins

USPTO Eastern Regional Outreach Office webinars. Click the link to view the recording for the event.

[Do You Know @ USPTO: Trademarks in sports](#) 63 mins

SAM JONES - founder of Gener8



- Gener8 Dragon's Den pitch seeking £60,000
 - 'This is one of the best pitches that I've ever heard' 🐉 Dragons' Den - BBC
 - And that's how a pitch is done.
- Know your business.
If you can't explain it simply, you don't understand it well enough.
 - Know your competition.
 - Know the potential risks.
 - Know your figures.
 - Have an ideal scenario already in your mind.
 - Be confident.

<https://www.youtube.com/watch?v=8usz6i07qYs> 9,56



Take a break ... Don Pilkington, our ILL Founder was right, "creativity embraces all art."

Two versions: one for those in a hurry, the other for those with more time to spare. The first is 2 minutes long, the second around 14 minutes. Who actually thinks about finger dexterity when listening to the violin? **Anne-Sophie Mutter, playing Mendelssohn** (Violin Concerto in E Minor, Op 64:1 Allegro molto appassionato) will make you do this.

Listening may lift your spirits too.

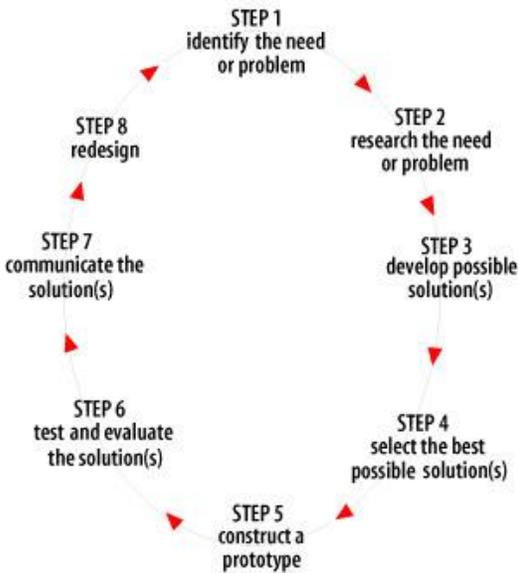
<https://www.youtube.com/watch?v=0sDAyMtnk>
<https://www.youtube.com/watch?v=eS1IG2BBY1Y>

Why you should keep going round in circles? Why chasing your tail is good for you!

The model alongside is just one way to look at how to develop your idea ... and to start with this is a good one that you can develop, personalise, make your own. So many inventors have good ideas but just do not know where to start other than think 'funding' or 'patent'. Truth is, there is a lot more work to do with your invention idea before you can sensibly think of either of these.

This **CIRCLE OF THOUGHT** is a good place! It will be useful to take each step and 'mind-map' it. You've got your idea, so now pull and push and knead and test it to see how robust it is. Imagine each step as a done deal. Identify **S**trengths, **W**eaknesses, **T**hreats and **O**pportunities. Make notes on the way, then, using what you have learnt, go around the circle again, this time adding or changing the headings of the step to suit your thinking, your invention, your product, your idea. When you have been around

the bend for as many times as it takes, and there are no more additions or corrections or changes you can make, you have probably come to the point when you are very serious about your invention and likely to be ready to present it to others with a specific purpose in mind. The caveats here of course is to have NDAs in place.



➔ Inventions that border on Chindogu? What do you think?



Goggles Umbrella

Sometimes we get wet because of the convex design of an umbrella which may be too wide ... but we can't pull it all the way down, that's not how they work in the rain. And if or when we go 'mushroom' design, we may stay dry but then we can't see where we are going! Here is a clever umbrella idea that solves this problem – it has a built-in see-through section!



Sauce Dispensing Chopsticks

If you eat with chopsticks often then these could be for you. Twist open the centre, add your soy sauce or rice vinegar mix into the hollow tops, reattach to the pointy ends and squeeze away as you go. At least they would be something to talk about.

INVENTIVE minds at work ...



Foldable shopping Bag with wheels

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

Good example of a 'sizzle' video that introduces and explains some smart inventive thinking which results in a shopping bag that offers a welcome solution to month-end shopping days.



The Paper Towel Topper

<https://www.businesswire.com/news/home/20210428005779/en/Inventor-Smart-Chief-Invention-Officer-Brian-Fried-Launches-The-Paper-Towel-Topper-to-Promote-Cleanliness-Anywhere>

Inventor Brian Fried launches this to promote cleanliness anywhere ... the Paper Towel Topper fits any paper towel stand to improve sanitation and prevent dirt or moisture from accumulating. **Goes to show elegance-and-simplicity works when inventing.**



KIDS KIDS KIDS Check this out KIDS KIDS KIDS

<https://inventfuture.global/gic/>

**Are you going to enter? Let us know
and we'll help you!
info@iii.org.za**

<p>UP-COMING EVENTS</p> <p>THE INVENTORS CLUB Wednesdays 17h30-18h30</p> <p>Have you joined yet? It's free to join MeetUp so go here:</p> <p>https://www.meetup.com/en-AU/inventors-club/</p> <p>Join MeetUp to get onto their mailing list but you can use the link alongside too.</p>	<p><i>Join Us!</i></p> <p>On the first three Wednesdays of the month via MeetUp and Zoom!</p>		
	<p>MAY 5th</p>	<p>KIDS CLUB Session 4 of Design Thinking Hosted by Petra Rees</p>	<p>We will prototype and test our solutions and identify ways of how to do this.</p>
	<p>MAY 12th</p>	<p>Eureka!MEET Hosted by Ill and Nick Neil-Boss Inventor</p>	<p>MANUFACTURING PROCESSES : Morgan Waterboer, MD of Kariega-based (ex Uitenhage) MCR PLASTICS will be talking to us about injection moulding and more. There is not much he doesn't know about plastics moulding. A real time example of a product made for one of our inventors will be used to explain this process.</p>
	<p>MAY 19th</p>	<p>CLUB NIGHT Hosted by Jose Ventura</p>	<p>A mix and match of topics, speakers, Q&A sessions and invention discussions – a person could learn a lot in this forum!</p>

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

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

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

IF YOU DON'T DO THIS YOU MAY NOT BE ABLE TO GET IN! THANK YOU.

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The Ill 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.

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

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

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