

September 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/>



All good things come to an end they say. **Eureka!NEWS** good? A thing? Well that would be for you to say but the 'coming to an end bit' is true. The newsletter has had a nice run but now it will give way for something different in 2022.

So, as the Institute will be taking an event break in December for the end-of-the-year hols, this is the 90-day notice period for the last three issues of **Eureka!NEWS** in this format.

## - Inventors Club -

We had two wonderful presentations this month at the Inventors Club so let's try something new ... side strips for each speaker where we get to do the impossible! Writing up a summary of what they spoke about! You really had to be there to get the full benefit of the talks – but hey! Here we go! You'll need to read the one the scroll back for the other. And for heaven's sake, be there next time!

**Lisa Lloyd** (USA) is a veteran Inventor and Entrepreneur and is the Founder of the Lloyd Marketing Group and the Invention Accelerator. She understands inventors because she is one With 30 or so years' experience inventing and consulting independent inventors and Fortune500 companies, and having invented and licensed 7 products which have generated more than \$30m in sales, she now dedicates her time to helping others learn the tips, tricks and hacks to becoming professional Inventors themselves. Professionalism personified. Lucky us!



"Anyone can be a great inventor," says Lisa, "the challenge is that most people are great at identifying problems but they do not have all the skills needed to invent solutions that sell!" Lisa knows just how to invent solutions that sell

For her tightly run CLUBNight! on 18 August (after our rocky technical start) in just 60 minutes Lisa showed us what the power of innovation can do and gave us advice on how to check on what is important and what not...

**April Mitchell** (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. She spoke to us on 11 August at Eureka!MEET on Timing and Method are Everything when Inventing ... and even though it differs from inventor to inventor and product to product, she had much to teach us. Her presentation was full of valuable information, tips tricks and methods and then presented in an easy and logical manner. First things first!



Instead of diving straight in, April started by suggesting any inventor takes a moment to check on who they are and what they are and why they are before starting out on an inventor's journey "because when you do this personal check, you make sure you are 'match fit' and ready to go."

For instance how confident are you? What are your communication skills like? Are you really motivated?

Lisa Lloyd continued ...

To start she spoke about a most interesting topic:

### **Why a Makers Mindset Makes You a Better Inventor.**

She's recorded an excellent video on this and played it to us (see below for the link)

There is much to be said on 'mindsets' and you can imagine why ... solutions come from understanding how things work, and there is nothing better to help you find out how things work than by making 'stuff' yourself. But, as with anything testing in life, it's the mindset an inventor has that's so important because no-one understands your vision quite like you do. The Maker's Movement is making a comeback, and inventors should take advantage of this.

Her second subject was **Jump Start Your Invention Licensing Success.** Is your idea a **GO** or a **NO GO** one? Is it worth the effort and time and money and



other resources that you will spend to get it to market? **Does it have a WOW factor?** How to define a WOW factor is difficult but possible. Does or will your invention deliver 5 times more to your 'customer'? Are your

benefits dramatic and meaningful enough to get a customer to switch allegiance? If so, it's a go.

#### **DEFINE DEVELOP PROTECT TEST LICENSE**

If you carefully consider these 5 headings and all each covers then you will produce a product that you should be able to license. But as always, there is a lot of work to be done every step of the way. It's a given that you should not skip a step, or if you choose to, then it will be at your peril and possible loss. Are all ideas that are pitched licensed? No. Maybe the timing is not right, maybe the cost of manufacture is too high, maybe the idea was poorly defined and doesn't solve 'the' problem. Regardless of why, one way to avoid this is to **write a well defined problem statement.** Everything stems from this so it's worth getting right at the start of it all. Do your product research AND your customer/consumer research ... understand your product and your market thoroughly. What else is already available? Who is selling it? Who are buying? Why? Would they change? Developing your idea, sketching it, making models or samples is important for you to understand the results you seek and the 'pain points' you address. Every iteration will teach you something more. Protecting your IP is important. Teach yourself about IP, do your patent searches, use wide search terms, the more you know the more prepared you will be, get professional advice, protect your idea suitably. There are more ways to protect your work

April Mitchell continued ...

Ready to put in the effort it takes? Willing to learn and research and work hard and not give up? Can you brush up or learn new skills you may need? What about resources? Internet? Data? Materials? Time? Patience? It turns out that if you get these right to start with, you will be well on your way.

Now if you were to ask any Inventor you know to write down a list of steps you need to take to cover the process of inventing, then you would get similarities because, of course, in any set of actions there are tried and true steps, but, you would also get different answers from each person you spoke to because everyone's journey is essentially different depending on their idea, product, innovation and the timing, the market, the availability of finance, resources and much more.

April chose to summarise this process using a **6-Step model** and went through each step (explaining and covering actions within each step too) by using her licensed invention of the **Right Height™** over the door hook as an example of



her good idea that solved a problem. She also showed us her sell sheet that she used and the short video she made which explains her product neatly.

The steps seem to be easy – and of course they are when you work them and work at them and learn through them and grow through them. The thing is to have your idea plan in front of you and design a campaign to suit your product and your resources. Just remember perseverance is key.

#### **1. Conduct market research. Evaluate your idea**

The more you know about your product, the better. Do a Google image and patent search, see who's already out there. Customers? Can you WOW them? Why yours?

#### **2. Prototype your idea or product,**

POC (proof of concept) is needed, does or will your idea work? Make your own prototype, doesn't have to be expensive or fancy. What about a virtual prototype? Use what you make in your sizzle video. It's possible.

#### **3. Design your marketing material, either will do.**

An A5 flyer or sell sheet is vital. Benefits sell, not features. Include a one line benefit statement – use words that show reasons to buy. Make a 30-45 second video that covers problem and solution images. Show don't tell.

#### **4. Protect your concept. PPA=perceived ownership**

Do a patent search, get sound advice from a patent attorney, register a PPA? Go to CIPC at [www.cipc.co.za](http://www.cipc.co.za)

than utility patents. A provisional patent gives you 12 months to refine your idea, use it if suitable but there are copyrights, trademarks and design registrations you could investigate too while you develop your product and get it market ready.

**Licensing is giving someone else the right to make use and sell your intellectual property.** Find the right companies, pitch to them with focused marketing materials and negotiate any licensing agreement with sensible care. Inventor beware! Learn your trade

#### **In closing: Thank you Lisa.**

The above summary doesn't cover everything Lisa shared, it's just not possible. **Please** use Google, watch her YouTube channel. Learn. Like many other deeply experienced experts, she shares so much!

**Go here** to watch Lisa's talk on a Maker's Mindset. <sup>6,19</sup>  
<https://www.youtube.com/watch?v=vwdN4ZTxZdc>

#### **5. Connect with companies and Pitch**

Research company details, be prepared, no spray and pray! Select companies with similar products, use scripts, get permission to send and follow-up. You need to be active, it won't just happen, you make it happen.

#### **6. Get it into the marketplace, help with PR**

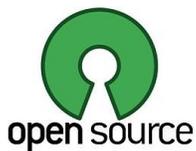
It's about building relationships, getting professional help when negotiating a good licensing agreement and working together with your licensees.

#### **In closing: Thank you April.**

It doesn't matter how amazing you are (and she was!) nobody can talk about such a wide subject in just under an hour and expect to cover everything in full detail, still, after our meeting, many were ready to get going in no uncertain terms.

**Go here** to watch April talk about her invention. <sup>9,37</sup>  
<https://www.youtube.com/watch?v=h5EwpLU3f3M>

### **What is OPEN SOURCE? In the video below it is defined, using Lego.**



Okay so it's a cartoon presentation from 2014, but it explains the concept clearly and will be useful for inventors. Of course the definition of OPEN SOURCE and all that it covers and includes has been updated these past seven years, but starting here will not go amiss and it may even encourage you to do more research on the subject, especially if you are looking for a breakthrough idea on your invention.

Is it the same as OPEN INNOVATION? No. These are two completely different concepts even though they share the word 'open'. <https://www.youtube.com/watch?v=a8fHgx9mE5U> <sup>4,40</sup>



### **The world has changed ... is changing and will continue to change.**

#### **Oh yeah?**

Now, since it just doesn't want to slow down for us to play catch up - we have to run and listen to the drummers currently setting the pace, especially in education.

**Can you imagine** what might happen if your innovative and creative child (or student) from 4-18, had a chance to be part of an international movement of young inventors? **Can you imagine** what might happen if they took part in amazing

events that put kids and students and youth inventors from different countries, time zones and cultures together to solve pre-set challenges? **Can you imagine** what might happen if they were given a global platform to share their individual and team thinking with everyone? **Can you imagine** if your school or child or student could represent South Africa in such a forum? Well, no wishful thinking or imagination is needed – it's already happening!

Go here first <https://www.youtube.com/watch?v=ojobzAlZBoI8> and then visit and wander around a fascinating website <https://innovationworld.org/gift-home> then contact the *Institute of Inventors and Innovators* (III) by emailing [celeste@iii.org.za](mailto:celeste@iii.org.za).

#### **South Africa is part of this wonderful initiative.**

Give your child, your students or even your own inventive self a G I F T that nobody will ever forget.



**Sign up for the next GIFT – Global Innovation Field Trip happening 16 -17 October 2021. It's free to enter.**



## INVENTIVE minds at work - not always new, but worth thinking about ...



**Car tyre wheel prop** for flat tyres. This device (which looks heavyish) allows you to drive on a flat tyre when you have one of these and no spare wheel or when changing a tyre is not possible or difficult (say in highway traffic). It fits most vehicles and also both front and back tyres. What do you think? Would you buy one?

<https://www.youtube.com/watch?v=3zMJR83cRnU> 62 secs



**For clean fingers!** When you want to eat popcorn or maybe even some slap chips but still play games or write your story on computer (or work?), then here are some cleverly designed fitted chopsticks that give you the freedom to do so. Type 'n eat they say. No more crumbs or greasy keyboards or 'mouses'. Essential.

<https://www.youtube.com/watch?v=64R4Bumik4w> 24 secs



**Do you need a grip on life!** In 2012 this was a new idea. Adjustable spikes built in to the soles of sturdy boots seem just right for hikers and snow walkers and other rough terrains. Desert sand? Maybe not. Still, the spikes are easily accessed and manipulated in an elegant back-of-the-heel design. What do you think?

<https://www.youtube.com/watch?v=P4BKf6D8Hkg> 78 secs

## In case you missed it

### Tokyo's Olympic medals were made of 47 tons of recycled E-Waste

53 million tons of electronic waste (e-waste) is produced globally every year. The host country of this year's Olympics, Japan, decided not only to use the platform to highlight the issue but also do something about it. To make this year's Olympic medals, they used tonnes of e-waste that they started collecting in 2017. Metallic elements were melted and then refined. At the end of the process, 70 lbs (32 kg) of gold, 7716 lbs (3500 kg) of silver, and 4850 lbs (2250 kg) of bronze were recovered from the collected waste which was used to make 2500 medals for the Olympic and Paralympic Games.



Sizzlin'  
all the way

### Good examples of SIZZLE videos and Benefit statements

– What do you think?

#### Black and Decker: Hard to reach, Easy to clean

<https://www.youtube.com/watch?v=PmzQHZ9IM6k> 32 secs

#### RED GIANT

<https://www.youtube.com/watch?v=NxiHz6lbesg> 56 secs

#### Tools for filmmaking, VFX, video effects and motion graphics

#### ZILINGO Marketing Services

<https://www.youtube.com/watch?v=MNEWDXyR9vY> 60 secs

5 countries, 2000+ happy clients - all in a span of a year.

### Wearable Furniture?



### Pitch-it to the Panel™

PITTP™ is a confidential (NDAs are signed) and professional Inventor's Ill service.

**What to do next? Shine a spotlight on your smart concept/invention and get expert guidance and advice from our Panel of specialists.** Members can book a 60 minute Zoom PITTP™ session by going to the website and reserving a place online – [www.iii.org.za](http://www.iii.org.za)

**SECURE YOUR OPPORTUNITY NOW – the next date is 18<sup>th</sup> September 2021**

Cost of membership R375 once off, cost of PITTP™ up to 9 September is R625, thereafter R750.

**International Inventors are welcome too.**

# Membership matters!

All sorts of people are inventing all sorts of things all the time.  
Join the Institute of Inventors and Innovators today!



... you pay only once for a LIFETIME of benefits – the value 'can't be beat.' Do it now. Go to [www.iii.org.za](http://www.iii.org.za) or ask about membership using [info@iii.org.za](mailto:info@iii.org.za)



Read this message below several times, and then again There is much to think about and learn.

## Perry The Inventor Kaye

Founder/CEO Perry Terri Toys had this to say recently. It's a message from the heart and spontaneous, also experienced and wise.

"Inventors, please don't dally. Time is your best friend or worst enemy. Make it your best friend. Be diligent with journaling your invention, creating prototypes, and filing patents. Move your invention ahead as fast as possible. It won't guarantee success, but it will preserve your time. You'll either succeed or discover you must move on. Both are great, because you live to fight another day. Preserve other people's time too. Cut your sizzle reels down to 60 Seconds max. 30 Seconds is even better. Always make them fast-paced and interesting. Use the time-tested infomercial formula of ▶ showing the Problem, ▶ your Solution, ▶ their Benefit, and ▶ a Call for Action.

Pitch multiple ideas. If you've earned a 30 min client meeting, show several relevant inventions. Often you will be told, after just a few seconds, that the invention is "not for them". Have a few more great products to show. Or thank them for their time and ask them what they need. THEN NICELY get up and leave. Other people's time is at least as valuable as yours. Spend time working. But also make sure you spend time with your family. Enjoy your time because it's yours. Be productive, have fun, kiss, hug, create, teach, learn, read, fix, mentor, love, giggle, play, etc.

Live while you can because some day you won't."

By Perry The Inventor of PerryTheInventor.com



## This Braille railing in Naples describes the view for blind people



Clever thinking, and though costly, it would be a fine idea for use anywhere. With the views available everywhere in this beautiful country of ours, it could be a great initiative. Do you invent in the Travel, Tourism and Hospitality space? What innovative ideas could you come up with to make views and travel etc. available and easier for people who cannot see? Braille menus in restaurants? What else?



## NOT ONLY FOR INVENTORS and INNOVATORS

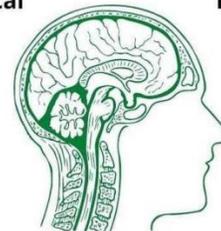
Thanks Strati Georgopoulos – it's iinteresting!

[linkedin.com/in/strati-georgopoulos](https://www.linkedin.com/in/strati-georgopoulos)

### DOPAMINE

The Reward Chemical

- Eating Food
- Achieving a Goal
- Complete a Task
- Self-Care Activities



### OXYTOCIN

The Love Hormone

- Socialising
- Physical Touch
- Petting Animals
- Helping Others

### ENDORPHIN

The Painkiller

- Exercising
- Listening to Music
- Watch a Movie
- Laughter

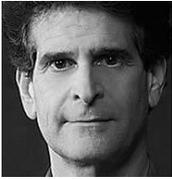


### SEROTONIN

The Mood Stabilizers

- Sun Exposure
- Mindfulness
- Be with Nature
- Meditation

**Inventor Dean Kamen** lays out his argument for the **Segway** and offers a peek into his next big ideas (portable energy and water purification for developing countries plus).

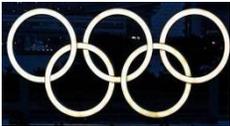


He landed in the limelight with the Segway, but he has been innovating since high school, and has over 150 patents under his belt. He is a busy inventor who hopes to revolutionise attitudes, quality of life and awareness.

Why highlight such an old TED talk in Eureka!NEWS? After all this was made in 2002, nearly 20 years ago! Well, if you give it a chance and watch it, could be that you will be able to make up your own mind. It's a restless talk as he constantly moves across the stage on his Segway, but the theory and message and future thinking hasn't changed much. See what you think.

"Lots of people talk about changing the world but inventor Dean Kamen is actually doing it." CBS News  
[https://www.ted.com/talks/dean\\_kamen\\_to\\_invent\\_is\\_to\\_give#t-1196091](https://www.ted.com/talks/dean_kamen_to_invent_is_to_give#t-1196091) Feb 2002 19,41

**When did you last visit the website?  
[www.iii.org.za](http://www.iii.org.za)**



**And speaking of the 2020 Tokyo Olympics –**

Marvel at this 60 second clip showing the drones forming the Olympic circles and the rotating earth with continents defined. Head shaking at the precision of it all.

<https://www.youtube.com/watch?v=bQy1PUSw77M>

<p style="text-align: center;"><b>UP-COMING EVENTS</b></p> <p style="text-align: center;"><b>THE INVENTORS CLUB</b></p> <p style="text-align: center;"><b>First, Second and Third Wednesdays of the month 17h30-18h30 SAST</b></p> <p style="text-align: center;"><b>We're 6 hours ahead of New York ...</b></p> <p style="text-align: center;"></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>	<b>On the first three Wednesdays of the month via MeetUp and Zoom!</b>		
	<b>KIDS CLUB</b>	<b>SEPTEMBER 1<sup>st</sup></b>	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!
	Hosted by Petra Rees and José Ventura	<b>SEPTEMBER 8<sup>th</sup></b>	<p style="text-align: center;"><b>AN INVENTOR'S STORY – THINGS I WOULD DO AND NOT DO AGAIN</b></p> Come and hear <b>AARON MCGILL</b> from Switzerland as he tells us his Inventor's story about how he got his product to market. "I'll tell you what I would not do again too."
<p style="text-align: center;"><b>Eureka!MEET</b> Hosted by Ill</p> <p style="text-align: center;"><b>Coming up ...</b> <u>October 13<sup>th</sup></u> <b>Don Skaggs</b> of Empowered Inventing USA will be speaking on '3 Essentials for Success - Inventing and Venturing.'</p>	<b>SEPTEMBER 15<sup>th</sup></b>	<p style="text-align: center;"> The world is your oyster! What is GIFT? Who are the Ambassadors? What does Invent Future Global do? New York-based <b>JAKE MENDELSSOHN</b> shows and tells us about the wonderful opportunities there are for creative children and students. Put up your hand! Represent South Africa! It's your turn to shine!</p>	
<p style="text-align: center;"><b>CLUBNight!</b> Hosted by Ill</p> <p style="text-align: center;"><b>Coming up ...</b> <u>October 20<sup>th</sup></u> <b>Nancy Zwiers</b> USA on 'So you want to invent a Toy?'</p>			

**\*\*\* See below for the ZOOM LINK to get you where you want to be!**

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

## Mr Useful makes an aeroplane and a Monster face with a 3D pen



<https://www.youtube.com/watch?v=chq9NiQ86NI> 5,34

Handheld 3D-printing pens come in several shapes and sizes and 'handicaps' and are used for ... well, just imagine! The compact design can more usually be powered by the electricity from a USB port. Once turned on, they don't take long to heat up. They have a similar function to 3D printers as they melt and cool coloured plastic filaments. This goes

through the pen reaching the hot-end-nozzle which melts and cools down in your design. They have been around a while and are available here in South Africa – what a great gift for a Christmas stocking! There are a plethora of training videos on You Tube but these below seem to represent and good introduction. For Kids of all ages as they say. Take care, have fun and invent something!

- ✚ 3-D Pen GETTING STARTED Tutorial: <https://youtu.be/iuTSAy--DQQ> 8,21
- ✚ 3-D Pen BASIC techniques Tutorial: <https://youtu.be/TXEx9z0RyHA> 6,52
- ✚ 3-D Pen ADVANCED techniques Tutorial [https://youtu.be/ScE\\_smi6iUc](https://youtu.be/ScE_smi6iUc) 7,15

## Creative packaging?



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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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*Some people are so poor, all they have is money ~ Bob Marley*