

October 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/>



Be a smiley pumpkin this Halloween month. Leave the tricks behind. Offer only treats to all around you ... as one does.

'Yary Kidz - a company with heart' ... someone else said these words about his company, but when **Aaron McGill** came to speak to us about his invention at our Inventors Club Eureka!MEET held 8th September, it was obvious that we met an 'inventor with heart' that evening. YaryKidz? Well this is the name of his product and company based in Berne, Switzerland which is best known for the patented Yarykidz Potty trainer.



After many rejections, ("I could write a book about being rejected"), Aaron presented his invention idea to investors on The Lion's Cave aka the Shark Tank of Switzerland ... and in 2019 he was able to get investment in his company and so his story started.

Having grown up Liberia, he moved to Switzerland and at the time didn't think of himself as an inventor ... he was just busy getting on with his life. And when he realised, as he said, "I was just a father with a problem that I set out to solve," the idea came to him. It was an idea was born, like many others, out of necessity. This was when one of his children needed to learn how to use the toilet that he was inspired to invent a better version of the two 'children's' toilet systems available on the market at that time. Neither was ideal, so he decided to come up with a solution.

His idea of an ideal potty trainer was one that would be safe and flexible as well as space and time saving. He also thought that a trainer which could be taken away and used on holiday easily would be an added bonus. Given there wasn't a trainer that fulfilled the above criteria, he developed one himself, more so because it also had to be convenient for the whole family, needed to be used independently by any child, and had to be simple and portable. YaryKidz ticks all these boxes.

Still, to get all this in place, his invention challenge lay in how to connect the YaryKidz WC seat to a normal toilet seat in a manner that was also simple and an easily repeated action. "When you come to think of it, it's not the toilet seat that makes up the YaryKidz invention, it is the flexible designed clip on device that make it what it is – and it's this that has been patented.

Today, his invention is selling in the biggest supermarket and housewares chain in Switzerland, Germany, and Austria plus other international outlets and online; and with a target customer audience of parents, children, hospitals, family hotels, nursery care centres, schools, and more, well, sales are set to grow and then grow some more.

Going back to those inventing days, Aaron learnt that the whole process took a lot longer than he had first anticipated ... inventing and bringing a product to market takes time, so as an Inventor, you must develop patience and stick-to-it-ness. "You can't let go of your dream because you hit so many rocks on your road."



"You don't have to be perfect. I didn't have a business plan. I had no capital or funding. I don't speak perfect German. I've had so many rejections in my life, one more didn't matter, I was passionate about my invention because of what it could do for children and because it solved a real everyday problem - that's what kept me going.

It was so easy to meet Aaron and we thank him sincerely for a really nice meeting where everything made sense. It was encouraging and inspiring to see that if a person is willing to put in the work on a good and practical idea that has a market, it is possible. The process of inventing can be learnt and adapted and success can be yours.

Follow the links below for different reasons and get more information about this invention the inventor, the product and some clever marketing using different approaches in various **SIZZLE** videos Think about it all and learn some good tips about keeping your invention idea going.

To start, a simple product website that offers all a customer/ buyer needs is a good idea

<https://www.yarykidz.com/en/> .

<https://www.youtube.com/watch?v=VPI7GLuQV5U> 55secs

<https://www.youtube.com/watch?v=o2DnqrhGSIE> 51 secs

<https://www.yarykidz.com/en/> 50 secs

Stephen Key, co-Founder of Invent Right interviews Aaron on YouTube 19,27

<https://www.youtube.com/watch?v=3jWZxjpCRJo>

Aaron's last words for inventors are "Don't hesitate. Get started now. Do what you can. Use whatever skills and resources you have now. Just start, you will find yourself moving forward as you build momentum. You learn as you do. Don't let excuses prevent you from moving forward! Success is costly and is paid up front. Failures and rejections are part of the price."



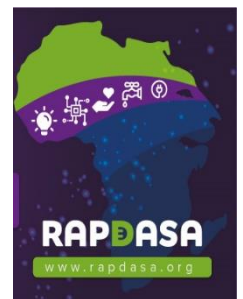
WE ARE COLLECTING SOUTH AFRICAN INVENTOR'S STORIES!

If you have one and you want to be featured in some way via the Institute and our various member services – please contact us and we'll send you more information and a 'to do' list. It'll be a 'no fuss' form to fill in – so please, talk to us ... we're waiting to hear from you: email us on info@iii.co.za

What a fabulous opportunity this was for all the **BRIGHT SPARKS** that got going!



Entrants to the **3D Design Competition** that closed at the end of August came up tops with some excellent work and solutions using the set theme of designing a solution that could improve people's lives in our local communities. Of course, anyone who entered this competition will have found all sorts of positive results and they will grow in ways they might not have thought possible – so well done!



Join us at KIDS CLUB on **Wednesday 6th October Zoom 17h30-18h30** and be amazed at the ingenuity of youth inventors from South Africa and all over the world.

Tell your friends!

★ **DID YOU ENTER?** ★ **WILL YOU BE A WINNER?** ★ **THE RESULTS ARE OUT!**

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

"The future of invention and innovation is in good hands – youth creators are amazing!"

CLUBNight! on 13th September was another great Zoom meeting!

Were you there? No? Pity, you missed a very interesting meeting and a refreshing and uplifting presentation by Jake Mendelsohn, Co-Founder and Advisor to Invent Future

Global - IF.G (amongst other roles). He is such an interesting person because he has done so much and he was able to pass on a very important message and understanding about Young minds inventing and innovating and creating.



Essentially the InventFuture.Global mission is to support and enhance K-12 student creativity and innovative thinking and to enable them, worldwide, to develop and improve their

problem-solving skills so that they will be able to grapple with and overcome the many problems and issues that they will face in their future lives and careers. "Our IF.G mission is to give students an unforgettable life-changing experience in using their knowledge and creativity to solve real world problems in a realistic way so that they will be able to pursue careers where they can use their skills to make a difference."

This quote below about the problems facing educators today should make you sit up and take notice, especially when considering current teaching methods in schools and other places of learning.

J J Lagowski said "We are attempting to educate students today so that they will be ready to solve future problems that have not yet been identified using technologies not yet invented based on scientific knowledge not yet discovered."

And while you are thinking about that consider too that building 'future' minds is not stuffing said minds full of facts just for the sake of it, but teaching them to connect the dots, to think critically, to solve problems. By getting them to assimilate and transfer what they have learnt, we surely create productive and useful members of society. So what if they know that $2+2=4$? It's not facts like these that are important alone, it's knowing what to do with what they know that becomes important. Schools, generally worldwide, not only need to change *what* is being taught every level (as necessary) but look at the skills they are teaching and *how* they are teaching them. The demands of modern workplace and the impact of Robotics, AI and other technological advances and more are entirely different from what was found in the past. We need to meet future demands by encouraging a problem solving approach to learning. So how can we change? How can we train students to think?

All the jobs in the future will be problem-solving 'jobs' because if they're not, they will be taken over by some machine-based entity. It follows then that if we teach students how to solve problems today, they can build up the skills required which will enable them to solve the problems of tomorrow. By using invention education as a vehicle, students will be able to solve any problem using any technology in any situation by assimilation and transference. Essentially, the goal of Invention process is to connect 'school' to the real world. And of course Invention Education does not just cover Science and Technology. Invention education includes (each in its broadest and most inclusive sense): Language Arts; Graphic Arts; History, Society and Culture; Awareness; Public Speaking and Communications.

But why use Inventing? Well, whatever you call it, the stages of the invention process will always include certain steps (reminds one of the Scientific Method). For argument's sake let's call them:

▶ **Identifying**, ▶ **Understanding** ▶ **Ideating** ▶ **Designing** ▶ **Building** ▶ **Testing** ▶ **Communicating**.

It won't matter what you call them, it's the process that's important. And it's using this process to solve challenges that makes inventing a realistic model to engender 'success' in the real world. The goal is not what the student makes (it may be fantastical or unworkable), the goal is to change mindsets, to enable critical thinking and to find solutions. And IF.G and GIFT are doing this – a mandate being met.

We've run out of space for this report back. So sorry about this. Jake showed videos of students who had come up with ideas, found solutions to problems they'd identified and who were able to present them well. He spoke about ideas to encourage youth invention and youth engagement in innovation and so much more! Still, the essential message at the end of it all was:

**Our students, who will make up our future, are waiting for us to help them ... so
What can we DO with the knowledge that we HAVE that will benefit the youth and society?**

GIFT presentations are held 4 times a year and cover and include inventions, innovations and all forms of creativity. And the next one is coming up soon!



Don't wait until the last minute!

Go here: <https://www.youtube.com/watch?v=ojbzAlZBoI8> for a useful introduction to G I F T and because there is still time to register for the GIFT on 16/17 October 2021 by using this website link: <https://innovationworld.org/gift-home/gift-sign-up/> students can sign up to be presenters at the upcoming GIFT. Adults and Educators are also invited to join in too.

By entering your students into the IF.G Challenges and partaking in the Global Innovation Field Trips, your YOUTH INVENTION PROGRAMMES gain Credibility, Impact, Prominence and Reputation and the **Students gain** Confidence, Pride, Enthusiasm, Presentation skills, Positive Feedback, they become Role Models, gain Knowledge, get International and inter-cultural experience, make Global Friends and have an Impact on the world!

Not sure if you can do it? Want to see what other students have done?
Go here to see what happened in July 2021 ... it was all so gratifying and exciting.

<https://innovationworld.org/gift-home/july-2021-gift/>

WHAT'S COMING UP? The Delicious and Nutritious Food Challenge: entries from 17 Oct to 18 Dec. 2021 ... Go here for more information and see more too! <https://innovationworld.org/gift-home/>

For some fun those who attended the MEET will appreciate this particularly – **paste this link into you browser and read all about the ROBOT EGGS ...** http://jakemendelssohn.name/robot_eggs.htm

INVENTIVE minds at work ...



Car Wash Rollers in your Bathroom?

<https://www.youtube.com/watch?v=DwVKC3FnVXY> Car wash adaptation for the elderly ... we'd guess the 'youngerly' would have fun using this too ... seems a logical follow-on idea, the picture alongside and the video say it all. Installed, it probably doesn't look very slick or 'Garden and Home,' but it sure looks practical. 1,03 Feb 2019



Adidas - a shoe Made to be Remade – Biodegradables.

<https://www.youtube.com/watch?v=6-3wjslX44o> 3,26 Nov 2019
All about a shoe that was made to be remade.

PITTP: Pitch-it to the Panel™

Do you have questions to ask or
ideas you'd like to test with a Panel of experts?

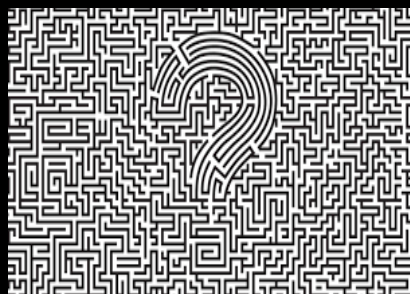
Book for PITTP™ and get the professional opinion you may need.

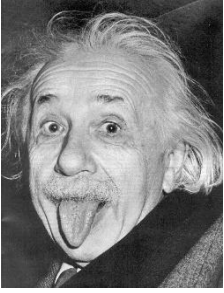
It's confidential. It's friendly. It's useful.

Book your seat via the website www.iii.org.za

**SECURE YOUR PITTP™ PLACE – the last session for 2021 is on
Saturday 13th November.**

Cost of membership R375 once off. Early Bird payment for PITTP™
up to 4 November is R625, thereafter it is R750.





“Chance Favours the Connected Mind” Steve Johnson.

<https://www.youtube.com/watch?v=NugRZGDbPFU> 4.06

Steve Johnson is a well-known author TV/podcast host and international speaker. Produced in 2010, this YouTube video is just as fresh for today's thinking as it was then. Further, many say he is one of the most innovative and popular thinkers who, both in the video above and his book featured below ,takes an exhilarating look at answering some key questions.

Where do good ideas come from?

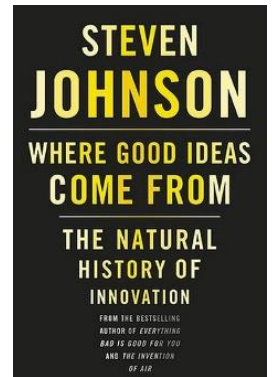
What sparks the flash of brilliance?

How does ground-breaking innovation happen?

What kind of environment fosters the development of good ideas?

Answering in his infectious, omni-cultural style, and using his fluency in fields from neurobiology to popular culture, he provides a complete, exciting, and encouraging story of how we generate the ideas that push our careers, our lives, our society, and our culture forward. He begins with Charles Darwin's first encounter with the teeming ecosystem of the coral reef, then finds connections to the intellectual hyper-productivity of modern megacities and ends up taking about the instant success of YouTube,

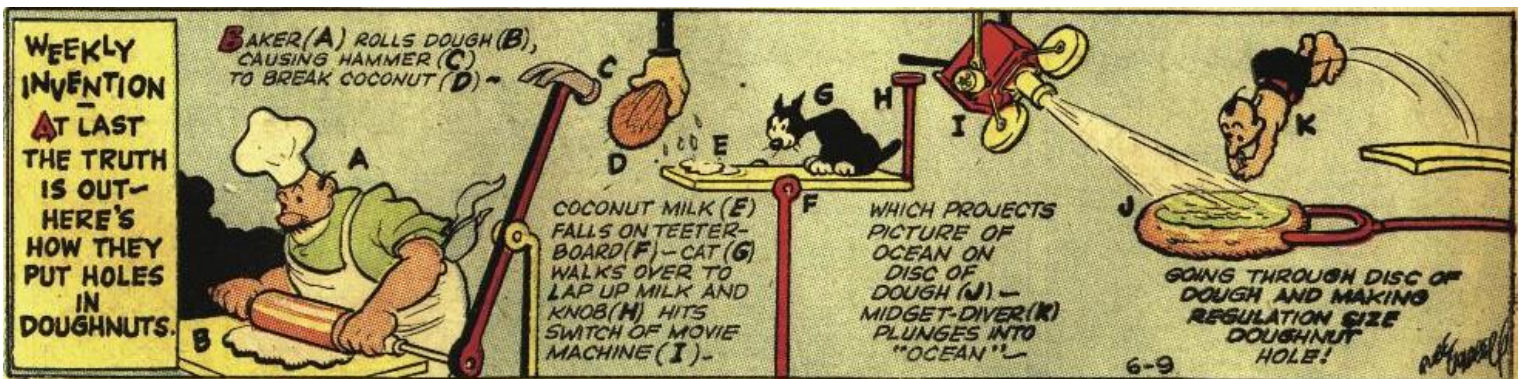
His answers are never less than revelatory, convincing, and inspiring as he identifies the seven key principles to the genesis of such ideas, and traces them across time and disciplines. Most exhilarating is his conclusion that with today's tools and environment, radical innovation is extraordinarily accessible to those who know how to cultivate it. **Where Good Ideas Come From** is essential reading for anyone who wants to know how to come up with tomorrow's great ideas. Add it to your library soon.



Rube Goldberg showed how simple solutions to everyday problems were often made too complicated. Go here for a smile ➡ <https://www.youtube.com/watch?v=hxMNVyyIRSY> 2.06


A Rube-style fun invention to set up by an innovative young dog lover – he'll go places!

▶ **Just imagine his thought processes when he came up with this idea.**



Have you invented something? Brought it to Market?

Please tell us about it. It could be that you will get a chance to promote your product and your achievement on our landing page! Go to the website right away www.iii.org.za to see the latest three South African inventions or innovations which are there. Give yourself a chance – tell us about it and who is to say just what may happen? Please! Don't hide your light under any bushel.

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| <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>On the first three Wednesdays of the month via MeetUp and Zoom!</p> | | |
| | <p>KIDS CLUB</p> <p>Hosted by Petra Rees Jose Ventura and Henry Levine</p> | <p>OCTOBER 6th</p> | <p>TELL YOUR FRIENDS!</p> <p>JOIN US! This week we feature real examples of what other Kids have been inventing AND the results of the WhyToyz/Rapdasa 3-D competition.</p> |
| | <p>Eureka!MEET</p> <p>Hosted by Ill</p> <p>Coming up ... November 10th 10 chosen IP questions answered by Rina Gunter Patent Attorney</p> | <p>OCTOBER 13th</p> | <p>3 ESSENTIALS FOR VENTURING YOUR INVENTION</p> <p>Kentucky-based Don Skaggs is a consultant, inventor, entrepreneur and marketer of products in a wide range of industries. Entrepreneurial advice like this by an Inventor for Inventors doesn't come along everyday. Join us!</p> |
| <p>CLUBNight!</p> <p>Hosted by Ill</p> <p>Coming up ... November 17th Benjamin Harrison from USA will show and tell ... Come and learn with step by step instruction how and why to use <u>LinkedIn</u> for Inventors.</p> | <p>OCTOBER 20th</p> | <p>SO YOU WANT TO INVENT A TOY?</p> <p>Nancy Zwiers is an intuitive and innovative former corporate executive who loves to help people grow and play through executive coaching. Her talk about inventing toys and games will include an understanding of the psychology and philosophy behind the importance of play ... no matter how old you are! Please join us!</p> | |
| <p>Inventors Club Link – It's also on the Website next to the HOME page link.</p> <p>https://iii-org-za.zoom.us/j/93217339232?pwd=NVhQSmRFdkgrNkM5ME5zNTAzMnBMZz09</p> | | | |

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Wrapping presents is not easy for everyone so here's a solution.



Reverse engineer this gift-wrapping Lego robotics invention and work out how much went into its making. It's about the creativity and challenge and thought and certainly not about speed or mass production! The comments are interesting too. If you have around 5 mins, watch it ... don't go to sleep but hey, it'll get you thinking one way or another. <https://www.youtube.com/watch?v=yW0ITxCEEcl> 2021 4,42