

November 2021
Penultimate issue

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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/>

Here's a LinkedIn HEADER for everyone, Inventors too, from Mark Sham – www.suitsandsneakers.co.za
The FOOTER will be found where footers lurk.



77 76 75 74 73 61 ... (a moving target!) DAYS LEFT UNTIL THE END OF THE YEAR!

"I don't know about you, but I am tired. 2021 has been the longest two years of my life. That said, I woke up this morning with the conviction to remind you (and me) that we can still give everything we have to these last two months and a bit. While everyone else is starting to check out, this is where high-performers dig deep and make things happen. I see myself as a high-performer even though I feel like I'm a circus extra right now. And I guess that's the difference. People who make things happen don't do it because they always feel like it, but instead, they do great things despite how they feel. And this is where we come full circle ...so if you're feeling tired, just know that you're not alone. Someone else is slogging away next to you, despite the fatigue.

"... let's make things happen. Let's create magic. And then let's rest."

Eureka!MEET on 13th October was great Zoom meeting!

Were you there? Well if you were then you would have enjoyed some really good advice that we all think we know about and practise in varying measures, but when so presented, it makes us realise how it all comes back, packaged differently to remind and encourage and motivate ... and then not to forget again. One thing we now accept: Inventing is not some get rich quick scheme.



**"If I had only 3 things I could tell you about that were
ESSENTIALS FOR SUCCESS AS AN INVENTOR OR ENTREPRENEUR,
what would they be?"**

Don Skaggs ([linkedin.com/in/donskaggs](https://www.linkedin.com/in/donskaggs)) is an inventor, entrepreneur, speaker, author, and consultant to a wide range of businesses. His experience includes



bootstrapping start-up companies from initial idea to successful exit, developing products and marketing strategies, helping small companies move forward, and successfully launching new products. He is president of **Empowered Inventing**, which provides specialised courses, consulting and vetted services for inventors, entrepreneurs, start-ups, and SMEs. He is also president of the **Inventors Network KY**, a non-profit that helps inventors through education and support services.

Want a treat? At the end of this brief report back there are two links for you to see the value of Empowered Inventing TV. So, Don's talk summarised the 'idea steps' to take to become successful

when you have an idea for a product, start-up, concept, method or anything new. The important thing



to do at the outset is to choose your best idea and concentrate and focus on that ... don't try to flit about getting more than one idea to market at a time, you won't do it well and it's likely to cost you time, effort and possibly money you don't need to spend.

What was so good about Don's talk is that he helped create a bridge between the theory of what you should do and the reality of what you actually can do. Now there was a lot of material that was covered – and so because space in the newsletter is restricted here below is a table which summarises this part of his presentation. Hear more and get these points explained: Lucky us. Here is a link to more detail. <https://www.youtube.com/watch?v=avNGqW66t9c> 12,13

| | | |
|---|--------------------------------|---|
| 1 | Write it down | What is your invention? Formulate a purpose statement. Make notes all the time. |
| 2 | Make a 'frankentype' prototype | Proof of concept – does it work? Does it do what it should? Duct tape's okay! |
| 3 | Learn how to 'make' it | Learn all about manufacturability of it. Is it scalable? Figure out what's best. |
| 4 | Make a 'demotype' prototype | This can be shown to others, it looks good, it's demo standard. |
| 5 | Get ready to sell it | How will you sell it? Know who is your market is. What does your customer want? |
| 6 | Protect it | Do a patent search. Check for infringements. File a PPA? Do it. Protect your product. |
| 7 | Sell it | Now sell it. Get market validation. Licensing? Venturing? Crowd funding? Well done! |
| 8 | Be successful and help others | Pass on your knowledge and experience, Help others around you be successful too. |

Before we get into the second section of Don's talk – here is a lesson he taught that many have spoken



about ... but the way he presented this simple piece of advice and understanding, and the illustration he used, will explain the inventing process and journey to anyone, newbie or not. Yes, inventing is like cooking. It's a journey not just a quick trip. You don't just walk into the kitchen one day and produce a celebratory meal just like that. You have to learn to cook. And it takes time and adventures and lessons and mistakes and more. **So too with inventing.** You have to learn how to invent, you need to educate yourself

about the process, you need to work at it, hone your skills, pay your dues. There are many people around you to help, many resources and much more is available, but YOU have to do it, you have to cook your turkey! Think about it. What kind of an inventor are you? Quick fix doesn't and won't work.

And now, what are **the three essentials for success as an inventor or entrepreneur?** Well you are likely to find many different choices here depending on who you speak to, but these are the ones Don has chosen ... and when you consider his credentials and his business acumen and background then they should not be taken lightly. It all makes sense. Promise yourself. Do what you need to do. Consistently.

| PEOPLE | WISDOM | DILIGENCE |
|--|--|--|
| People are important, get out there and communicate, mix, mingle and meet. Connect, with like-minded people, chat with entrepreneurs and inventors, join your local inventors circle, surround yourself with positivity and success. | Knowledge is one thing, wisdom quite another. You know that a tomato is actually a fruit but you are wise enough not to put it in fruit salad! Wisdom comes from experience and failure and perseverance. "Wisdom is more valuable than gold." | Being diligent, hard-working, and conscientious serves an inventor well. Don't just talk about it, consult others on it, day dream or be a wishful thinker. Action speaks louder than words. Plan, push beyond your comfort zone, work hard, be self-disciplined. Do it now. |

Thanks Don – we really enjoyed your meeting ... it certainly made us sit up and think!

Bonus 1: because smart inventors read, listen, watch and learn all the time.

3 Must haves for a great product While you don't need a lot of expensive things to bootstrap your product or start-up, there are some real 'must haves' for a great product that sells. Don walks us through these essential ideas you need to launch your next great product, AND if you add these 3 'must haves' to the 3 essentials noted above ... you will be well set for inventor success. : <https://www.youtube.com/watch?v=eFTwKtrHRiQ> 10,12

Bonus 2: because smart inventors read, listen, watch and learn all the time.

How the Worst-Selling Wall Cleaner Became a Best-Selling Toy

https://www.youtube.com/watch?v=lvnZ_bbZ4vg 8,46

MEMBERSHIP

Renew your Membership or **become** a member or **update your status** to paid-up. Time is running out – starting 2022, some key services will be available to members only. This Mouse, who seems to be

making the most of available opportunities, is formally invited to join the Institute of Inventors and Innovators as we are looking for opportunistic, inventive and innovative members. Please pass on this message in case Pink Ears misses it. And if you are such a mouse, become a member. Go here www.iii.org.za to see what you become part of by joining! Thanks.



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



Executive Coach, Strategic Thought Partner, Brainstorm Facilitator, Play Expert and Mentor ... **Nancy Zwiers** (rhymes with cheers) <http://linkedin.com/in/nancy-zwiers-3167> from USA is an intuitive and innovative former corporate executive who loves to help people learn, grow, and play through executive coaching and volunteer mentoring. With her many years of focused experience in the Toy and Games Industry her topic for CLUBNight! was



The Marketing Mindset for Inventors ... and what a fascinating presentation she gave. This is a wide subject full of very interesting information including the psychology and philosophy behind play and the development of needs and desires at different ages. Essentially, our brains are wired to exercising our motor skills (both gross motor and fine motor skills). In fact, neuroscientists contend that the very reason we developed brains in the first place was to be able to control and move around in our environment—make decisions to switch to different movements based on incoming sensory information that help us to understand and/or imitate the actions of others and so much more. Nancy had a thought-provoking chart which showed the universal progression of brain development, approaches to interaction and core play patterns. Step back for a paragraph!

When it comes to a child of up to **around 2yrs old**, it's more of a sensory motor system that needs to structure and make sense of the physical world, where the world is experienced through the five senses and through movement. Core play patterns at this age are gender neutral where exploration, discovery and imitation are key aspects. Then building on that base, the **3 to 7-year old** you see a socio-emotional system that manifests in simulation and story-telling. Gender identification is apparent as fantasies are played out that idealise gender-based traits. Core play patterns include exploration, discovery, meeting challenges and imitation ... and boys are physical while girls tend towards social factors, beauty and nurturing. Of course there are differences in every group, 'outliers' if you must, but generally speaking these are the trends. Moving on to the **8 to 12-year old plus** a lot more thinking takes place where constructing a social identity and expressing one's individuality is prime. Core play patterns here include exploration, discovery and challenge where mastery is a constant. Imitation here is less of parents or adult figures and more of peers and culturally based images. This very brief summary hardly does justice to Nancy's fascinating explanation of this subject, but hopefully it will be adequate for the purposes of this feedback report.

So what does this all have to do with inventing? Everything!

So, when you are marketing/introducing your completed product to the market you will be presenting and selling it to a 'company' and that company will be evaluating your product for its marketability. They know, and you know, that the customer who is the consumer is king. Understanding and meeting those consumer needs is paramount in any sales situation.

If you understand what drives your targeted customer it follows then that you are likely to make your invention journey easier, because if you meet basic and mostly unwritten needs and motivations present in the 'people' you are inventing for, they *will* buy. The more you consider this the more sense it makes and the more likely you are to meet your mark. Think about it ... what drives you when you

are a customer? What would make you buy your invention? Why do you make the choices you make? Many reasons to purchase are apparent and surface, but it's the deep ones you need to identify.

What makes an invention marketable?

Nancy spoke about 7 factors that lend themselves to making your product marketable. We touch on these briefly in this article and note that each bears thinking about more carefully when testing your invention or invention idea against them. Such an exercise will clear the way and save you wasting your attention in places not useful to you. They each underline and support your marketing mindset.

Breakthrough Quality: "Wow! I've never seen that before!" and "Wow! How did you do that?"

We live in a sea of sameness and 'me-too'. Our society is noisy and vies for your attention relentlessly regardless of what you do. Does your product have stopping power? Would it grab attention? Does it have some aesthetic or feature that appeals to one or more of the senses? Can you get your message across in 15 seconds? Does your packaging make sense, is it suitable and will people want 'it'?

A Home: When pitching to any company especially the 'big' ones, does your invention fit?

Does it have a home? New brands are being launched all the time with high risk and high reward so choice is important and you will find that your invention will have a home if it fits and supports in some way the brands that are already there. Nancy gave a Mattel example "Would this fit with Barbie?"

Clear consumer target: Do you have this for your product? Who did you invent for? It would be problematic if your market is too broad (all women) or too niche (only 2-year olds). Have a clear idea of who your consumer is. With this information you can concentrate your marketing resources and achieve competitive advantage. Being targeted and clear on your consumer profile and the different segments you serve does not mean that others are excluded, establish your real consumer. Offer meaningful benefits to enough people to be a success.

Core play patterns: These are 'human universal' and not bound by geography, culture or time.

Apply this understanding of these concepts to all age groups because, come you think of it, adulthood is just a thin veneer of sophistication. Ultimately all decisions are emotional no matter how rationally presented. Kids just choose. Humans react to life at different ages according to different innate drives. Play drive and gender roles are biological drives based on a neuro-evolutionary perspective.

Strong name: Having a strong name for your invention is optimal, you may even sell it one day!

Even if you are not ready, protect your name with trademark, it becomes part of your IP when licensing.

On trend: This means that your invention is trending and the concept has already been market tested

It could be that your invention, while different, is similar and fits in with what is already tried and true and popular on the market. You are not starting to popularise something from scratch, the risk is therefore lower, and you can 'ride the rocket' as they say. Is there a theme perhaps (eco-friendly) or a material (bamboo), plus others you can consider to make it easier for consumers like your product?

Legs: 90% of fuel is used to launch a rocket into space and only 10% gets it to the moon and back.

Any new product is high risk, despite how much thought goes into launching it and a major aspect will be does it have legs ... can it be extended, changed, adapted, does it have an on-going and useful life after launch? Natural line extensions are good. Ask questions like 'What's new' and 'What's next?'

Consider collaborative Invention

Collaborative Invention is essentially a business model where a group of professionals with complementary skill sets combine forces to share the **work** and share the **risk**, and then when successful, share the **rewards** of invention ... if and when licensed, they'd receive a share of royalties.



With multiple teams working simultaneously on various projects you can see that for many this way of inventing and working would make sense – every one wins. Can you or do you lose if you invent in collaboration with others? Of course yes, but then that is risk shared too and the combined 'lessons' learned are carried over by the team to the next project. Sharing a loss is par for the course ... bad lives alongside good in any area of life. The shared rewards may be lower but so are risks. Collaborative Invention has been and is an active way to invent. Many do it. Makes sense to investigate it further.

Nancy said she would come back again in the spring to Inventors Club to talk about negotiating written contracts and collaborative invention. Sjoemense! Don't want miss out next year. Hurry up spring!

Thank you Nancy, we learned so much and will surely become smarter inventors because of your talk.



If you watch this you will know how pencils are made.

https://www.youtube.com/watch?v=L_fqUIVkeU0 Interested Engineering 3,29

Packaging in general is a pretty interesting and important subject for inventors and here is something more to consider. Bottle Drop Test with Flexi-Hex Packaging



<https://www.youtube.com/watch?v=UJ11gZpZBh4> 1,45 2019 This video shows a drop test using a glass wine bottle packaged in Flexi-Hex's slender capsule at 1m, 2m, 3m and 4m. Fun to watch. This is not an advert for Flexi Hex (though I suppose by default it is) but actually it's used here to ask inventors to think about the aesthetics of outer protective packaging and the subsequent costs of manufacturing packaging, which will in turn have an impact on your invention design and material you use.

Drop testing machine <https://www.youtube.com/watch?v=YovHQfdenZM> ,39 2021

The cost of writing off damaged-in-transit product must be a real worry for many retailers. Somebody had to invent, work out, design and make something to 'drop test' packages – so ordinary as this drop tester seems, it does the job. The video is 10 years old and while there must be newer and perhaps robotic models on the market, the function won't have changed. Or has it?

Ghost Robotics Corporation, based in Philadelphia, unveiled the new sniper dog, which carries



a 6.5mm Creedmoor sniper rifle on its back. The new armed sniper-dog-bot kills from 1,200m or closer ... the company says they are "committed to building the very best platform for defense contractors, technology innovators, and systems integrators to deliver solutions their customers needs." Inventors are thinkers. By default they have to be. What do you think of this?



Delicious and Nutritious K-12 Food Challenge

<https://www.youtube.com/watch?v=dQRcZlwl2O4> 18,00



Invent Future Global

brings online global collaborative learning opportunities to young innovators around the world. They enable and empower students to invent and innovate for the future. "What do you know?" has now turned into "What can you do with what you know?" Being educated now means students can use facts to create devices or processes that solve problems. Wow stuff in action!

Remember the old telegram? What? The App? No, the old post office one. No? Here's one for you.

FAB COMPETITION STOP STUDENTS K-12. STOP ENTRIES CLOSE 18 DEC. STOP MARKETING CAMPAIGN FOR DELICIOUS AND NUTRITIOUS FOOD CHALLENGE STOP BACKGROUND IN YOUTUBE LINK ABOVE STOP ENTRIES WELCOME STOP EXERCISE YOUR MIND STOP LOVE IF.G STOP

Need to take a break? Inventor, consider this.



The Japanese have a spiritual art called **Kintsugi** where instead of throwing a broken pot away, they join the broken pottery pieces together with gold using the idea that embracing brokenness' is where a stronger and more beautiful 'life' is created.

<https://www.youtube.com/watch?v=r9LMKGte0UU> 5,46 BBC Reel on Kintsugi

Pitch-it to the Panel™

Last session for 2021

Unlock the potential of you Invention Idea! The next and last PITTP session for 2021 is on
Saturday 20th November



Here there is a confidential focused meeting of minds where members are able to speak to a panel of experts - all subject specialists - who can offer the kind advice and guidance that Innovators and Inventors need.

Click on the Services/PITTP page on the website www.iii.org.za read all about it, meet the panelists too – and note, because this meeting is run via Zoom, so anyone from anywhere in the world is welcome to participate.

Go here: www.iii.org.za

Early Bird payment for PITTP™ up to 12 November is R625, thereafter it is R750.

| On the first three Wednesdays of the month via MeetUp and Zoom | | | |
|--|--|--|---|
| UP-COMING EVENTS THE INVENTORS CLUB First, Second and Third Wednesdays of the month 17h30-18h30 SAST We're 6 hours ahead of New York ...  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. | KIDS CLUB Hosted by Petra Rees Jose Ventura KIDS CLUB resumes in February 2022 | NOVEMBER 3rd | WHAT HAPPENS INSIDE AN INVENTOR'S BRAIN? Dr. Victoria Williams , a Postdoctoral Fellow in the Psychology Department and School of Human and Community Development at Wits University will share her insights. Join us! |
| | Eureka!MEET Hosted by Ill Coming up January 19th Q&A with two specialist inventors ... | NOVEMBER 10th Includes YOUNG AMBASSADORS | YOUR IP QUESTIONS ANSWERED from readers who sent in their questions ... Rina Gunter , Patent Attorney of note, will answer 10 specific and wide-ranging questions on protecting your intellectual property. Is patenting the only way to go? |
| | CLUBNight! Hosted by Ill CLUBNight! resumes in February 2022 | NOVEMBER 17th Includes YOUNG AMBASSADORS | LINKEDIN FOR SMART INVENTORS 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. Connect with the right people, communicate successfully, build on or refresh your inventing soft skills. Join us. |

Inventors Club Link – It's also on the Website next to the HOME page link.

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



What is G I F T?

The **Global Innovation Field Trip** is a quarterly 24-hour live steamed multi-cultural, and multi-country celebration of young Inventors and Educators from around the world presenting services, ideas and solutions to challenges seeking solutions. The October GIFT was a great success and South Africa participated – see the links below.

Are YOU going to make us proud too? We hope so! **Bookings are open!**

 **14-year-old Ethan Hains: Presentation to GIFT:** WhyToyz/Rapdasa award winner, promoted by the Ill https://www.youtube.com/watch?v=ys_OEF26p1U

🗨️ **Kemoneiloe (Kim) Phatoli: Presentation to GIFT:** On having a Personal Motto to live by.
<https://www.youtube.com/watch?v=gwM0xLvHMWk> 20,12

🗨️ **Petra Rees: Presentation to GIFT:** Raising creative geniuses and entrepreneurs through 3D printing
<https://www.youtube.com/watch?v=ailBBBmKc9w> 24,15

The next GIFT – Global Innovation Field Trip - is 15/16 January 2022. Determine now to share your work and creativity with a global audience – contact celeste@iii.org.za to get the inside information!

Do you have a question ... any question about Inventing or Licensing?



By now you should recognise who these famous faces belong to: unless of course you are an absolute newbie inventor or have just returned to planet earth ... and yes, you are welcome to join in if you are and have!

Stephen Key and Andrew Krauss founded INVENTRIGHT in 1999 and just a 'baby' search on Google will tell you all you need to know and much, much more about the services this incredible company offers.

If you do have a sensible or pressing question burning a hole in your brain, who knows, we may be able to get it answered directly! So. **Send your questions in** to celeste@iii.org.za **by January 12th** and we'll see what we can do. What's nice too is that you'll have the December holidays to think of what you need to get answers to. **Perhaps your question will be chosen?** What a great start to 2022 that would be.

You've read the HEADER so here's the LinkedIn FOOTER for everyone from **Jim de Betta**
www.jimdebetta.com



He reminds INVENTORS that you have two months left of 2021 to get your INVENTION IDEA off the ground! Alright... you don't actually have only two months, but, there are only two months left in of 2021 and the question is - are you going to finally take action on your idea/s and start 2022 on your path to seeing your invention become a reality? Or not?

No invention can be successful unless you actually take action. You must take the next step and whether that's doing research or doing a patent search or just talking to somebody who can help you understand the process, your idea will only remain an idea unless you actually move it forward.

Today, there are so many available and trusted resources and useful information to help you understand what to do, when to do it and how to do it 'correctly', that you don't need to keep putting it off because you're not sure about what to do next.

“Don't wait until you think the economy is perfect or the stars and planets are all aligned. Just take the next step. If you have a great idea, the world is waiting for it!”

The Institute takes a break in December, so Inventors Club is also on leave ... no meetings until Eureka!MEET on 19th January 2022. And it's one of those meetings you will not want to miss.

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Please visit www.iffa.com to catch up on global news, views and events.