

March 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/>



**IN CASE YOU MISSED IT**

You would not be alone! Everybody missed it. 2021 is already working its magic ... and because of the knock-on dates, we missed writing a February newsletter. **SO HERE IS MARCH** – and now that we're all caught up ... apologies! The explanation, as simple as it is, would take up too much of your reading time and brain space, so we'll say no more.

## 10 Steps you can take to get your product to market.

An interesting presentation and discussion was held at the Eureka!MEET on 20<sup>th</sup> January 2021

As Christo Rossouw said "Please note that this piece was compiled from my own and personal experiences as a product developer and innovator based in South Africa. Be mindful that other countries (even in Africa) might present inventors with different obstacles, opportunities and ways to market.



It is important for you as an innovator to be honest with yourself and be thorough when taking these steps. It's only human for us to want so deeply for our ideas to be novel and valuable that we sometimes deliberately overlook potential similarities in the market or signs that our inventions might not have monetary value.

You should know and remember too that it takes huge amounts of time, research and money to bring a product to market ... and even then, chances of success may be limited.

Everybody is an innovator. We *all* see potential improvements in what we do, what we use and how we do things everyday. What kind of INNOVATOR are you? I think there are three types of innovators and of course what 'they' actually do and how they approach the work required to develop their idea/s will certainly have a definite impact on what happens with their inventions. You get the:

### AVERAGE JOE:

This is a person who thinks a lot about the idea and keeps on changing the idea because something may or would work better in 'this way or that' but does nothing about it.

## INNOVATIVE INNOVATOR:

This is a person who thinks that something would work better in 'this way or that' and will adjust 'it' for his/her own use and leave it at that. They do not have an inventor's mind in terms of developing their idea further. They innovate as necessary and leave it there ... sort of 'n boer maak 'n plan'.

## ENTREPRENEURIAL INNOVATOR

This is a person who decides to develop the idea, who is willing to put in the hard work, who sees the monetary value of it and who will do what it takes to get the product onto the market shelves.

**You need to see where you fit so that you can work your invention idea accordingly.**

Do you have a product innovation or a technological innovation (that may need to be tested and proofed by a research institute)? When you are ready, then consider the following:

**1. Validation** - Does your idea have future financial value? Do you have Proof of Concept (POC)? Does it work? Does it solve a problem? Who will buy it? Where and in what product will it be implemented?

**2. Novelty** - Search online (Google) for similar products that might exist. Search on Ali Express, Alibaba... Be honest with yourself! Something similar might still allow for a design registration, although you might have to consult a patent professional. Similar is not the same, so don't stop, there is a market out there.

**3. Patentable** - You can then search for existing patents. Use Google patent search, Freepatentsonline, and the USPTO Web Patent Databases to start. You can also make use of a patent attorney.

**4. Manufacturability** - Where are you going to manufacture? Is there local capability? Can you do it? Consider, will you manufacture yourself or get it done by someone else or will you licence your product (who will take over all the functions and finally sell your product to retailers/distributors) for royalties.

**5. Market research** - Who will you sell it to? Who is your customer? Who/which company will license the product from you?

**6. Financial capability** - Can you afford the costs of inventing steps? These include patent search/ application? Prototyping? Marketing materials like a sell sheet or making a product video? Time and travel costs? Sources: Self (bootstrapping too), family, partners, investors, loans, grants crowdfunding?

**7. Create a prototype**, (as appropriate) iow, proof of concept, produce a sell sheet, - You need something smart, short and explanatory to show investors or potential licensing agents or companies.

**8. Connect** with relevant people- use social media well especially LinkedIn, be online ... Connect with R&D people, Innovation professionals, Buyers, Product Developers or the marketing and open innovation departments in the companies you researched.

**9. Get an NDA** - Non-Disclosure Agreement – you can download one and adapt it. Always have it signed when discussing your product with anyone. You will need to have done steps 1 - 8 before you can see a company or person. You need the research to interest a potential licensing company or buyer. Research adds value even without a patent, which may not be necessary or possible anyway.

**10. Patent or Design Registration** - You can apply for a provisional patent by yourself via the CIPC for under R100. You can find examples of provisional applications online. Visit [www.cipc.co.za](http://www.cipc.co.za) for more information. NB -A Provisional Patent is valid for 12 months which is not a long time. This is why the patent application is only done at step 10. You need to ensure that the product can generate money or funding to finalise the full patent application (only possible via a patent attorney) as it needs to be done in every country of interest and is quite expensive. If you can afford it, consult a patent attorney to ensure your patent description for your provisional patent is conclusive. Design registration? Trademark? Meet with potential Licensor/ buyers - Remember the NDA.



**Be confident and know your product well!**

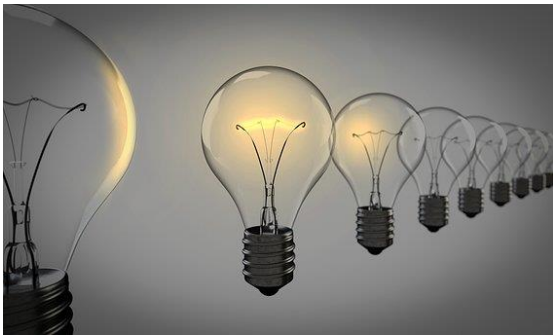
## Membership Matters! Two important announcements.

The membership fee is going up as from 1 March 2021 to R375 ... probably still the most reasonable professional fees available anywhere! You pay them once only for LIFETIME membership for people between ages 22 to 62. Also as from 1 March 2021, people joining up to age 21 (no longer 25) and from age 63 membership is free (just send proof of age).  
**Go to the website [www.iii.org.za](http://www.iii.org.za) to update your details and read more about Membership.**

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## Pitch it to the Panel™

Have you got one idea that stands out from the rest?



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 27<sup>th</sup> March 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](http://www.iii.org.za), read all about it, meet the Panelists too – and because this meeting is run on a virtual platform, there are only three places available.

**Secure your place soon.**

"Invest in this golden opportunity it will most likely be the gateway to your future as an inventor. Your idea along with your questions will be addressed by a panel of qualified, experienced and highly capable people who think like you do and who understand what drives you ... get reassurance and peace of mind, go to a Pitch-it meeting."

**Nick Neil-Boss**

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## JOIN THE KID'S INNOVATORS CLUB



Held on the **1<sup>st</sup> of every month** you can Zoom in at 17h30-18h30 SAST and participate in all sorts of interesting talk – we would like to hear from YOU!

To start, we will be taking kids through the **DESIGN THINKING** process so that they can bring products to life that people need (and love), and which solve problems. Every child's opinion and contribution counts.

Enjoy a programme put into place, hosted and run by **Petra Rees, of WhyToyz** as she uses various techniques to boost the kids creative, analytical and problem-solving skills. In 5 sessions, as the design thinking process becomes familiar, we will then unpack the following:

3 Feb	Session 1	Tackled the importance of empathy when it comes to customers
3 Mar	Session 2	How to get creative whilst solving the right problem and how to frame the problem with customers' insights in mind
7 Apr	Session 3	We will ideate solution for a problem and encourage creative, innovative and out of the box thinking
5 May	Session 4	We will prototype and test our solutions and identify ways how to do that
2 June	Session 5	We will wrap up the design thinking process and work with the kids on how to implement it for their creative ideas and thoughts

**More about the III Inventors Club –  
Have you joined yet? It's free to join MeetUp so go here:**

<https://www.meetup.com/en-AU/inventors-club/>

**The Inventors Club meets on the first three Wednesdays of the month.**

**Every first Wednesday** is The KIDS Club. This is very suitable for youngsters from 7 –15 or so. If you are a Mom accompanying your child, (or another adult who wants to attend), then muted and videos off please so that the Kids can participate, be spontaneous and not shy! **Every second Wednesday** is the monthly Eureka!MEET which is a public meeting and run on more formal lines where there is a speaker/inventor arranged on topics of interest for all inventors. *See below for details of the upcoming meeting ... you will want to be there!* **Every third Wednesday** is set aside for a SPECIAL GUEST or Speaker of note in the invention field who is often international. While all subjects are covered, the **licensing business model** is highlighted as a sensible way to go. **The fourth Wednesday is on hold at the moment** but will be used in future for webinars and training sessions and how-to presentations and more. When this starts, you'll be the first to know!

**You need to join MeetUp so that you can be kept informed about meetings.**

Join us! You'll learn a lot!

## Inventors Club: Eureka!MEET

**Join us on 10<sup>th</sup> February 2021** 17h30-18h30 SAST via MeetUp and a Zoom computer near you.

Join us every second Wednesday of the month

It's free to join so go here to join up.

<https://www.meetup.com/en-AU/inventors-club/>

**We have all sorts of interesting subjects and speakers lined up but it depends on who says yes first. We'll let you know on the website as soon as we do – so please keep checking [www.iii.org.za](http://www.iii.org.za)**

Some of the subjects will include, (in no specific order) ▶ Provisional Patents (who needs one? When to get one? How to do it?) ▶ CrowdFunding – What is it and how you can make it work for you and your invention ideas ▶ Designing an App – working with a developer to get it working and serving your audience ▶ Product Packaging – see how important this is for successful sales ▶ Using a 3D Printer to make a Prototype – Can you? Should you? ▶ Product and Patent Searches made easy – oh yeah!?

**Call 072 6643749 if you need more info.**





## The Jerusalema **IP** Challenge

**Stephen Hollis**

Partner | Trademark Attorney | Adams and Adams

Email: [stephen.hollis@adams.africa](mailto:stephen.hollis@adams.africa)

"Hot on the heels of the Jerusalema Dance Challenge that took the world by storm last year, a new challenge is developing for some organizations that uploaded videos online showcasing their brands and workforces dancing to South African DJ Master KG's global megahit, 'Jerusalema', without permission from the rights holders to do so.

Recent media reports inform that the Warner Music Group, that manages the copyright in the Jerusalema song internationally, approached several organizations in Germany for the payment of license fees for the use of the song..."

**Read the full article here, 5 mins.**

[https://www.linkedin.com/posts/stephen-hollis-a1316242\\_the-jerusalem-ip-challenge-adams-adams-activity-6771092331803234304-4nPe](https://www.linkedin.com/posts/stephen-hollis-a1316242_the-jerusalem-ip-challenge-adams-adams-activity-6771092331803234304-4nPe)

## A Lazy Susan in your driveway?



**Strati Georgopoulos**

Executive Search & Placement.

Anyone knows that it is dangerous to back out onto a public road, what with blind spots and more. So that he would not have to reverse onto the street, here is an innovative approach created by someone without much space in the front driveway. Cost? Well now, that would be a different conversation!

[https://www.linkedin.com/posts/strati-georgopoulos\\_brilliant-design-he-created-this-so-he-activity-6771174233973293056-2Ge](https://www.linkedin.com/posts/strati-georgopoulos_brilliant-design-he-created-this-so-he-activity-6771174233973293056-2Ge)

## A Suitcase with in-built shelves



Here is a suitcase that's not ordinary luggage. It comes with built-in shelves for when you need extra space or convenience. It's too big for hand luggage and who can say how much it weighs. Maybe air travel is out? What do you think? Would you buy one? If not, who might – afterall, it's on the market!

[https://www.linkedin.com/posts/aki-br%C3%A4ysy-217570120\\_have-you-ever-seen-a-suitcase-with-built-in-activity-6771031235818008576-KkbU](https://www.linkedin.com/posts/aki-br%C3%A4ysy-217570120_have-you-ever-seen-a-suitcase-with-built-in-activity-6771031235818008576-KkbU)

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**The III is a full member of IFIA - the International Federation of Inventors Associations.**

Please visit [www.ifia.com](http://www.ifia.com) to catch up on global news, views and events.

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

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