

NOVEMBER 2020

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/>



Aren't you pleased you are not a turkey? First it's Thanksgiving in the USA at the end of November then Christmas follows a month later! Regardless, the year is coming to an end and we guess there is nothing new to be said about 2020 – each and everyone has a story to tell about this Covid time of lockdown, social distancing, masks and the 'new normal'. But it ain't over 'til the fat lady sings, and since she is purportedly in Hawaii, heaven knows when that will be. In the meantime, be vigilant! **The next Zoom Eureka!MEET** session will be held on **11th November 2020** on Design Thinking and it will be the last one for the year as we take a break in December. We are processing membership and PITTP applications as usual, so make contact – we'd be pleased to hear from you.

◆ Our next **ZOOM Pitch it to the Panel™** is on **28th November 2020** so be sure to book your seat, there are only 3 places available.

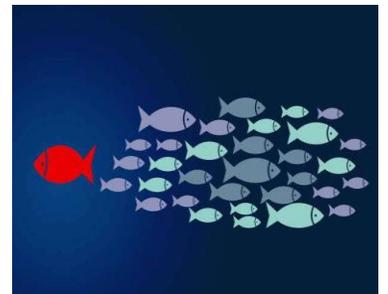
Main ideas in this issue:

◆ What is 'Sell Sheet'? Do you really need one? ◆ **AFRICA OCIIP EXPO** ◆ **TED Talk** - Coming up with good ideas ◆ Keeping a cool head ... ◆ Attention spans, Goldfish and you...and more ◆ 3 Key skills for inventors

'SELL SHEETS' What are they? Do Inventors really need them?

Smarketing is the new portmanteau word (combination of sales and marketing) that is coming into use more often these days ... and indeed, you would be a smart smarketing inventor if you get your **sell sheet** right. So what is a sell sheet? Funnily enough you have seen sell sheets in many places and for long time, it is just recently that the term **sell sheet** has been brought to our inventing attention in the way that it has been by Andrew Kraus and Stephen Key of InventRight.

Also known as an **A5 flyer**, or perhaps a **trifold pamphlet**, essentially it is an advertisement that captures your customers' attention. Do you remember all the sales training you had when you were growing up? The Art of Asking Questions? The A I D A principle of Sales? The wisdom of using Feature/Advantage/Benefit Selling techniques? If you do, then you are well on your way to being able to produce a really fine **sell sheet** for your invention idea, prototype or product. If you don't (or if it has not been made available to you) then some sound advice would be to do your own research and reading on good sales techniques - any manual or site worth its salt will cover these subjects and a lot more besides. And if you do this, drawing up a sell sheet will be easier. But it's not you that needs do the selling, it's your **Sell Sheet** that needs to do this job.



Do Inventors really need Sell Sheets? Yes, inventors do need them because their end function is to sell your invention idea to licensing companies or investors etc. An extra bonus you get on the way to producing your flyer/sell sheet is that you will clarify your thinking and stay focused on what is important while you are working on your idea. It all falls into place too for other aspects of marketing like social media and websites etc. **Remember, your customer asks WIIFM by default ... 'what's in it for me?'**

What is a Sell Sheet?'

It's a one page (usually A5) advertisement that conveys 'important' information to your customer about your **invention idea's benefits** for them. It will/may include highlighted features, some details of the product as necessary and a visual ... photo or illustration or story board. A picture is worth 1000 words. So, to repeat, it is essential that this one sheet flyer offers clear and focused information that communicates the solutions to a 'problem' and the good experiences that your invention idea/product will offer to 'your' customer. **What it does, not what it is.**

Bored cats? Untidy cables? Messy paint tins? These sample sell sheets alongside convey their messages readily and in an informative and entertaining way. That's what you want to do for your invention idea.

Elements of better-than-just-good Sell Sheets.

Just mix and match appropriately, get professional photos or graphics, use colour, leave white space, don't overcrowd with copy... and use the **A I D A** sales technique. If you do this, you will sell.

A-ATTENTION

80% of your 'spend' is in the headline, 20% in all the rest. Fail to capture it here and customer will not read on. In the overall look (it takes just one second for the eyes to see it all) include your message, photos, colour and design **BUT** capture attention with your **BENEFIT** statement, your WIFFY sentence. What reason to buy do you give your customer? What solution do you offer? Why must they read on to find out more? Why should they spend their money on it? It's essential you get this right! Short. Sharp. Succinct. Meaningful – use up to 8 words only. Try.

I-INTEREST

Pique your customer's interest further by adding (not more than three) secondary benefits. Offer other reasons to buy, other solutions to the problem, continue to engage your customer's emotions, draw them in smoothly, are the smiling, interested, engaged?

D- DESIRE (detail)

It's here you may (may, not must) want to add info like 'Patent Pending' or 'Available to License' or 'Endorsed by...' You've captured their attention in your headline, you've got them reading further and nodding their heads, now capitalise on that by 'feeding' their desire to own this item, to need this item, to want to buy this item. You do this by including (not more than 2 facts or features) which excites them to take

A- ACTION

In this formula, this second **A** links with the first **A** ... your customer has read this far, don't let them get away. Your call to action must be clear, helpful, in good working order and no-nonsense.

Using AIDA principles in your inventing journey clears a lot of cobwebs and will prove very useful. Learn to use it in all sorts of places at work and see how easy it becomes to think clearly. Look at the sample sell sheets on the right and see if you can recognise how they did it.

We are overwhelmed and overloaded with information these days – you just have to be that **red fish** above. Your Sell Sheet or Flyer must stand out from the rest. it has a real job to do

If you saw your sell sheet would you buy from you?

Mouse in the House
by CatDancerProducts

Automatic Cat Toy

Don't leave your cat alone--Leave a Mouse in the House!

- Set timer to activate the toy
- Plays with your cat when you're away!

Push the red button to see the mouse

Cats go crazy trying to catch the mouse before it gets away!

Replaceable Mice

cable buddy The Ultimate Cable Organizer

Perfect for:

- Computers and Accessories
- Portable Electronics
- Audio/Video Equipment
- Musical Gear & Equipment
- Game Console Accessories

Neatly labels, wraps and organizes your cables!

- Quick and easy to use!
- Reduces cable clutter
- Adjusts to fit most cables
- Includes label stickers

Easily adjusts to fit different cable sizes: from mini stereo plugs to heavy gauge 3/8" power cords.

TO INSTALL: just lay cable inside the curved sides, pull bungee lightly across and snap in place on both sides to secure. Can be removed and re-used.

TO BUNDLE CABLE: wrap bungee around and hook onto corner edges. Cable Buddy stays on cables for clear identification during storage, transport or use.

More functional, attractive and easy to use than traditional cable ties, hook & loop, and twist ties.

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TADPOLE PAINTRINGS

CLEAN CAN CLEAN SURFACE

work with any paint keep floors clean

easy to attach and remove

come in two sizes (gallon and quart)

fit both plastic and metal cans company branding available

Pour and paint from a can and forget about the mess. PaintRings will catch it all!

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318-469-9000

PaintRings.com

patent pending



AFRICA OCIP EXPO 2020 INNOVATION FOR INCLUSIVE DEVELOPMENT IN AFRICA
17TH – 19TH NOVEMBER 2020

The Ill will be there!

This Expo will deliberate on the need to foster the culture of creativity and innovation in Africa leading to impactful development and addresses the exponential changes needed to significantly improve continental economic standards.

Wendy Mahoney is an Executive Consultant to the **Institute of Inventors and Innovators** and an Innovation Specialist. She is the CEO of Newmella Holdings (Pty) Ltd (based in KZN) which is a global Culture Transformation Consultancy for Inclusive Innovation. She will open the conference on November 18th and her subject in the Health and Wellness sector is



Inclusive Mindsets for Inclusive Innovation in Africa.

“Essentially,” says Wendy, “an inclusive mindset precedes the realisation (or actualization) of a continent focused on inclusive innovation. An inclusive mindset is able to see beyond its own lens of the world and is able to tap into infinitely more possibilities, it understands that problems do not have boundaries and sees the ecosystems within which they reside. They are able to innovate for profit whilst simultaneously adding value to all stakeholders so that the ecosystem thrives. This is the only sustainable business model for the future.”

The conference and expo is virtual and free to attend – set aside the dates now so you can access the sessions and exhibition that interest you. The final agenda and program has not been released yet but we will keep you informed. Go here for more information:

<https://www.ifia.com/wp-content/uploads/2020/08/Africa-OCIP-Expo-Brochure.pdf>

GO TO THE LINK BELOW FOR A FREE ONLINE COURSE – ENTREPRENEURSHIP - PRODUCED BY WILLEM GOUS

“This is my gift to the world as a result of the Covid19 crisis. The only way we will get out of it is if we start thinking like entrepreneurs and my aim is to help you be the best entrepreneur you can be.”

<https://www.willemgous.com/free-entrepreneurship-course-for-people-stuck-at-home-due-to-covid19/>

Get more certainty and control over your future. Study at your own pace. Master Entrepreneurship in 12 lessons (45-75 minutes long). Start whenever you are ready. Get access to planned lessons, free books and downloads.

Become a member of a closed Facebook group where you get help and support from others.

Better value? We don't think so. It will certainly get you thinking.

Glossary: Definitions and meanings of words, concepts, actions or manufacturing to do with inventions and innovations. Send us an email if you've got something you're not sure of and we'll get back to you! This one below is not strictly Glossary in terms of the above definition but because we got this enquiry, it sort of belongs here ...



“Please help – what is the difference and why am I late for some? I get cross when I miss out or I am late for a zoom meeting. I get mixed up – what is the difference please? Thank you.” Jacob Nsimanze

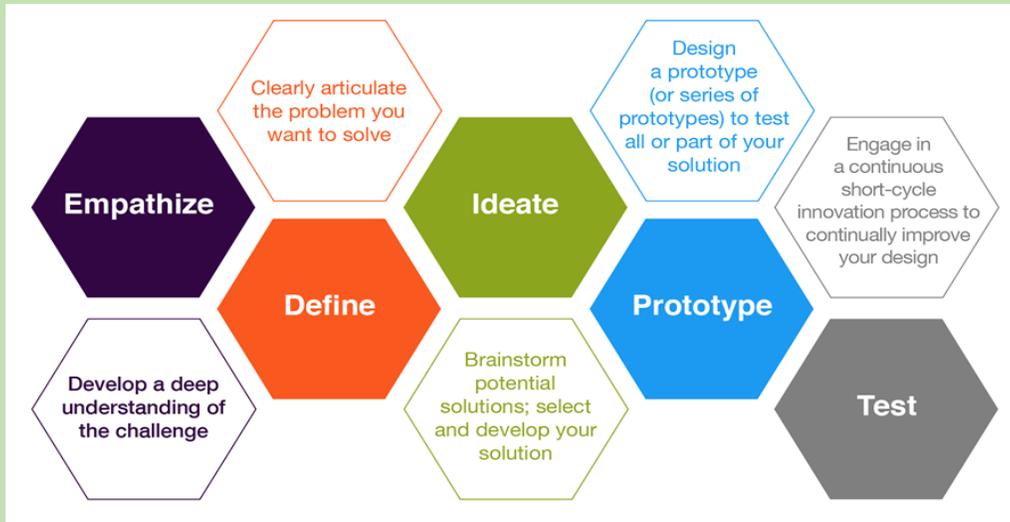
<p>CAT (most popular) Central African Time ... so 16h00 CAT is 4 p.m. in South Africa</p>	<p>GMT Greenwich Mean Time or British Standard time (+2) is the same as UTC (+2), Coordinated Universal Time</p>	<p>... so 16h00 GMT will be 18h00 in South Africa</p>	<p>SAT South African Time SAST South African Standard time</p>
<p>There is no difference per se. All of the above are used and they all mean 'local' South African/African time.</p>			

EUREKA! MEET Wednesday 11th November 2020 17h30 – 18h30-ish

The Ill Inventors Club

DESIGN THINKING FOR INVENTORS – What is it? Why use it?

Design Thinking is special for Inventors because designers' work processes can help us systematically extract, teach, learn and apply its human-centred techniques to solve problems and invention ideas in creative and innovative ways.



In short, without Design Thinking, invention ideas may get lost and or even abandoned.

The venue is anywhere you are comfortable in your own Zoom room Hong Kong? New York? London? Pofadder?

**You're welcome!
Join us for an engaging and useful presentation**

when **Wendy Mahoney, CEO of Newmella**

Holdings (a business consultancy that focuses on Business Transformation for Innovation and Profit) introduces us to the **Design Thinking Process** – come and find out about it and get your questions answered.

There is no charge to join the Ill Inventors Club ... please share this information

GO HERE to join and confirm you will be there:

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

Blinded by the Light?



Last year there were 9000 car accidents caused directly by glare! Does the glare of oncoming car lights on the road disturb you when you drive? Thanks to new headlight designs in modern vehicles that incorporate LEDs (which project a higher-intensity blue-wavelength light), it probably does. And then what of the glare from the sun on your westerly way home?

Clear vision is not always on hand! For worrying lights behind a driver, the front mirror can be adjusted but what can be done about those oncoming blinders or the sun? Wearing protective eyewear makes sense and there are various glasses, lenses, and vehicle visors with anti-reflective material which help reduce glare when driving **BUT is there a better mousetrap out there?** Can you invent another way, a better way to protect a driver from this glare? 9000 car accidents last year says there must be.



HOW TO COME UP WITH GOOD IDEAS | Mark Rober MSc Mechanical Engineering (USC) **'Whatever you do just do it'** - Mark is a YouTuber and former NASA Engineer turned

Inventor/Entrepreneur. He started a wearable technology company called Digital Dudz that combined smartphones playing a video with clothing. Mark left NASA to grow the business for 2 years and after selling Digital Dudz to a company in the UK, returned to his Engineering roots. 2015.

His advice? Stay Curious Work Hard Get Lucky

<https://www.youtube.com/watch?v=L1kbrlZRDvU&t=59s>

How to keep a cool Head!

Does your hat's hot sweaty headband press against your forehead and cause you to overheat on a scorching summer day? Are you tired of wearing plain old hats (if you wear them at all) that offer only shade or perhaps respite from a bad hair day?

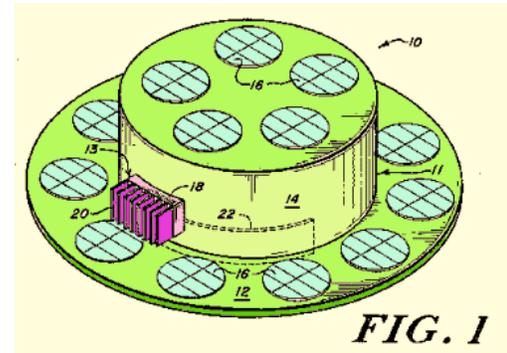
In winter hats and other head coverings keep us warm so why not wear a hat to keep cool in summer?

The new **Cranium Cooler** offers soothing 'coolth' by converting solar energy into a very cool forehead chiller and the inventor assures users that the concept is really quite simple and has excellent results.

The solar cells on the hat gather the sun's energy which is transferred to a Peltier-effect thermoelectric device that cools the wearer's forehead. A little radiator, not heavy, is mounted on the front to dissipate excess heat.

This invention's concept is likeable (the U S Patent office also thought so) but it doesn't seem to be available on the market in this form. Still, there are some evaporative cooling hats which are available from camping and outdoor shops. Evaporative cooling? When water converts to vapour it uses the air's thermal energy that results in lowering body temperature by as much as 30°. There are several different kinds of evaporative cooling hats and caps made from thick polyester available and combining these with wearing a neck wrap/scarf will mean increased comfort in sweltering temperatures. Who can say what influence this 1985 'cranium cooler' had on these new designs?

US Patent Issued in 1985



Three Key Skills for Inventors and innovators ...

Inventors and Innovators are talented and skilled people and there are many skills that they 'bring to the table' as they say. When it comes to finding new opportunities, here below are **three key skills** that could meaningfully assist anyone working in a creative capacity.



FIRST: Curiosity and observation: ask why things are done in a particular way; how they could be improved; what else could be added to an existing product or service; and what will it look like in the next few years or in 10 or 15 years' time? To innovate an existing product or service you could consider redesign; the use of new materials and technologies; better functionality; adding accessories and/or including new features. You could also explore the possibility of introducing new products and services to your existing niche but trending market.

SECOND: Making linkages and connections: this enables products and services developed for one environment or purpose to be used in another one – many companies have done this because of Covid. Teflon, for example, was a spin off from the US space program, and drones today have many different uses including warfare, aerial mapping, agricultural pest control and even pizza delivery.

THIRD: Do it better than others: Google, PayPal and NOKIA were not the 'first to market' with their products, they simply did it better than others already on the market. Introducing a completely new product or service can be inherently risky because it is often necessary to change existing purchasing habits, re-educate the public and convince consumers of the value of the new product or service.

When looking for opportunities to innovate you can greatly increase your chances of commercial success by exploring things people are currently doing and buying, what's trending and simply doing it better. It may be as easy as walking through a hardware/DIY store, supermarket or retail outlet, looking at products and services and asking yourself, if I was using or doing this, what one thing would 'I wish for' to make it better. Indeed the 'I wish' thought could trigger inspiring innovative thinking.

Pitch it to the Panel™

What do you do with an IDEA that just won't go away?

Most people keep thinking about it then find a way to make it come real. They may document it or prove that it can work or they may identify potential customers, or find the time and have enough resources to come this far ... but what's next?

PITP is what is next.

Come and speak to a panel of experts - all subject specialists - at a confidential focused meeting of minds who can jump start your project by offering the kind advice and guidance that you need. Go to the website www.iii.org.za, click on the SERVICES page, read all about it, meet the panelists too – and you will see just how much knowledge and hands-on experience is on offer.

The last session for the year - 28th November — 3 places available via Zoom – Book soon



Inventor's steps: "Children put a great deal of effort into their game playing and often need little to fuel an inner dialogue. Their toys often fulfil a story they are acting out at the time and as inner dialogue drives their play experiences. Toys are a physical manifestation of this dialogue and imagination and can simply be a home made version of something an outsider can't see or appreciate. **If you want to invent toys for kids**, try to remember what it was like to feed a voracious imagination that the grownups didn't really understand. Be mindful of just how amazing and creative kids can be. Invent something for lots of reasons but make it fun and do not forget that 'inner dialogue'." John Vanderbeek, Product Designer and Inventor (LinkedIn)

From TIME Magazine in 2015. You 'now' have a shorter attention span than a Goldfish. If this is what they said in 2015 how much shorter is it in 2020?

Apparently goldfish are not focused on much else other than swimming backwards and forwards, upwards, downwards, around and around and eating. And the average attention span of these **fish is nine seconds**. According to a study from the Microsoft Corporation, **people** (including you and me) now generally lose concentration after **eight seconds**. Why is this so? Well, they say, "it's the result of the affects that our increasingly digitalised lifestyles has on our brains."



Oh scrolling generation – are you listening? Quo vadis? Microsoft found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped from 12 seconds to eight seconds. How do you measure the attention span of a goldfish? Not sure, but guess eye movements would give away a person. "Heavy multi-screener are more easily distracted by multiple streams of media, but, on the positive side, the report says, "our ability to multitask has drastically improved in the mobile age." The theory goes that brain's ability to adapt and change itself over time allows better multitasking but pays with a weaker attention span. The survey also confirmed generational differences for mobile use; for example, 77% of people aged 18 to 24 responded 'yes' when asked, "When nothing is occupying my attention, the first thing I do is reach for my phone," compared with only 10% of those over the age of 65.

And now! Congratulate yourself for concentrating long enough to make it through this insert.

Membership Matters!

If you joined the Institute before March 2019 and have not yet renewed your membership fees, you should do so one last time for LIFETIME membership. The good news is that this is the last time they will need to be renewed! Support the Institute so that the Institute can support Inventors! Go to the website www.iii.org.za, update your details or join there.

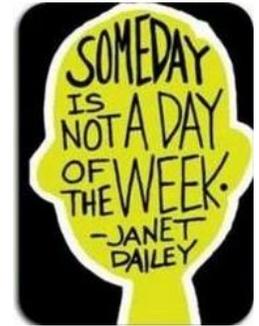
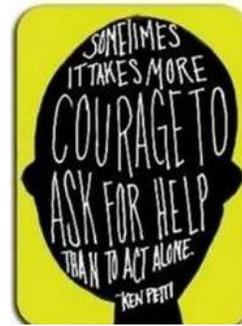
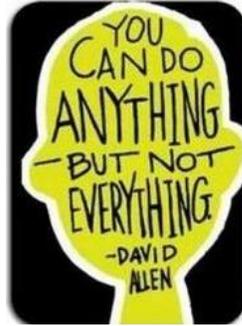
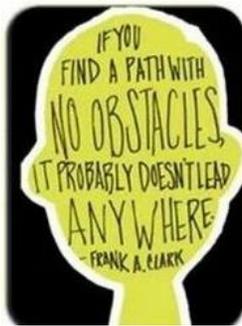
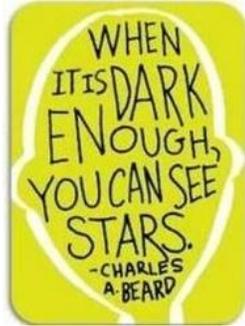
Coming up in January

Eureka!MEET on 20th January 2021
III Inventors Club 17h30-18h30 CAT

Dagmar Breitling, CEO of Funding Connection, will be talking about **FUNDING OPPORTUNITIES from Government (etc.) for Entrepreneurs Inventors and Start-ups**

Also check out The Inventors Club on MeetUp for the other KIDS and Licensing Club meets

CONSIDER THESE WHEN YOU GET STUCK WITH YOUR INVENTION IDEA



The last Eureka!NEWS in this format will be out by 5 December ... look out for it. Greetings to you all.

In December we'll report back on Wendy Mahoney and Design Thinking ... and other stuff.

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

IFIA MAGAZINE NO.11 HAS BEEN RELEASED FOR SEPTEMBER 2020

<https://www.ifia.com/news/ifia-magazine-11/>



"I have been a good inventor all year ..."

Got something on your mind? Contact us on info@iii.org.za