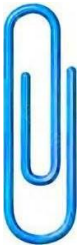


Inventing

A SIMPLE GUIDE FOR
BEGINNERS

By

Glen K. Dash



- The XPRIZE.
- Two business ideas inside.
- Tips on online resources.
- List of open innovation companies.
- LEGO ideas.
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My e-mail address: kishwardass@hotmail.com

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DEDICATION

This book is dedicated to the following persons:

- My nephew Joel and niece Faith who both attend Elementary School.
- My nephew Christon and niece Nathalia who both attend Secondary School.
- My nephew Allan who is working in the industrial sector.

One evening Joel showed me three small toy animals which he always carries with him in his pocket. He referred to them as “my animals.” I immediately realized that something as simple as educational toys, interesting story books, constructive games and progressive inventions can have positive and profound effects on children. This encouraged me to begin my new journey of inventing toys, games, products and technology to be used by children and adult around the world, which will benefit them. This also encouraged me to write self publishing books like this one. In future when my inventions are developed and begin to bear fruits, I will write another book to outline their successes.

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PREFACE

I took up the challenge of inventing in 2012, so every time I got an idea I recorded it and if a diagram was required I made a detailed sketch of this diagram. Then I wrote a brief explanation of the idea and what it can do, what are the benefits and what problems it will solve. I was always on the look out for a new idea, a way to make a new product and a way to improve an existing product. I also looked out for something that will create a new market for consumers. I was always observing the products at the stores, the supermarkets, the tool stores and the retail outlets. While I was doing this I was also seeking ideas for businesses that are presently non existent. From then to now I have made sketches for more than two hundred ideas that can be made into products. These ideas can be considered as future inventions because they are about revolutionary new products, improvements to existing products and combinations of existing products into one final product. Every single one of these products will benefit the lives of people globally and I have done extensive research on the internet and in my country and have not seen any of my ideas around, even after five years. This means that all the good ideas have not been used up as yet. Imagine yourself in the early 1900s. The world view of the people back then was that there were no new discoveries to be made, no new ideas to explore and no new inventions to be made. Today the world would still be the same as the early 1900s if everyone embraced that philosophy and did nothing to improve the lives of people.

I have also made a list of more than fifty ideas for new businesses. Anyone can do this. It is simple. One needs to look at what is needed in the market, what can be improved in the market and what can be expanded in the market and

then formulate a business plan. I will cover ideas to business in the next book.

Last year, I decided to turn some of my ideas into inventions, so I started to research online for ways to do this. I came across a wealth of information on the internet. **There are some bogus websites and some crooked companies, so one has to be careful online.** There are people and companies that will steal your ideas, mislead you and even start manufacturing your product without giving you one cent. After one year I have made only two submissions to reputable U.S. companies, because the vast array of information online was too overwhelming for me to digest in a few weeks or a few months. The entire process was new to me, so I had to slowly learn new concepts about the inventing and manufacturing industry. It is a totally new field for the newcomer and for the rookie inventor. It is like three entire reading courses at University: a course in Engineering, one course in Social Sciences and another course in Law. At the end of the online research one will grasp a better understanding of the invention process, the patenting process, the licensing process and the marketing process. If you are a working person, the online research and reading will take a lot of time and effort, so that after a few days the average person would completely give up on his idea. My advice to you is not to give up.

Because of this experience, I decided to make the steps easier for the average individual who is now learning about inventing and marketing. The new inventor, the enthusiastic individual, the busy individual, someone who has a great idea and the person who has the next disruptive idea, will benefit tremendously from this book.

I have simplified the process and explained the steps as basic as possible so that the target group would understand this field. I directed the readers to important websites that will be of interest to them. I also explained where they can get other resources online, such as online access to important information, online access to advisors and online access to cheap PDF e-books on inventing, patenting and getting a product licensed. For an individual who is now starting out on the process, he will come across an important website or important pieces of information months after he has started his research. These important pieces of information are discussed in this book. **GOOD LUCK WITH YOUR INVENTION.**

INTRODUCTION

‘Necessity is the mother of all inventions’. This statement has been true over the course of history. There was the need for fire, so man created it. There was the need for a stake to be used to catch fish and wild animals, so man came up with it. Then someone saw the need for a wheel, so this was created. On the internet and on books one can read millions of stories of inventions that have changed the course of history which improved the lives of humans and have even changed the world. Can you imagine what the world would be like today if electricity was never discovered or harnessed? We can clearly see that all inventions were firstly imagined by people, who dared to be different and then were created into products. Therefore man by nature is an inventor.

Out of the need to solve a problem an individual may encounter everyday or he sees regularly, he thinks deeply about this problem and formulates a solution in his mind. This solution may be a tool or gadget to solve a problem or a series of problems. The solution may be a different way of doing steps or processes to solve problems. Either way, problems are solved or lives of individuals are improved. An individual can have an idea for a solution to a problem in his mind, write it on paper, draw a diagram and explain the steps. Many people see these ideas as pictures in their minds, so it is easy to put these on paper. If he does not have the manufacturing capability, he can partner with a manufacturing company to get the product built and brought to customers.

We all know about great inventors like Thomas Edison, Nikola Tesla, Henry Ford, Karl Benz, Alexander Graham Bell, Benjamin Franklin, Leonardo De Vinci, Eli Whitney,

George Washington Carver, Johannes Gutenberg and Alfred Nobel just to name a few. I will recommend to the readers of this book to research on the internet a list of names of great inventors and read their biographies to get an idea how they lived their lives, how they think and how they come up with solutions to practical and theoretical problems. Once you get an understanding of their lives, you will be able to understand how they became great inventors. Plus you will be able to apply some of their wisdom and perspectives to solve problems, instead of seeing problems and no solutions or creating problems for yourself and others.

The right frame of mind will enable anyone to solve a problem. Once an individual develops a solution oriented frame of mind, he can easily see solutions instead of problems. The average person around the world is quick to complain, find faults, nag and annoy others with existing real or imagined problems. The perspective of such individual is such that he cannot see beyond any problem, cannot offer any solutions or even make any attempt to solve any problem. You would know who they are in the community and at the workplace. On the other hand, a minority of individuals around the world who can see beyond an existing fault and problem, will **postulate** solutions in their minds and make an attempt to solve these problems. Hence, this is the mindset of any inventor.

CHAPTER 1

HAVING THE RIGHT FRAME OF MIND

Anyone can become an inventor regardless of age, experience, educational level, or which country he is from. In the modern world, one just has to look around and see the many technologies, novelties and material products and tools that make our lives comfortable. For example, a simple tool like the paper clip makes our lives easier and comfortable in the office, at school and at home. The stapler is another productivity tool that makes our lives comfortable in the office, at school and at home. The post-it note that was accidentally invented also makes our lives comfortable. So there are millions of inventions, products and tools around us that we can look at and realise how simple these are and these have changed our world and make us more productive and comfortable.

A complex invention on the other hand is made up of hundreds, thousands and even millions of smaller inventions. These smaller inventions were simply put together to make a complex product. For example if you look at the individual components that make up a car and you focus on these individually and maybe even count the number of individual parts, you will realise that each part was invented separately of each other. Then all these parts were brought together to make a car. Therefore a budding and inspiring inventor does not have to think about a complex problem, product, machine or tool. He just needs to think about the simpler components, focus in each and build on these simpler components to make a complex machine, tool or product.

The first step to becoming an inventor is to think simple and look at an individual part or component in isolation

from the large machine. For example, instead of looking at an entire car, one can focus on the wheel and ask himself how to improve the wheel design. After a close examination, he might realise that the tire needs improvement, so he comes up with an idea for a broader tire or a tyre with stronger or modified threads, which when produced will improve the performance of the entire car and not just the wheels.

Secondly, the individual must be able to look beyond a problem and see solutions. As explained earlier, the individuals at the workplace or at home who is quick to complain, to find faults, to nag and annoy others with existing real or imagined problems go through their entire lives without offering any kind of solutions to any problem or problems. When an individual shifts his thinking patterns and begins to see solutions, he will be able to offer these solutions to a problem at hand. At this point he can consider himself an inventor.

The best way to offer this solution to an existing problem is to explain it to the supervisor or to the boss at the workplace and make improvements from there. Another way to offer solutions is to write down the steps and draw a diagram to explain the solution and explain the reasons for these solutions. Many experienced inventors approach a problem, a solution or an invention in this way. The steps and explanations offer to a reader, the way that the solutions are presented. These explanations can be simple for a simple invention or technical for a complex engineering solution. Of course detailed sketches and drawings called **schematics** are used to explain the invention.

Thirdly, the individual must constantly be on the look out for a new idea, a problem at hand that needs a solution or an existing product that can be improved. Improving an existing product or developing a totally new product is called **product development**. The following are some YouTube videos that you must have a look at now, before you continue reading. These videos will give you many ideas as to how people saw problems as opportunities and came up with solutions and benefited financially from this. Their inventions have improved the lives of people around the world.

- Inventions That Shook The World Part 1 – Discovery.
- Inventions That Shook The World - The 1910s (Episode 2).
- Inventions That Shook The World - The 1920s (Episode 3).
- Inventions That Shook The World - The 1930s (Episode 4).
- Inventions That Shook The World - The 1940s (Episode 5).
- Inventions That Shook The World - The 1950s (Episode 6).
- Inventions That Shook The World - The 1960s (Episode 7).
- Inventions That Shook The World - The 1970s (Episode 8).
- Inventions That Shook The World - The 1980s (Episode 9).
- Inventions That Shook The World - The 1990s (Episode 10).

- 101 Gadgets That Changed the World.

There are also related videos that would come up in your search for the above videos. You should look at these videos as well to get a better understanding of inventing to solve problems. You will learn a lot from these other videos. You can keep a notebook and pen close by to make notes.

Napoleon Hill has an audio book on YouTube called **‘Think and Grow Rich’**. Although this book was written decades ago it is still relevant in today’s society. You should listen to it each day for a few weeks. It teaches one about success and what traits, attitudes and motivations one must have in order to succeed. It explains that one must be persistent else one will never get what he wants in life and will not achieve what he sets out to achieve. Persistence is the key word, and one must be persistent to get ahead in life. He also taught an important lesson that **success is getting what one wants in life without violating the rights of others**. This simply means that one can get and achieve whatever he wants in life without cutthroat methods. It is better to network and collaborate with like minded people. One will be able to reach further in life in this way.

Elon Musk had many start ups in the past. He also encountered many struggles and challenges, but he was persistent and never gave up, although his companies SpaceX and Tesla Motors were on the verge of collapse in the later part of 2008. Due to his persistence, today his companies are known globally and he is a billionaire. Sir Richard Branson had similar challenges and struggles with

his Virgin Atlantic business in the past, and like Elon Musk he was persistent and never gave up. Today he is also a billionaire.

Joe Vitale and Bob Proctor both came from poverty and a life of constant struggle, yet today they are wealthy men, with many different kinds of businesses. Their incomes come from multiple sources. We must aspire to have more than one income, so if one depletes for whatever reason, there is the other to support us. They were featured on **'The Secret'** movie and the corresponding book, where they told part of their stories of their past and how they overcame their struggles.

John Paul Jones DeJoria is an American billionaire businessman and philanthropist best known as a co-founder of the Paul Mitchell line of hair products and The Patrón Spirits Company. He also struggled in life and faced many difficult circumstances and challenges, but he eventually triumph in the end.

You can use YouTube to learn more about the lives of the individuals mentioned above. There are similar videos of other individuals on YouTube that will inspire you, when you hear about their struggles, trials, challenges, poverty and eventual success. There is a story to be learnt from each of these individual and his struggles. Similarly you can be inspired by the challenges and problems that you face to reach your full potential. So once you develop the right frame of mind for inventing things to solve problems, you will begin the journey to success.

CHAPTER 2

IDENTIFYING THE RIGHT PEOPLE WHO WILL HELP YOU

In Napoleon Hill's book '**Think and Grow Rich**', he spoke about collaboration with the right people in order to get ahead in life to succeed. Many successful businessmen, motivational speakers, like Bob Proctor and Joe Vitale, consultants and business development people will tell you that if you want to get ahead in life, you need to do what Napoleon Hill said, that is to collaborate with the right people and have a circle of people around who are progressive in thinking and ways.

If you observe people in all societies and in all countries around the world, you will notice that the majority of people think small and have self limiting beliefs and they live their entire lives within the confines of these beliefs. Even their attitudes and mentalities are determined by these beliefs and how they operate and interact with others will show this. These are the people who can see only problems and no solutions. On the other hand there are the minority of people who think positively, have a positive attitude and mentality towards life, which will be reflected by how they speak and conduct themselves. These are the people who will always find solutions to problems around them. These are the kinds of people you will need to have around you, in order to help you move your project forward.

Since the problem makers and non solvers of problems are in the majority, there is a high chance that you will be interacting with these kinds of people on a daily basis. These are the people who you will have to walk away from, avoid or keep your plans away from. They are the

ones who will give you negative advice and will give you many reasons why your idea, plan of business venture will never work. They will give you a variety of reasons why your idea, plan or business venture will never be possible, and will never give you one reason why your idea, plan of business venture will work.

Firstly, you will need to identify someone in your family or among your circle of friends who will support you. This can be your girlfriend, boyfriend, spouse, cousin, any other relative or it can be an unpopular friend that you have. Most of the times, the one who everyone considers unpopular will be the one who will be able to help you with any issue. So choose your friends wisely. Once you identify this individual or individuals, then you can tell them about your idea, plan or business venture and if they want to support you, they will tell you how they will be able to do so. Most times the person who likes your idea will voluntarily offer help and tell you what they can do to make your project a success.

Secondly, venture capitalists and even hedge fund companies are always on the look out to see where they can invest in order to get returns. If you know reputable venture capitalists and hedge funds companies you can approach them with an idea, product or prototype. There are also people in specialist fields of study who will also be able to assist you, so take the time to get to know some of them. When Steve Jobs and Steve Wozniak needed financial backing for their Personal Computer invention, they approached many companies that rejected them, but when one investor visited them at Steve Job's home and saw the potential of the invention, he immediately invested in the invention. He only visited them after Steve Jobs called his office a few hundred times. When investors

heard about Henry Ford's machine they visited him, saw the potential in his machine and invested in him and the machine. Today this machine is called a car. Note that Henry Ford did not invent the car or its engine. He simply made a cheaper design for the masses. At that time there were already automobile manufacturing factories, but they were only catering for the wealthy people who were in the minority. King Camp Gillette, inventor of the Gillette disposable razor, fought all odds as he embarked upon his vision of making shaving a simpler, safer, inexpensive, and time saving exercise. This happened after he accidentally cut himself with a barber's razor which was used to cut facial hairs in that era. Gillette brought about a revolution in men's shaving by his stunning marketing plans. Gillette visited the Massachusetts Institute of Technology (MIT) and inquired if it was possible to make a small strip of steel sharp enough to shave. After getting a negative response, he decided to partner with his friend William Emery Nickerson and started working on the blade. After five years of struggle and using much of their own money they perfected a double-edged safety razor. There is a valuable lesson to learn here. Although the specialist said that something was impossible, this does not mean that it is absolutely impossible. Here MIT was the specialist that said Gillette's design was impossible. He proved them wrong because he believed in his idea.

Thirdly, you can approach online crowd funding sites that can help you with your project, depending on how small or big it is. The list below gives some of these sites.

- Angel List
- CircleUp
- Endurance Lending Network
- Grow Venture Community

- Indiegogo
- Kickstarter
- MicroVentures
- Peerbackers
- RocketHub
- SoMoLend

You can also do an internet search on **Directory of crowd funding platforms** to view more crowd finding companies. Each site has its own rules and each site offers funding for specific needs, so you can read these details online to know which company will be of relevance to you.

Fourthly, depending on how complex your concept is, you can approach your local University for help. There you will meet highly trained professors and graduate students who will be ready, willing and enthusiastic to help you with an issue. For example, the owner of Myers Motors got help with engineering issues from the local University in his district. The students and lecturers there gladly gave him advice and helped him.

Networking is an important aspect of moving ahead and you will recognize this from experience.

Regardless of who you are and where you live, you can get help from the right people and the right places. Sometimes you will have to give something in return for help from others, like for example, an equal partnership share in the enterprise. Your personal situation will determine who you will partner with and what percentage of your enterprise you are willing to give to that person.

CHAPTER 3

PUTTING IDEAS ON PAPER

Writing something on paper is a very good way to remember it. There are many existing problems around that simple solutions can be used to solve. An inspiring inventor should get into the habit of carrying a small notebook and pen to make a record of anything that comes to mind, because ideas come to us during the course of the day. Ideas also come to us in our sleep, so one should get into the habit of writing these as soon as he is awake. It is said that Thomas Edison got most of his ideas when he took his daily afternoon naps. Nikola Tesla got many of his great ideas when he was in deep thought. Albert Einstein also used to think deeply and he came up with brilliant theories. Michael Jackson used to wake up in the middle of the night with great ideas for the next album and stage settings. It is said that the average person does not think; he just goes through the motions in life. One must develop the habit of thinking and gradually develop this skill. One can also make short notes of these ideas in the messages or memo areas in his cellular phone or if he has a laptop computer at the time, he can make the notes there. Ideas can come to an individual anywhere and at anytime, so he has to be ready to quickly make a note of these. As soon as one spots a problem, or sees the need for a new product or improved product this can be recorded. A simple sketch with labels and explanations will also be sufficient to identify a problem and its solution. The audio book **‘the power of your subconscious mind’** clearly explains how ideas come to us. You can listen to this audiobook on YouTube and put some of the advice into practice.

Many existing inventions and products around us today have been gradual improvements of existing inventions and

products from decades or even hundreds of years ago. For example, people initially rode horses or mules to get from one place to another. Then a carriage or buggy was invented and attached to a horse or mule to carry people and goods from one place to another. The steam engine and train were developed to take people and cargo from one place to another. Then the diesel and electric trains were developed to transport people and cargo. Today there is the bullet train in Japan and China. While people were using the horse and buggy, the steam car was developed to take one or two passengers from one place to another. With the invention of the combustion engine, inventors realised that this engine can be mounted on an iron carriage. As a result, the car was developed. Since the car was developed more than one hundred years ago, every year there has been incremental improvements to it. Some car manufacturers even make revolutionary changes to their automobiles. Today we are seeing and hearing a lot about the electric cars and autonomous cars, which are other dramatic improvements. Two other products that were changed gradually since they were invented are the electric light bulb and the can opener.

An incremental solution to any problem is vital. This simple change to an existing invention can generate millions and even billions of dollars for a manufacturer and an inventor depending on the product and the need for that product. One should get into the habit of making notes and sketches of simple problems and incremental solutions, and then one can gradually make notes and sketches of complex problems and solutions, since a complex problem is essentially made up of smaller parts.

Once these ideas and sketches are on paper, the individual can begin to develop the **concept** or **theory** behind it. The

concept is basically the idea for a solution. With the rough sketches and explanations, the individual can rewrite his ideas and make new sketches. This process is called **refinement** of the idea. Refinement of an idea should be an ongoing process until the concept is fully developed on paper. If it is an improvement to an existing product, the individual needs to explain what the problem is. He needs to explain the solution to this problem and the benefits of his solution. Simple and clear language should be used, so that anyone who reads it will be able to understand the message.

Finally, one must maintain an inventor's logbook. This is a detailed diary that documents all the steps you took in developing your idea or invention. **You should include the date with each entry you make.** According to Stephen Paul Gnass, writing for the National Congress of Inventor Organizations, a logbook helps show that you developed the idea yourself. Therefore, if someone else files a patent for the same idea, you can show that you were the first person that invented the product. If you look at the movie, 'The Story of Alexander Graham Bell (1939)', you will see that a company filed a patent for some of his inventions, started to use the product, turned around and took Alexander Graham Bell to court saying that he was using their ideas and products. He won the case by presenting his logbooks and log papers that were precisely dated which determined that he had the concepts on paper before it was patented. He won the case against the company, the company apologized to him and when the company investigated, it realized that one of its engineers had stolen the concept from Alexander Graham Bell, and misled the company.

Your idea can be a concept, a product or a process. A **concept** is the detailed drawings and explanations of something that an individual cannot make by himself at home. For example, a particle beam weapon, the design for a jet fighter or the design for a new space shuttle are all examples of concepts because an individual cannot build these at home or even in his garage. These concepts can be built by a government or defense and aerospace contractors. A **product** is something that can be easily built or made by an individual. For example, a new food created in the kitchen is a product. When Subway or KFC create a new type of food, these are products. A product can also be a prototype of an idea that was easily built at home or in the garage. For example, the paperclip was easily built by someone with a piece of wire. A **process** is the way of doing something, for example, the creation of the assembly line at factories many decades ago is an example of a process that was created to get the job done faster. The manufacture of ammonia, methanol and cement are all examples of processes. Even the way of cooking a new type of potato chips or fried chicken is examples of a process. If your idea is a concept, a product or a process, you will need to make clear notes, explanations and draw diagrams on your notebook.

You can get many businesses and invention ideas from the following places on YouTube:

- Billionaires' Documentaries.
- Millionaires from China, India or Africa.
- Young millionaires.
- Science and Technology Documentaries.
- Military Documentaries.
- Space Exploration Documentaries.
- Electric Vehicle industry.

- Electric Vehicle conversion.
- Alternative Energy Documentaries.
- Documentaries and presentations from these people:
 - Andrew Carnegie
 - Aristotle Onasis
 - Bill Gates
 - Bob Proctor
 - Donald Trump
 - Elon Musk
 - Henry Ford
 - J. K. Rowling
 - J. P. Morgan
 - Jack Canfield
 - Jeffrey Bezos
 - Joe Vitale
 - Larry Ellison
 - Larry Page
 - Lisa Nichols
 - Lord Sugar
 - Mark Cuban
 - Mark ZuckerBerg
 - Nicola Tesla
 - Oprah Winfrey
 - Paul Allen
 - Roman Abramovich
 - Sergey Brin
 - Sir Richard Branson
 - Steve Jobs
 - Steve Wozniak
 - Sylvester Stallone
 - Warren Buffet

From the billionaires documentaries you will get many ideas for products that this niche market will use and you

can devise or invent new products that they will buy and consume. Or you can supply them with existing products that you know they consume. After looking at millionaires from China, India or Africa documentaries, you will see how these people made millions from simple everyday activities that we overlook, because we are focusing on complex ideas. There are people in Africa who made millions in agriculture and you will come across them on the YouTube videos. This is an important lesson because it shows that one does not have to invent new software or build a new rocket to make millions. Young millionaires' documentaries also offer us with a list of simple activities that made them rich. In the Science and Technology Documentaries you will get many ideas for inventions and products that can be used in these fields. The documentaries about the lives of the people on the list above will show the circumstances in their lives inspired or even caused them to think, explore ideas in their minds, surround themselves with the right people, implement these ideas and get results. Take a note of how Aristotle Onassis, Bill Gates, Mark Zuckerberg and Sylvester Stallone got their ideas and you will be amazed. While you are looking at the videos of these people, more videos about the lives of other people will pop up. You can add these to your list and look at their videos. You will get many ideas from these videos. You just need to have the right frame of mind to see them as opportunities.

There is always the need for new and different weapons by the military around the world. If you study International Relations, Politics or even History, you will see that thousands of wars have been conducted on this earth, even during Biblical days. You can do an internet search to find out about the different kinds of wars and the types of weapons used. I will not get into the reasons for wars or the

morality or immorality of wars. That is another discussion by itself. As a result of all these wars in the past, there is always the need for a country's military to constantly be upgrading its capabilities. By looking at Military Documentaries you can get many ideas for new and innovative products. You will get ideas on how to improve existing military products, which you can put on paper and submit directly to a government official, for example a Minister, Congressman or Senator who is in charge of that particular Department of a country. You can do so with or without a patent, because the average government will not steal your submission.

Space exploration is a complex field by itself, so if you have an interest in Science and Technology, you can look at Space Exploration Documentaries to get ideas on how to make improvements for space exploration products, which you can submit directly to N.A.S.A. which has an open innovation policy.

Therefore it is vital that you keep detailed records, logbooks, drawings and explanations for your concepts, inventions and processes. If the concept is on paper you need to guard this paper. If you have the invention as a tool, device or prototype, you also need to guard this. If you do extensive research, you will see how many ideas were stolen and the individuals, who did this, developed the idea into products and even into multi million dollar businesses. Once you get into the habit of taking notes and making sketches, you will develop this skill quickly and will be able to fully develop your concept on paper with adequate drawings, explanations and benefits.

CHAPTER 4

TWO FREE BUSINESS IDEAS AND THE XPRIZE

A business executive or business consultant will charge you a high fee for these two business ideas and they will want to charge you more to help you to do a business plan and charge you an additional fee to set up these businesses. Take my advice; you do not need business executives or business consultants to tell you how to set up these businesses, because I know someone who set up these two businesses without the help and advice from anyone.

The billionaires' documentaries will show you how these people live and what their lifestyles are. You will see what kinds of goods and services they consume. This will give you an idea for a product that you can supply to them. You can also supply a new product in their market that you know they will buy. Simply do a detailed study of their lifestyles, how they think and how they live. If you studied psychology, you can do a quick psychological profile of them. If you are observant, take a note of their lifestyle. Once you make a list of products that you know they will enjoy, make a move, do the research, set up a small business and provide the products for them. There are a number of countries around the world where you will find millionaires and billionaires living in one community, one city or one region. Marbella in Spain, Dubai, London, California and Vancouver are some places where millionaires and billionaires are concentrated. If you can find a product that these people will consume, then you can supply it to them.

I will give you two examples of how a friend made his first million in a month. The idea he had was based on the fact that a new product can be introduced in a specific market.

He knew that in Marbella, Spain, the rich and famous like to hold regular weekly showers using wine and rum, instead of water. He quickly got a liquor import license and imported wine and alcohol from Caribbean countries. Why he chose these countries? (1) Because the wine and rum were never seen in Marbella, Spain by anyone because they were never imported and used there before. (2) Another reason is that the taste of the wine and rum were also different for the people in Marbella, Spain. For these two reasons, the products were used by the rich and famous during their showers. Since the rich and famous have deep pockets they will pay any price for an exotic product to take a shower with. A profit of 200%, 500%, 1000% can be made on each bottle of wine or rum. You can determine this price.

My friend sells the imported wine and rum to the shops and restaurants in Marbella, Spain. Since wine and alcohol are consumed by the people, there is a daily need for these products. For the two reasons, the difference in products and the difference in taste, the people there like the products. He took his profits and invested in properties in three different countries around the world.

The two ideas that I am presenting here are simple. There is always the need for different kinds of wine and rum that are different in appearance and taste, which will be used by the rich and famous to drink and to take showers.

1. Supply the rich and famous with wine and alcohol that are exotic and that have never been seen before by them. They are always ready to try something new. Angostura Limited in Trinidad and Tobago in the Caribbean has a line of **potent alcoholic drinks** which can be used to flavor foods and drinks or take showers with. These

drinks can be supplied to the wealthy community of Marbella in Spain, Dubai, London, California and Vancouver for their consumption.

2. Supply the rich and famous with chocolates made from Trinidad's exotic cocoa. The island of Trinidad in the Caribbean has high flavored cocoa which are high in quality. They maketasty chocolates. There are videos on YouTube that shows how to make chocolate. You can learn from these videos and practice at home. When you have perfected the art, you can import cocoa from Trinidad and Tobago fine cocoa Company and begin your business. Ensure that your chocolate wrappers or packages are attractive to catch the public's attention.

THE XPRIZE

For additional ideas on innovations and inventions, you should visit the XPRIZE website. This website provides information on past, present and future prizes for technologies developedand what needs to be developed. The website explains what technologies are immediately needed on a global scale. These technologies are needed to alleviate the hardships that people face in the developing and underdeveloped countries. An explanation of the importance of these technologies and their benefits to mankind are on the website. This should encourage you to enter the competition.

You can see which XPRIZE competition you would like to enter and register for it. Follow the instructions and stick to the deadlines. Then form a team with trusted friends and relatives who will help you with this project and start developing your idea into a working prototype.

CHAPTER 5

RESEARCHING YOUR IDEA

A thorough check should be done to see if your idea already exists as a product being sold in the market, since it makes no sense to develop the idea into a working tool if it already exists. This will cost you precious time and resources. With the internet and a computer this is easy to do. Many past inventors made terrible mistakes by spending thousands of dollars to develop working models of their ideas, called **prototypes**, only to realise in the end that their product already existed in the market or a larger Company had recently launched that product.

The first step to take to avoid this costly mistake is to visit the supermarkets, variety stores, tool stores, pharmacies and other retail outlets in your community and city, to look at similar products. You can also visit these places at other cities outside your immediate city. By browsing around carefully one can easily see if his idea already exists. If it already exists, then the idea can be abandoned completely, or a **refinement (improvement)** of the idea be made. If the product does not exist, then quick action will be needed by the individual.

The next step is to make a thorough internet search to ensure that the product is not being sold in another country. Amazon and eBay sell hundreds of thousands of different items, so a careful search for your intended product should be conducted on these two websites. If for example, you have an idea for an improved toothbrush, you can search all the different types of toothbrushes on these two sites. Another search strategy is to conduct internet searches on **'photos of toothbrushes'**. This will show photos of all the different kinds of toothbrushes. The next way to see if your

product already exists is to do a search for toothbrush manufacturers and then go to their individual websites. Most times these manufacturers have photos of their products, so you will be able to see any similar product.

Then you should do a patent search. A **patent** search will tell you if someone else already came up with the idea and is the holder of an official patent for the product. A **patentor patent pending** status gives a person legal and exclusive right for that particular invention. This is the legal way to get protection for someone's **intellectual property**. Intellectual property is another area that one needs to research online to get a better understanding of. Simply type in '**Google patent search**' on any internet browser and click enter. The search results will come up. Then type in the word **toothbrush** on this web page and all the different types of toothbrushes that were already invented and patented would be shown on the screen. Each patent would show abstract, images, description, patent citations, referenced by, classifications, legal events and other relevant information. You can also download patents to have a detailed look at how they are written and how the diagrams are drawn and labelled. Some of these terms will be complex and confusing for you initially, but do not worry too much about that, because like everything else with a learning curve, the inventing and patenting processes are something new to you and you will eventually learn the process and what seems as complicated language and explanations will become easy for you. Remember you were not born with knowledge. Every single bit of knowledge that you presently have, you took years to gain, plus you would have taken longer to learn something that was harder, like Mathematics and Science. You will need to be patient and take the entire

process slowly and in stages. You will learn as you go along and you will be able to understand fully.

Finally you can visit the '**United States Patent and Trademark Office Official Site**' website to get more information about the patenting process and the legal aspects of it. This website will explain a lot of things about the patenting process that you never knew before. Try and understand the vital information on this website. You will also be able to do patent searches on this website. A list of fees for the different services being offered by the USPTO is given on this website. Further explanations of terms that you did not understand before is given on this website. Essentially this website practically walks you through the explanation and the steps to take to make an application process.

It is important to research your idea, so that you will not waste valuable time and resources, only to realise that the product exists in the market. This time and resources will be better spent developing an improvement for an existing product or developing something totally new. Once you use the steps outlined above, you will be able to save valuable time and resources and be able to make a better decision for the next step and how to proceed.

CHAPTER 6

OTHER ONLINE RESOURCES

The website **BOOKZZ** has a wealth of information. Here millions of electronic books, articles and journals can be easily accessed and downloaded for a reasonable fee. I have been personally using this website three years now to download books and this has saved me tens of thousands of dollars. On this website you can download books on any subject that you like. You will be able to save hundreds of dollars when you use this website. **Bookboon** and **oBooko** are other websites where you can get access to other e-books that may interest you.

The second place to get valuable information online is on the website **InventRight**. On this website a variety of information is provided about inventing and licensing. Both Stephen Key and Andrew Krauss guide their students through the process by offering advice on the different steps and stages. The website explains the stages in layman's terms for anyone to understand and the two gentlemen are available when you need advice. They will be able to refer you to people who will be able to assist you with the process. They will be able to answer all your questions about the different stages like patent search, the patenting process, patent application, schematics and licensing arrangements.

A third place to get invention and patenting information is on YouTube, if you do not have the time to read any of the books and websites and you want to get a quick understanding of how the stages are done. You should watch as many videos as you can to get a better understanding of the terms used in the invention field. This will give you a well rounded understanding of this new field. Personally, this was something new to me and I had

to do a lot of research, reading and viewing of videos to understand and initially it was difficult for me to understand. I was able to understand better when I read more articles and websites and viewed more videos. Then eventually it was clear to me. Similarly this will happen to you. With this knowledge from many videos and articles, you will be able to make future decisions. There are countless videos on YouTube where Stephen Key and Andrew Krauss give advice. They are precise and detailed in their explanations and simplify hard steps and legal terms in an easy way for the average viewer to understand. These advice are free. You will have to pay money to get similar advice from Patenting Attorneys.

Anyone can do general internet searches to get a better understanding of inventions, products and the patenting process. If any **jargon** is too difficult to understand, you can do an internet search for the meaning of such word.

With the above online resources, you will be in a better position to make your final decision about the next step. While you are reading through the resources explained above, you should make notes of important information from the internet resources on your notebook or scrapbook. Once you do detailed research, read the information and articles on the websites, look at YouTube videos and read the e-books, you will be able to understand this field of knowledge.

CHAPTER 7

OPEN INNOVATION COMPANIES

Open innovation has been embraced by many companies around the world. This is a process where anyone outside a company can make a **submission** on the company's website, because it has been recognised that their own Research and Development Department may not have all the solutions and ideas for new products, improved products and revolutionary inventions. A submission is a patent pending or patented concept that someone has and will upload online on the web page, e-mail to a company or will send through the postal agency. This is a clever way to tap into talents and intelligence of people outside their companies, to make up for the lack within. A list of these open innovation companies is given on the following web page searches:

1. Open innovation list of companies.
2. Lists of companies open innovation portals.
3. Top five companies for open innovation.

There are many companies that do not accept outside submissions and they will say this on their websites or they will tell you this when you call or send an e-mail to them. Keep this in mind if you plan to submit something to a company or plan to call them. I recently submitted detailed schematics for a concept that I know a company in the U.S. Defence Industry was in need of, although this is a company that has a strict policy of not accepting unsolicited submissions or submissions from outside its company, since they invest heavily and depend extensively on their Research and Development Department for all their new inventions. The strategy I used was simple. I knew that the company needed this concept for future work, so I quickly detailed the concept with schematics

and explanations and sent the letter straight to the C.E.O. He liked what he saw and immediately accepted the submission. They sent me legal documents to sign to ensure that I do not show anyone or another company the concept. This document is called **non confidential disclosure agreement**. It legally binds someone to stay quiet about the concept and if caught showing, giving or selling another company the concept, laws have been broken and the F.B.I. can initiate action. You need to read more about these types of documents online to get an understanding of the parameters involved. If on the other hand, I had sent the submission to low level employees of the company, they would have rejected the submission, because to their knowledge, their company does not accept outside submissions. Sometimes one has to make contact with the person at the top of an organisation to get results and quick response. For example, those who personally know government officials in their countries are able to get contracts, jobs, promotions, favours and have a direct access to certain goods and services in those countries. It is wise to increase your network of friends, because you will never know when you will need help from a particular individual.

Conduct internet searches for these three websites above and you will come across the list of open innovation companies. You can then go into the individual company's websites and get specific information on what products they are looking for to be submitted. Remember your product can simply be **an improvement to an existing product** in the market as explained before. If however you have a revolutionary new product, that is specific to a particular company, then you can make an online submission. If a company manufactures cars and you make a submission for a tyre, the company will definitely reject

your submission. If a dental company manufactures toothbrushes and you make a submission for dental floss, this company will reject your submission. My advice here is to look at the specific products of a particular company and make submissions with respect to the products that they manufacture. Also you can make submissions about the specific products that they need submissions for, which they want to improve on. Most of these open innovation companies specify that one needs to have his concept already patent pending or patented. Patent pending or patented status of your concept will ensure that your idea is legally protected and that the company or an individual does not steal your idea. Most times if someone makes a submission without a patent or patent pending status, the company will reject it completely, to protect itself legally from someone making any false claims against it. Or if you do not have a patent pending or patented status of your concept, but the reviewer at the company likes it, but because of legal issues, he has to reject your concept, he will steal the idea, patent it for himself, take it to his boss or to another company, sign a licensing agreement and make money. If his company has a policy of not accepting submissions from its workers, he will give a trusted friend to patent it, make the submission to the company, sign a licensing agreement and both of them will make money. Remember I had warned earlier in the book about crooked individuals and crooked companies.

NASA is an open innovation company, so if you are inclined towards the Engineering and Aerospace industry, you can contact them and ask how to make a submission. **DARPA (Defense Advanced Research Projects Agency)** is another U.S. government agency that accepts submissions from outside sources. DARPA is an agency of

the U.S. Department of Defense responsible for the development of emerging technologies for use by the military. A list of the specific projects that they seek submissions for is given on their website.

The Office of Naval Research (ONR) is always looking for innovative scientific and technological solutions that can address current and future Navy and Marine Corps requirements. They will do business with people and organizations with ground-breaking ideas, pioneering scientific research, novel technology developments and first-class support services. This website has a list of request for proposals products that they need from the public, and the instructions for submitting a proposal, so if you have a ground breaking innovation or product or service that will be of interest to them, you can make your submission. You can do a detailed research into what this agency does and what the armed forces in America use in terms of technology and science and develop your concept with this in mind.

FedBizOpps.Gov is the U.S. government's website for an entire listing of all the different projects that all its agencies and state departments seek submissions for. You can go to this website and look at the different projects that are listed. To make a submission, an individual must firstly register online on that website. There are also videos on that website that will assist you to understand the submission process better. For the people who are technologically and militarily inclined, this is the website to visit. I also recently made a submission through this website for review.

The Lego Group is a family-owned company based in Billund, Denmark, and best known for the manufacture of Lego brand toys. The company was founded in 1932 by

Ole Kirk Christiansen. Today Lego sells toys around the world. This company embraces open innovation policies, so if you have an idea or two for the next Lego toy, go to the Lego Official Site, take a tour of the site, come up with your ideas, follow their rules and make your submission. If ten million of your toys are sold worldwide and you get a dollar royalty for each toy, this gives a total of ten million dollars. If you have a second toy and another ten million are sold worldwide and you get another one dollar royalty for each sold, this is another ten million dollars. This should be enough incentive to get anyone to start creating on a scrapbook. I will recommend that you do research online and at the toy stores in your city, and look at Lego products and other popular toy products, before you start jotting notes on your scrapbook. The key here is to look at toys in the stores, make notes of your ideas on paper, make drawings and take photographs. Refine your scrap notes and drawings and then design something **unique** that you will submit. You can observe children who are playing with toys and look at their reactions towards different kinds of toys, plus you will need to observe the popular toy trends at the toy stores and find out what children and parents are buying at these stores. This will help you with your final designs to submit to Lego. You can submit more than one idea to the company, because there is no telling which one will be accepted. Once your Lego idea is placed on their website for the public to see, an idea needs to get at least 10,000 supports within a certain timeframe, by individuals who visit the website, for it to be considered for review by Lego's official to decide if to manufacture that idea. A strategy to use here is to get friends and families to visit Lego's website to indicate that they support your design. You can also hand out flyers to people requesting that they visit the website and click on the support icon to support your design. They will have to create an account

first before they can click on support. You can also ask all your contacts on social websites to support your idea. I made twenty five submissions already, but these are still in the support stage of the process. Recently Lego Company signed a multi million dollar deal to introduce Marvel characters into its Lego toy products. Both companies will make millions of dollars. Who would have ever thought that Marvel characters can be incorporated as characters in Lego? This goes to show that an idea can come from anywhere and once implemented, all players will benefit and gain million of dollars. Walt Disney was laughed at and ridiculed when he came up with Mickey Mouse. Everyone scoffed and commented that no one would want to see a rat or want to be a part of any rat. Today that rat is popular on television around the world. He is also popular at all Disney World Parks around the world and is popular as mascots around the world. His other animal friends are also popular just like him. Good luck with this Lego endeavor.

Amazon.com also accepts business proposals, so if you have a patent pending or patented product that is specific to their needs and they will benefit from, then you can go ahead and make a submission. Make sure and do extensive research about their business and their products before you make a submission to them, else it will be rejected. The C.E.O. of Amazon.com, Jeffrey Preston "Jeff" Bezos likes to disrupt industries and businesses. If you have something revolutionary that will disrupt existing industries and businesses, then you can submit your business proposal to them. If on the other hand, you have access to a large amount of money and want to invest in a company that will directly compete with Amazon, Jeffrey Bezos will recognize this and he will contact you and offer to buy

your company. This might be the best strategic way to be noticed by Amazon's C.E.O.

These open innovation policies that are being adopted by companies around the world have been offering many opportunities for the rookie and the experienced inventors and for product development people to submit patent pending and patented concepts to them. Even the average individual without any inventing skills can put together an idea on paper with diagrams and get a patent pending and then submit this to open innovation companies. More companies in the future will also offer these opportunities for outsiders to submit their product improvements and inventions. This is a way to fully exploit and engage the wider community who have brilliant and innovative ideas and inventions and who have never been affiliated with those companies. It also offers a way for an inventor to supplement his present income. Who knows, the next big idea might come from YOU.

CHAPTER 8

CHINA, INDIA, SOUTH KOREA AND JAPAN

China and India are currently two world leaders in manufacturing and export. Because of their cheap labor and cheap infrastructure, thousands of manufacturing companies from the developed world have built factories in these two countries to exploit cheap labor and cheap infrastructure. In this way they make large profits. If you have trusted friends in these countries they will be able to help you to get your inventions quickly into a manufacturing facility. The quickest way to make friends in these countries and form a network of friends is to visit each country and teach English if your first language is English. Or you can visit those countries for a vacation and find a way to make contacts with people, meaning to be bold and approach them.

When I visited Japan in the past, my Japanese friends introduced me to other people there and we exchanged contact information. I made other contacts on my own by visiting places, initiating conversations and getting contact information. Generally the Japanese people are glad to speak with foreigners because they want to practice speaking English with them. On most occasions they will not initiate conversations with foreigners because they do not fully understand the customs and cultures of them. Plus they want to avoid embarrassing a foreigner or being impolite. As a foreigner, you should initiate conversations. This was my strategy in Japan and I made numerous contacts there.

I visited China two times in the past. The average Chinese is naturally inquisitive and most of them want to talk to foreigners. The younger generations will initiate conversation with a foreigner, but do not wait for this to happen. You should be the one to initiate the conversation. Like the Japanese, the Chinese like to talk to foreigners to practice their English. If you have the right approach you will get their contact information during your first conversation with them.

In Japan your friends will be able to take you to see different manufacturing companies and businesses there. They will be able to make the connections directly to the managers there for you. They will also be able to arrange for you to visit these companies, speak with the managers who will gladly give you a tour of their facilities. If your idea, concept, invention, prototype or product is relevant to their industry, they will help you to develop, manufacture and market it. The Japanese have high work ethics, so you will not have to worry about being conned by them. Even if their factories are in other countries, they will still help you.

In China and India where business transactions are completely different from that of Japan, it will be necessary that you have patent pending or a patent for your idea, concept, invention, prototype or product. You will also need to fully understand their customs, practices and what they have in mind for any business transactions that you want to initiate with them. You can ask your attorney back in your country for advice if you do not understand something. If your trusted friends in China and India are attorneys, then they will be able to negotiate on your behalf. Like in Japan, your friends in these two countries will make the contact for you; take you to the company where you will be given a tour of their facilities.

By directly dealing with the manufacturing companies, you will be able to get you idea, concept, invention, prototype or product quickly to the market. These companies already have their supply chains around the world, so your products will quickly be brought to market.

In South Korea, your friends will also be able to take you to manufacturing companies and initiate meetings with their managers on your behalf. The South Korean people have high work ethics like the Japanese. They will help you to get your invention to market once they see the financial potential of it.

You can begin to use my methods to accumulate a network of friends in Japan, China, South Korea and India who will be able to assist you with meeting the right people in those countries in the future.Or you can use your own methods to make friends in those countries. Be careful of making friends through social media, because there are many bogus accounts and profiles and you may be interacting with criminals from other countries without knowing. This can lead to future problems for you. When you make the right kinds of trusted friends in those countries, they will be able to help you when you visit their country in the future.

CHAPTER 9

PATENTING YOUR CONCEPT, PRODUCT OR PROCESS

You will need to look at the following websites listed below:

- Canadian Intellectual property Office.
- Directory of Intellectual Property Offices.
- European Patent Office.
- German Patent and Trade Mark Office (DPMA).
- State Intellectual Property Office.
- The European Patent Convention.
- United Kingdom Intellectual Property Office.
- United States Patent and Trademark Office.
- World Intellectual Property Organization.
- Directory of Intellectual Property Offices.

They give the specific patenting rules and regulations that are relevant to their region or country. You should read through the websites that are relevant to you, to get an understanding of how the process takes place in those countries. For example, if you are living in Germany and patent your invention at the German Patent and Trade Mark Office (DPMA) and want to do business with an American manufacturing company on American territory, the patent status that you received in Germany **may not** protect you in America. You can get clarification of this from your country's Patenting Office or its website. If you plan to do business with American Companies, on American soil, then you should patent you invention at the U.S. Patenting Office. Each website explains in details the

patenting application process and the cost for each service. Another issue is that many countries offer patenting services through their Ministry of Legal affairs, Department of Legal Affairs or relevant government departments responsible for this, but that patent status in the particular country may not offer protection outside of that country. For example, many Caribbean countries can grant an individual a patent or patent pending status, but this protection may not be legally binding outside that country. Again this can be clarified by the Patenting Office in the particular jurisdiction. If an individual is determined to do business in America or Canada, he should get the patenting status in those countries.

The **Directory of Intellectual Property Offices** website gives a listing of intellectual property offices in countries throughout the world. You can look for the specific intellectual property office in your country and check that website or visit their office for further information for your particular needs.

If you want to get patent pending status through the United States Patent and Trademark Office, you can complete the patent pending application forms and do the schematics on your own. Then use your credit card or send a cheque through the postal agency to make the payment and submit your application form with the schematics. You can do online submission on the website, although some people still send submissions through the postal agency. For a **patent pending**, you will get protection for your idea for one full year from the date of registration. After this year you will have to **patent** your idea or it will lapse and you will lose all rights to it. This one year will give you enough time to fully develop your idea into a prototype if you wish or develop it into 3-D graphics and animation or

even make a video of the graphics and animation. Within recent times videos have become popular, since someone can quickly and easily see a product, how it works and the benefits of the uses, instead of opening a letter to read some bulky documents. As soon as you get a receipt and letter of acknowledgement from the United States Patent and Trademark Office, then you can approach companies with the prototype, 3-D graphics and animation or the video.

You can approach as many companies as you wish, that are relevant to your ideas. Simply contact them through their websites, through the postal service, with a phone call or send an e-mail. Your letters should be addressed to the Research and Development Department, Product Development Department and if you want to be bold, address it to the C.E.O. If you want to call, feel free to do so and explain your idea to the people in the Research and Development Department or Product Development Department. There have been many occasions in the past when someone had a great idea and submitted it to a company, but it was rejected by low level employees, because there was no communication between them and the Research and Development Department or the Product Development Department. There is a phenomenon that occurs in most companies throughout the world, called the **communication gap**. This happens when all the departments within a particular company are not in synchronization with each other, and one department is not aware what the other department is doing. I will illustrate this with an example. Let us say the Research and Development Department of a microchip company is working on a new microchip and the engineers are having severe problems and that company has a **no submission policy from outsiders**, but it so happens that a tech wizard

has independently found the solution and has the schematics. Just by luck and chance, he calls the front desk and tells the receptionist or the C.E.O.'s secretary that he wants to make a submission. In the mind of the receptionist or secretary, they already know that their company has a **no submission policy from outsiders**. What happens next is left to the imagination. The employee politely tells the tech wizard that her company does not accept outside submissions. The company just lost a solution to a problem that their Research and Development Department was searching for. In essence the company lost billions of dollars that it could have easily made, but lost because low level employees did not use their initiative to call the Research and Development Department. If the tech wizard had made contact directly with the people in the Research and Development Department, someone there would have seen the value in his invention and invite him to visit the company. A smaller company on the other hand listens to what the tech wizard has to say, likes his submission and begins mass production within months and generates billions of dollars in revenue. This is what happens all the time and the large companies have no idea what they continue to lose. Initially Steve Jobs and Steve Wozniak approached the big companies at that time and were rejected, but that did not stop them, until they eventually got an investor. Those big companies lost out on billions of dollars in revenue. The President of a large company who rejected their idea back then had publicly declared that there was no market and no use for a personal computer, but instead the world could only have and use six or seven computers. Guess what? His company lost out on the Personal Computer revolution and market and it took that company years before they came up with a Personal Computer of their own, but they were still left behind in the PC market.

In the above example, if the receptionist or secretary told you about their no submission policy, you should not be discouraged by this, because you can still send a letter to the Manager of Research and Development or to the Manager of Product Development.

Another strategy to use is the **competitor's edge**. If one company rejects your idea, you can make the submission to its competitors and explain to the competitors how their companies will benefit as opposed to the other companies. Once you explain the many benefits of the submission to a company, there is a high chance that they will accept your submission. Remember the inventor of the monopoly board game was rejected many times before a company saw potential in his product. Remember also Steve Jobs and Steve Wozniak were rejected hundreds of times before they eventually got an investor. Persistence is the name of the game here. A person who is looking for a job sends out hundreds of resume before being called for one interview. The submission process for an invention is similar. You will need to contact hundreds of companies and send hundreds of copies of submissions before you get a positive e-mail or telephone call. As soon as a company accepts your idea, the journey now begins.

If you do not want to go through this process alone, you can contact Stephen Key and Andrew Krauss and they will walk you through the entire process, by advising you what to do and what to be careful of. They will even advise you on how to go through the various steps without you having to pay large sums of money to a patenting attorney. They will also advise you when it will be necessary for you to speak to an attorney, since most steps you can do by yourself without the help of an attorney. There are

invention companies with links to major manufacturing companies and they will be able to help market your idea to these companies, of course for a fee. They maintain a database of people's inventions that companies browse through regularly to look for new products that they can manufacture. You can enquire about the reputable companies from Stephen Key and Andrew Krauss.

CHAPTER 10

PEOPLE WHO DID NOT PATENTED THEIR CONCEPTS, PRODUCTS OR PROCESSES

While there are people searching for new ideas to cash in on by making inventions, there are also people and companies on the look out to steal a person's idea or ideas. Yes, large companies steal ideas and make millions of dollars from them. The counterfeiting industry in some countries is a multi billion dollar industry. You can research the extent of this on the internet. You should not let this discourage you, because on the other hand there are many companies that will be honest and upfront with you and will do everything legally. If someone or a company steals your idea or ideas, you will loose out on what you could have earned financially. If you can prove the theft in court with your records and logbooks, you will be adequately compensated. The internet article '**Ford loses patent suit on wipers**', explains how an Engineer was compensated for his invention that was used in the Automobile Industry without his permission. After a lengthy court battle the inventor was awarded millions of dollars in compensation. Then there are those who were not aware of how valuable their concept or invention was and they did not get a patent pending status or patented their concept or invention and they lost out of millions or even billions of dollars that they could have earned.

Daisuke Inoue invented the first karaoke machine but did not patent it. He lost out on an excess of \$110 millions in royalties and this is just a minimum figure quoted here. Doctor Jean and Alastair Carruthers discovered the Botox system as an anti aging treatment for the body, but never

patented this system. Today Botox is used globally, so they lost out on billions of dollars in royalties. Shepherd Barron invented the automated telling machine (ATM) but never patented it. Today there are million of ATM machines around the world. He spent the remainder of his life as an average individual because he lost out on royalties. George Crum created the first batch of potato chips, but could not patent the process because he was of a minority race that lived in America from 1828 to 1914. In that era, minority races were not allowed to patent their concepts, products or processes. Walter Diemer invented the bubble gum but did not patent his product, so he like the others lost out on royalties. Totally all these individuals lost out on trillions of dollars, because their products are used on a global scale.

One reason why they did not patented their concepts was the fact that they did not see the full potential of their products. Since these were new products at the time, there would have been the belief that no one would want these products to use because they have been doing well so far in life without them. They also did not see that outside their immediate vicinity or region, that these products can be used. If your immediate circle of friends, relatives, neighbours or community did not see the need or use for your products, this does not mean that others outside your immediate village, town, city or country would not need the product.

The other reason why these individuals did not patented their products was because they did not have any business or marketing skills. They could not have seen the business aspects of their products in terms of earning money. They could not see that **market creation** could have been done, whereby the products could have been introduced to people

as something that will benefit them. Once people are convinced of the benefits of a product and they try it and like it, they will buy more. So encouraging people to use a product by marketing it is vital for any new product to be sold and become popular.

The third reason is that some people are humanitarian by nature and want to improve the condition of their fellow human beings freely. They want to give of themselves freely and think that by asking for money in return is not right or it is morally wrong. For example, Nikola Tesla just wanted to invent machines to help improve the lives of human beings, but he wanted to do so as a humanitarian. As a result he did not look at the money making side of his inventions and died in poverty. On the other hand George Westinghouse was a businessman as well as an inventor, so he always saw the financial potential of new inventions and invested in these for financial rewards.

The fourth reason is the mere fact that to get a patent pending status or patent status takes time. One has to gather the information, visit the office, collect the forms, complete these forms, complete the schematics, pay a fee and then submit the documents to the patenting office. This was time consuming for the inventors mentioned above when they made their inventions. Therefore they decided not to go through that lengthy process.

The fifth reason is that back then, getting a patent was costly for the average individual. So if an individual had a small salary or no salary at all, he could not have patented his idea. As a result, the individual do not pursue the idea further.

There are many reasons why someone will not get a patent pending status or patent status for his concept. These reasons vary from one individual to another and from one country to another. Once an individual sees the value of his product, concept or process and gets the relevant patent protection, he will be able to earn royalties, once his patent is licensed. This chapter was about not getting patent protection and the eventual loss of royalties. If one fails to get the right legal protection with a patent pending or patent status and someone else does so, the individual who did not get the patent protection will loose out on royalties, while the person who patented that same idea will earn royalties.

CHAPTER 11

LICENSING YOUR IDEA

After you have secured your patent pending status, you can start contacting companies as explained in the last chapter. Be prepared for rejections from one company after another. You need to be mentally, emotionally and psychologically prepared for rejections one after the other. Prepare yourself for these types of situations. A travelling salesman is rejected many times before he sells a product. Steve Jobs was rejected every day and he called many companies dozens and even hundreds of times for the week, before an investor went to meet him. Today apple is a multi billion dollar company around the world. Author J. K. Rowling was turned down by countless publishers when she presented them with her first Harry Potter manuscript, until she finally found a publishing company that signed a contract with her. Today the Harry Potter books are distributed in over 200 territories, are translated into 68 languages and have sold over 400 million copies worldwide. The books have set a number of other milestones. A sequel of movies has been made from Harry Potter books. Plus there are countless other Harry Potter products globally. Each day more of these books are sold globally. Sylvester Stallone was turned down countless times by studios for acting jobs and for his manuscripts, until he wrote a brilliant manuscript called Rocky which was successful, despite the initial doubts by many. There has been a sequel of the Rocky movie plus Sylvester Stallone has starred in many other movies and he is considered as a successful actor in Hollywood.

If a company likes your product and they contact you for a licensing agreement, make sure and ask the representative as many questions as possible to get a better idea of what is happening, before you sign the contract. You will need to understand fully all the details and steps before you make a final decision. Read the contract thoroughly and understand it. If you are having difficulty with legal terms, you can search these terms on the internet and read their meanings. If you are still having trouble understanding some of the phrases and sentences, then you can get an attorney involved at this point, for him to explain to you what you are confused about. As the holder of the patent pending, you can negotiate with the company to patent the concept for you after the patent pending has expired at the end of the first year.

When you license an invention to a company, you are simply getting paid by that company to use your idea to make the product. Most times this payment called **royalty** is paid out to an inventor four times for the year, on a quarterly basis. You can ask the particular company how often they pay royalty. This is also stated on the contract. The more the company sells your product, the higher your royalty will be, so it will be in your best interest to look around at the supermarkets and stores to see if your products are there. You can report back to the company if you are not pleased about something. If the company breaches your contract, this contract can be terminated, for example if it is stated on the contract that the company will sell at least 10,000 of your products annually and this is not done, you can terminate the contract and approach another company to sign another fresh contract. Many companies offer from 1 % to 5 % in royalty payment. This represents a percentage of the wholesale price. Some people who do

not know how the entire process works and expects 50 % which is unrealistic and unreasonable. The manufacturing company has to invest thousands of dollars upfront to make your concept into a working prototype. Then the company will have to spend hundreds of thousands of dollars to retool the factory, meaning they will have to buy additional machines, tools and molding equipment to make your product. They may even have to hire additional staff. The company has taken on an upfront risk when they accepted your submission. They will have to make back the amount of money that they initially invested, so it is not unreasonable for a company to offer someone royalty from 1% to 5%.

If you think you are uncertain about doing the licensing negotiations by yourself, then you can seek the guidance from Stephen Key and Andrew Krauss, or you can allow one of the invention companies to do the licensing negotiations for you. They will take an upfront fee for this, plus they will take a percentage of your royalty. Make sure and find out from the invention company what their fees for these services are. After you have understood all the information and steps, you will be in a better position to make the decisions for the next steps.

CHAPTER 12

OTHER IDEAS

If you enjoy inventing new products, making incremental changes to existing products, making dramatic changes to existing products and generally doing product development, then you can go ahead and exploit another idea. Then follow the steps outlined above to get the product to market. You can have variations of the same product. For example, if you are making design changes for a toothbrush, or making a design for a new toothbrush, you can make one version for kids, another version for teenagers and another version for adults. In this way you will have three different versions for three different markets. Hence you will earn royalties from these three different versions.

Like I said before, you must be on the lookout for everyday problems that you can solve with a patented idea. You should also visit the supermarkets, the stores, the tool stores and the retail outlets to have a thorough look at all their products. By careful observation of these products, you will quickly spot a product that needs an incremental improvement and by all means go ahead and make the changes on paper. You do not have to stick to one product like the toothbrush ideas. You can try other products. On the internet you will see the variety of inventions Thomas Edison, George Westinghouse and Nikola Tesla explored, and they did not stick to just one idea or one product. They took a broad view of things and came up with a wide

variety of products and improvements. You can do the same.

With you existing portfolios of products, you can aspire to make further improvements to them every two or three years, so they will be relevant for the ever changing market. Humans are always on the look out for new products. They always want to try something new in the form of a new product. On many occasions, they want to be a part of the trend, the hip, the glamour, the coolness and in the game. So you need to tap into this behaviour of humans, realise that they always want to use a new product and make the design improvement that they want and you know will sell.

VOCABULARY

Communication gap this is when one department within a company has no idea what is happening at another department because of lack of communication. This can be detrimental for a business which was fully explained in chapter 9.

Competitor's edge this can happen when a company is the sole manufacturer of a product and it has the edge over its competitors in the market. It can also happen if the company has superior manufacturing techniques and is able to mass produce a product, that it can corner the market by selling cheaper than its competitors.

Concept an idea that is explained on paper or spoken about verbally. A concept can be abstract on paper or it can be brought to life as a model or prototype. For example, the concept of wave theory can be explained on paper while a concept toy is physical and you can see and play with it.

Jargon the language of a certain class or profession, usually not understood by people outside their profession or circle. For example, the jargon used by pilots when communicating with air traffic control is completely different from the jargon used by tech gurus at Silicone Valley. Someone outside of these two classes would not understand what they are saying when they use acronyms, abbreviations and phrases.

Intellectual property property is not only something physical. Property also exists in intellectual form that is the creation of something on paper that came from the intelligence of an individual. For example, people are given intellectual property rights over the ideas and concepts that they created on paper, from their minds.

License permission given to a manufacturer to use someone's patent to make the invention or product.

Market creation this is where new products are introduced to the public by marketing and advertisements. Marketing, advertisements and promotions are used to encourage the public to use the new products.

Non Confidential Disclosure this is a legally binding document that a company makes an inventor sign so that the submission remains confidential between both parties and no one else is allowed access to the submission.

Open innovation this is the process or policy whereby a company accepts patent pending or patented ideas for new or innovative products that are specific to their field of manufacture.

Patent this costs more than a patent pending, which can be done first if one does not want to get a patent pending status, or it must be applied for after the one year has expired when a person has a patent pending status.

Patent pending this is the protection someone gets for a year from the patenting office for his/her invention. After this year, there is no protection for the invention, so the individual needs to immediately file for a patent.

Postulate something that is assumed to be true by reasoning, but can only be true and fact after proof is given by evidence and experimentation.

Process a series of steps or stages to achieve an end product. For example, raw chicken and other raw materials are taken and these go through a series of stages before an end product is achieved. In this case the end product is the fried chicken.

Product this is something that is manufactured and offered at a price to the consumers.

Product development the steps taken from the initial idea to getting the product to the market. This involves putting the idea on paper, prototyping it, manufacturing it and marketing it.

Prototype this is a working model of the idea and schematics that were initially documented on paper. It is a physical model made for the testing stage of development. When the prototype passes all the tests and quality control, it is then produced and sold.

Refining this is the process of taking the jotted notes and sketches on your scrapbook and turning them into a well written document after editing and rewriting a number of times. A product or prototype also goes through the stages of refining from the initial model until it is improved a number of times and then a final product is available for use.

Royalty the sum of money paid to an inventor to use his patent.

Schematics any plans or designs to help you accomplish something. In this case it will be your ideas on paper with diagrams and explanations of the diagrams or steps of the processes involved.

Submission this is the document or invention that you send for a company. A submission can also be a business plan.

Theory a systematically organized group of general propositions used to analyze, predict or explain facts or events. For example, the theory of the electric car was conceptualist in the mind of man before it was brought to life as an actual product.





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