

Inventors' Network Volume 9

Of the Capital Area [INCA] Issue 11

Website: inca.hispeed.com = **UIA WEBSITE EXCELLENCE AWARD 2001**

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MEETING: 3rd Monday,
19 Nov Mr Richard Levy,
“Cashing in on your
Inventions”. Plus

Mr Walter (Terry) Greenfield
6:00 Meet at Potomac
Community Center
11315 Falls Rd -Potomac Md
20854-2246 Map on page 8.

November 19 Speaker is Mr Richard Levy,
INCA charter member and author of *The Idiot's Guide to “Cashing in on your Inventions”, 2001.* Mr Levy specializes in developing toys with co-inventors and product-development teams. He holds more than 30 patents. His products have generated over \$1 billion in retail sales.

Mr Levy answers inventors questions very clearly and well.
Note Amazon.com comment about his book - Page 2

Mr Walter (Terry) Greenfield, will be co-host for Industrial Design Society of America (IDSA) and will introduce the contribution of **Industrial Designers** to a product development team. Mr Greenfield's background includes automobile design and comparative artistic approaches for consumer products.

December 17 Licensing

Mr John Galbraith holds patents, is a registered patent agent and is experienced in market analysis. He will share his experience about making license agreements that are beneficial to all the parties.

Themes from our October meeting: Mr Don Bonnett brought the challenge to making a sale into a comfort zone of finding rapport with people “like us”.

He simplified the attitudes, concerns and possible outcomes for persons within a D I S C profile:

- D**ominant - Concerned with power and “bottom line” -
- I**nfluencer - Concerned with getting a message transmitted -
- S**teady Relator - Concerned with consistent “acceptability” -
- C**autious Thinker - Concerned with being “right” -

Fortunately, most professionals know how to reflect a mutual respect for each of these roles, and can adjust the relative strength of attitudes according to environment and situation. Therefore, a sales approach should mirror and match a potential client's current attitude. A well-prepared presenter will be ready to address that instant attitude with strength in facts, data and focus to meet each type of attitude within the DISC profile.

Don extended an invitation to a complimentary 2-hour seminar at his Sandler Training Institute, 207 Hunter Ridge Rd Timonium Md 21093. www.closingsales.com
His training center is 1966 Greenspring Dr. Suite 101 Timonium . 410 560 1040

Melius' AMAZON.COM Review of Richard Levy's "Cashing in on you Inventions"

(Still to be posted on AMAZON.COM)

Richard Levy shares his experiences as an extremely successful individual inventor. These are revealed through lists, anecdotes, fast facts, notable quotes, and savvy forms and resources (in the appendixes.)

He wants people to enjoy the process of commercializing an invention.

Sharing such key insights as his "Fairness and Flexibility Rule" in licensing, he sheds light on the kind of business relationships that are successful between individuals and corporations.

"It's the relationship that will sustain the partnership, not the contract."

And there are many small but important gems, "Fast Facts -

Try not to conduct negotiations before 9:00 A.M. or after 4:00 P.M."

The reasons were very interesting and demonstrated his many years of experience in pursuing this profession.

The complexity of commercializing inventions is very difficult to cover in one book, but this book will help anyone looking to "Cash In on Your Inventions."

Andy Gibbs, publisher of PatentCafe.com, was in New York on Sept 11 to help judge the Hammacher Schlemmer Invention contest. The United Inventors Association Monthly Newsletter Vol 10, Issue 10 published his response to the World Trade Center Carnage. He concludes that **it is now time for mentors, teachers and industrialists to make heroes again of inventors and creators.** ----

Does INCA have individuals who want to be guest speakers on "The Inventors among US?"

The **UIA** is offering an evaluation and assessment of new product ideas. Their service is in combination with the Innovation Institute of Springfield Mo. which offers an unbiased third party using the "PIES X" evaluation. The PIES structure consists of **44 criteria to help evaluate commercial potential of an idea or invention.** This structure was developed by Dr. Jerry Udel in his work at the Experimental Center for Innovation at the University of Oregon. It was influenced by product development disciplines of the General Electric Company and has been a working tool by Wal-Mart Stores and Southwest Missouri State University. **The assessment package can be downloaded directly from www.uiausa.com/UIAIAP.htm**

The cost for an Independent Assessment Program (IAP) for an idea or patent is \$275 for US residents.

The outcome of an IAP is a 13 page report with a "Commercial Assessment Rating (CAR). If a project's rating is 35 or greater, IAP will also provide a list of inventor services and other resources located in the applicant's state. If a projects rating

is 0.42 or greater (a positive recommendation, common to 11% of recent evaluations), IAP might provide you a list of some retailers/distributors they feel are appropriate for the invention/circumstances.

Solicitation for Ideas to Combat Terrorism

A Broad Agency Announcement (BAA) solicits concepts for innovative research and development projects. The areas of interest are: combating terrorism, location and defeat of hard or difficult targets, protracted operations in remote locations, and countermeasures to weapons of mass destruction.

Near-term solutions are sought to identify technologies and approaches to general and specific requirements, as delineated in the BAA. Instructions will be available @ www.bids.tswg.gov. Some discussion is included on our webpage inca.hispeed.com. Non-profits & educational institutions, plus small businesses are encouraged to submit research concepts for consideration.

Talent & Experience Data base needed by INCA performers about INCA capabilities,

Bryan Ruffner, bryan@ruffner.org 703 764 0353 is looking for expertise within INCA regarding **trademark strategies**.

He remembers Raoul's invitation for individuals to cite their levels of expertise and experience. [It seems that only a very few people responded to Raoul's first invitation to tell about themselves.]

Since "Inventors helping inventors" is a near-ideal operating mode, each member might seriously consider practicing the marketing of his or her own talent (even for free).

Advantage: Any client or customer response can be expected to begin by (1) assessing the person who is making a marketing effort. When that person has achieved client-acceptance, the prospective client can afford to start (2) evaluating the commodity or type of product offered. After acceptance that he or she really has a need for such commodity, product or service, the prospective client can afford to (3) consider the specific benefits that are offered by the unique product or service.

Professional level sales persons understand this sequence of acceptance. Specialists outside the sales world must pay attention to sequence of acceptance to make their time well spent in contacts with their family, friends and business associates.

Some of our INCA members are learning about inventive and commercializing process strengths through teaming with other members. Who would voluntarily "hide his light" when both he and others could benefit from appropriate idea-sharing?

Raoul Drapeau, our Webmaster 703 573 6055 may still have worksheets on which you might cite inventor project strengths for our much needed data base.

A washingtonpost.com article relayed by INCA's nilse_2000@yahoo.com

Colleges Promote Role as Incubators By Terence Chea

See entire article at <http://www.washingtonpost.com/wp-dyn/articles/A1205-2001Sep20.html>

University officials invite local entrepreneurs to work with them in "Technology transfer".

Nariman Farvardin, dean of the University of Maryland's engineering school supports economic development. He is a founder of Zagros Networks Inc., an early-stage semiconductor company.

The University of Maryland at College Park nurtures tech start-ups, provides research funding to small companies and supports campus entrepreneurs.

In recent years, 39 companies have graduated from its incubator program. About 80 percent of its spinoffs were still in business after five years.

Entrepreneurial support is offered within George Mason University, George Washington University, the University of Maryland, the University of Virginia and Virginia Tech.

Lloyd Griffiths, dean of George Mason's engineering school, said many students and professors start technology ventures while at the university. "The students come to us as entrepreneurs," Griffiths said. "It starts in high school."

John S. Phillips, Virginia Tech's (Blacksburg) director of economic development reported a solid record of licensing technology to the private sector and spinning off new companies.

Of course, Universities face challenges to transferring technology to the commercial sector. Like all entrepreneurs they feel limits to early-stage capital, financial incentives and mutuality between academic researchers and business professionals.

Robert MacWright, president of the University of Virginia's patent foundation summed the issue: "The biggest challenge is crossing the cultural divide between the academic world and business world." More on BIOTECH/MEDICAL online at Washtech.com.

Subj:NASA Tech Briefs INSIDER 10/9/01 INSIDER@LISTSERV.ABPI.NET

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GlobalSpec.com web site <http://link.abpi.net/l.php?20011009A7> finds electrical, mechanical, and optical components. Now **custom-made parts** may be sourced from more than 10,000 suppliers for castings, fabrication, heat treatment, machining, and tool making.

New Manufacturing/Fabrication Services category can link directly to findFAST Online, a free service provided by First Index. <http://link.abpi.net/l.php?20011009A6> .

Accelerated cooling TECHNOLOGY

Convection currents have been applied in the food preparation industry. Fans within ovens increase airflow and reduce cooking times. **Energyst's** invention impinges air perpendicularly against the surface (at a rate of several thousand feet per minute) for accelerated cooling.

yet2.com marketplace describes inventions available for license. Search over \$2.5 billion of licensable technologies at <http://www.nasatech.com/techsearch> .

SBIR grants

Congress has set aside \$1.3 billion to help business owners, venture capitalists, and university R&D managers. [www.doc.gov/osdbu/other sbir site...](http://www.doc.gov/osdbu/other_sbir_site...)

The SBIR program provides early-stage funding in a wide range of fields. The small business retains the rights to any resulting intellectual property. SBIR grantors encourages entrepreneurs to talk with project managers before release date of each invitation to propose. Early conversations of this sort can lead grantors to invite special projects suggested in the conversation.

Solicitation for Inventions with large Energy Savings will be opening 20 Nov 01. [Http://www.er.doe.gov/sbir/Rolf.Butters@EE.DOE.GOV](http://www.er.doe.gov/sbir/Rolf.Butters@EE.DOE.GOV) 202-586-0984 202-586-9234 fax

Energy savings are to be focused on 9 "Industries of the Future"
Ag (Waste bio to chemical precursors replacing petroleum feedstocks),
Aluminum, Chemicals, Forest Products, Glass, Metal Casting, Mining, Petroleum Refining, Steel. Proposal preparation will be on <http://www.oit.doe.gov/inventions/>

Inventor Grant Awards are up to \$40,000 for conceptual ideas (Category 1 - universities may submit): (Category 2 - individual or corporation must own the intellectual property).

Grants are awarded up to \$200,000 for projects having competed engineering analysis or competed bench scale models.

Category 2 candidates might contact Mr. Barth (Barth@enr.colostate.edu) about how their University / Corporation process for holding inventions as a straw man for building a similar process.

DOE Grant-receiving inventions through 1996 resulted in direct and licensed sales over \$700 million. Spin-off sales were an extra \$90 million and spin-off royalties were an extra \$20 million. New jobs from these commercial successes provided added income tax of over \$6 million. Energy savings have a customer benefit of approx. \$190 million.

The number of awards is dependent on DOE funds for this purpose.
Winners receive DOE coaching on bringing their products toward successful commercialization.

Subj:USTI.News 001, JUNE 1997 **Rapid Prototyping** ustech@gim.net
<http://www-rcf.usc.edu/~khoshnev/us-tech.htm> See in June-July 97 issue of US-Tech

Dr. Behrokh Khoshnevis, University of Southern California researcher, has disclosed a patented rapid prototyping technique, called "Contour Crafting". It allows quick fabrication of large, highly finished, computer-designed objects. A trowel or simple flat blade is the key element in the new rapid-prototyping technology.

In "Rapid Prototyping" a computer controls a continuous feed of raw material to build up complex three-dimensional objects.. Most existing prototyping processes work by first having computers analyze a CAD representation into a stack of flat, thin sections. Then the visualized layers are created and layered one on top the other. These layering techniques generate rough edges. They presently have physical limits on the size of the objects that can be created. The maximum size is about one cubic meter - a box 39 inches on a side.

Contour Crafting system improves on an existing technique in which a computer-controlled extrusion nozzle squirts out plastic to build up layers, somewhat like the way a cake decorator squeezes out patterns. Khoshnevis has added a pair of movable, flat control surfaces that he calls "trowels" - just above and to the side of the nozzle. The trowel movements are controlled by the computer to shape the material coming out of the nozzle before it sets.

The nozzle and trowel arrangement creates the object's outside walls as a thin but strong shell. Programming the Contour Crafting system is more complex than with existing rapid-prototyping systems: It must specify not just three spatial coordinates, but three more control parameters - the desired orientation of the two trowels, plus a flow-rate for the extrusion nozzle.

While the additional control is not trivial, the new prototyping system advantages seem to include: (1) variety of materials: Extrusion nozzles can dispense polyethylene, ABS, nylon or other plastics. (2) The nozzle can be large allowing use of new fiber-composites, as well as such traditional materials as plaster or concrete. (3) The process is as much as 10 times more rapid than any existing systems. (4) Extremely large parts are possible, e.g. boats.

The National Science Foundation and private industry have supported the inventor's work. Note patent #5,529,471 of June 1996 for Contour Crafting technology.

Dr. Behrokh Khoshnevis. Tel: 213-740-9344 khoshnev@usc.edu or Eric Mankin mankin@usc.edu

jeffweiner@f8ventures.com (JeffWeiner)

Jeff Weiner sent an e-mail telling INCA that he represents a private organization that is looking for simple, utilitarian inventions to license. They are looking for products that would be sold in home improvement centers as well as garden shops (such as those within TARGET). His offer is that if he finds the right product, he will take it from prototype to mass distribution at no cost to the inventor. We know nothing more than this message about him and f8 Ventures.

steve@innovationz.co.nz (Steve Hope)

Steve Hope reports that he is an inventor and also manage inventions for other inventors.

He plans to enter a contract with a major global tool manufacturer and distributor that makes and markets hand and electric tools. This company has asked for first rights of refusal for any new tools he invents or manages for other inventors.

Without front end charges, Hope might offer inventions from others to his future licensee.

He says he will undertake to cover all costs of establishing this business.

Steve Hope, Managing Director, InnovationZ. (A division of Hope Trading Ltd)

Invention Management International & Deep Forest (NZ) Ltd

Ph: 64 9 273 8223. www.innovationz.co.nz PO.Box 38-401 Howick Auckland New Zealand

Alex Frazer, a prior INCA president, noticed an approach that might be of interest to INCA persons.

The idea is: Sell invented products to non-profit groups for their fund-raising. Non-profit groups include youth and adult charities, sports teams, scouts, clubs, schools & churches.

The author suggests that anyone could figure out how to do it without buying the book - through simple research, trial and error. He suggests that the \$11.99 book is an easier way: Go to his website, www.FundraisingWithInventions.com/book1.htm

John Melius has relayed some wisdoms:

1. Age is a very high price to pay for maturity.

- 2. Middle age is when broadness of the mind and narrowness of the waist change places.
- 3. A balanced diet is a cookie in each hand.
- 4. Experience is a wonderful thing. It enables you to recognize a mistake when you make it again.
- 5. It is easier to get forgiveness than permission.
- 6. If you must choose between two evils, pick the one you've never tried before.
- 7. If you look like your passport picture, you probably need the trip.
- 8. My idea of housework is to sweep the room with a glance.
- 9. Opportunities always look bigger going than coming.
- 10. By the time you can make ends meet, the ends move.
- 11. Someone who thinks logically provides a nice contrast to the real world.
- 12. No husband has ever been shot while doing the dishes.

Blessed are they who can laugh at themselves for they shall never cease to be amused .

From Angel Investor News.com

Seven Parts of A Successful Business Adapted from work of Peter Hupalo

Seven considerations for starting your own company.

- 1) When will the new company maintain high profit margins?
Real earnings are far more important than revenues.
- 2) Good margin from each sale.
Higher income per sale offers more profit per sale.
- 3) A patented product.
With the right license, another company can't capture your product's customers.
- 4) Enjoyment in your own selection of business
Be sure you really want to live with this kind of business. Was it already a hobby?
- 5) Does the business cash flow meet its needs for growth? Does the business have a cash-providing backer to offset special cash demands of growth?
- 6) How will profit continue to grow in the proposed business and location?
In what ways can the profit continue to grow without need to change the way you know how to operate?
- 7) Are the owners psychologically suited to the business?
Are the personalities of the business compatible with their customers?