

Inventors' Network Volume 9

Of the Capital Area [INCA] Issue 9

Website: <http://inca.hispeed.com>

Bill Kuntz Pres (202) 638 4988 Phill Shaw Treas
JOHN MELIUS 301 870 8708: VP, PROGRAM CHAIRMAN:
Raoul Drapeau, Web Master (703) 573 6055
Hospitality - Jerry Porter (301) 962 8491
Asset-Oversight , *Call Tom Moseley 301 384 6814 h*
Ray Gilbert Editor (703) 971 9216

September 14: Friday Visit to Aberdeen Md for orientation, demonstration and active instruction at the Army's R&D laboratory for **quick-response prototype fabrication.**

Our new member from the Industrial Design Society of America (IDSA), Terry Greenfield, will be luncheon host to this field trip. Map on Page 7. Program starts at 10:30; Over at 3:00. Reserve place by calling Stacey Main, Vice Chair, ISDA 410-847-6564 or e-mail Stacey.Main@bdk.com [Black & Decker]

September 17: INVENTORS HELPING INVENTORS Our presentation programs have captured our focus on new learning. However, individual and team inventors have not been as heard-from as in other years. Our September meeting invites members and guests to share about two minutes concerning their projects. Hopefully, speakers will take notes about responses to the problems or barriers they or we anticipate.

Some may opt to practice their 2-minute presentation as if it were to a potential Venture Capitalist or Angel in the audience. The same practiced 2-minute presentation might also recruit equity-sharing team-member(s).

We suggest that the presentation cite strengths offered by the product and the original inventor; and to define specific strengths sought to build a venture of invent-make-market or invent-license. Consider how you might want to spend funds asked for. Consider sharing your vision of what needs to be done in getting your product to its first market. 2 min.

Other topics for possible table-sharing include

- (1) "learnings" from our 14 September trip to the Aberdeen labs
- (2) book reports from viable inventor-authors. Bring your favorite articles.

October 15, Mr Don Bonnett: SELLING IS INEVITABLE : Don will help define fundamentals of responsible selling. Many of us see how our person-to-person exchanges includes some type transaction: We offer something in exchange for something. To prevent taking the role of victim, we are well served to appreciate both social and economic factors that always occur within the practice of responsible selling.

MEETING: 3rd Monday,
17 Sept
5:30 Network to exchange
inventor insights with others.
Pizza

6:30 Status reports for Summer's
progress. Practice in telling our
market-driven invention story.

7:30 Member & Guest Issues

November 19, PROFESSIONAL INVENTOR-DEVELOPERS Joint meeting of Industrial Designers Society of America, (IDSA) Mid-Atlantic Chapter and INCA

Mr Richard Levy, INCA charter member, enriched the 6th Independent Inventors Conference at the Pentagon City Double-Tree in August. He described his experiences in building his own invention(s) and bringing them to market. In a product-hungry modern toy market, the development process demands great cooperation and trust among larger-than-expected groups of high-tech talent.

Mr Levy answers inventors questions very clearly and well. He had a lot more to say than he had time to share during his stage time at our second local, annual INVENTOR'S MONTH conference. BRING A FRIEND!

Mr Walter (Terry) Greenfield, area executive for IDSA and co-host, will discuss evolution and current contribution of **Industrial Designers**. Mr Greenfield is particularly knowledgeable about automobile design, rapid prototyping and invention processes 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 August meeting:

Mr Rodger Flagg has become a regular member of INCA, and had spent enough time in our prior meetings to have a very comfortable feeling about issues of new and evolving inventors. He told us about some of his properties, and how some had been developed in response to an expressed market need. - They tended to responsive cash getters. He told of other patents that were lessons about marketing.

As a patent agent, Mr Flagg helps other inventors, particularly in finding ways to "establish novelty over prior art". He discussed the importance of citing advantages and unexpected results within the application for a patent. Now that most examiners bring judgements of patentability in the first office action, applicants are expected to anticipate reasons for rejection, and provide foundation for allowance. Current tightening of USPTO rules preclude most adjustments after office action.

These new restraints make an appropriate patent search even more important. [Mr Flagg recognized that Tom Moseley brought searching to attention at our regular meetings. [Tom wrote an excellent article about search last year for our newsletter.]

Ten years ago Mr. Flagg established the now 20-person firm, EXPRESS SEARCH 703 535 5455 . Its proximity to the USPTO facilities is helpful in timely negotiation with examiners and in on-site search. A patent's record of having been professionally searched is reported to be pertinent in mitigating risk of triple-damage awards for (unanticipated) infringement.

Mr Warren Beam, VP of Patent Research spoke to the range of search services they offered to inventors and attorney firms: Validity, Infringement, Right-to-Use, State-of-the-Art and Novelty or patentability. He spoke also of analyzing contents of the file wrapper for prior art patents. One purpose of such analysis is to reveal attempted claims that were rejected, but for reasons that can be overcome.

WWW.expresssearch.com offers Novelty Search at \$399 for mechanical, \$499 for electrical and \$599 for Chemical.

Search efforts in support of validity-challenges cost at least twice as much. When directed by teams of corporate and partner attorneys, finding appropriate high-value documents may involve extensive research.

Rodger summarized that half the applications received by USPTO will be issued as patents. Then a mere 1 in 20 issued patents reach the market place. On-going businesses with new product lines need recurrent search actions to assure that the right-to-use is theirs for new features within a firm's own products.

Mr Neil Milgram of Topcraft Precision Molders, in Warminster Pa invited some of our INCA members to an all-day workshop at his facilities last month. Jerry Porter reported his delight at the demonstrations and the close link offered with risk-sharing resin makers. He learned that major resin makers cooperate with mold-designers and inventor-developers in the design and development of tooling suitable for high-yield production.

MIT ENTERPRISE FORUM: SEPTEMBER 25, 2001 A "Must-See" Special Event:

"FROM SEEDLING TO RED HERRING: FINANCING EACH STAGE OF A BUSINESS' GROWTH"
Panel of Leading Equity and Debt Investors of the Washington DC/Baltimore Area

NRECA Conference Center - Ballston, Arlington, Virginia Networking, light refreshments and light buffet

Panel explores the key (and most misunderstood) issues that every business faces as it grows from just an idea to a successful enterprise. How much money should be taken and when?

Understand the requirements of different investors who invest in the various stages of financing. When is it appropriate to approach the different equity and debt sources?. How to find financing for your business in a tough business climate.

Moderator Michael Chasen, CEO of Blackboard Inc.,
Panel:

- * Marc Benson - Partner, Mid-Atlantic Venture Funds
- * Shawn Goozman - Vice President, Silicon Valley Bank
- * Michael Hartman - Vice President, Deutsche Banc Alex. Brown
- * John Sanders - Angel Investor/Investment Banker, former Chairman and CEO of TechNews, Inc.
- * Tom Weithman - Director, Virginia's Center for Innovative Technology

FOR MORE INFORMATION and RSVP: <http://www.mitef.org/UpcomingEvents.htm>

LOCATION AND DIRECTIONS:

NRECA Conference Center 4301 Wilson Boulevard, Ballston Arlington, Virginia

<http://www.mitef.org/ForumLocation.htm>

begin at 6:30 PM, Program at 7:00 PM

RSVP at <http://www.mitef.org>

ADMISSION:

General admission is free to Members and \$10 for nonmembers.

Free parking in underground adjacent to NRECA entrance.

Tuesday, September 11, 2001 "Cashing out Successfully: Exit Strategies to Capture Value"

discussion to be broadcast from MIT and viewed locally at Virginia's Center for Innovative Technology. Admission is Free for MIT Enterprise Forum members, \$10 for others.

- * October 23rd, Case Study * November 20th, Talk with the Angels (by invitation, Apply now to present)
- * November 27th, Case Study December 18th, Special 20th Year Anniversary Event!

CELEBRATING MITEF TWENTIETH YEAR

Since 1981, the MIT Enterprise Forum of Washington and Baltimore has invited practicing and aspiring entrepreneurs and investors of all affiliations to exchange information about entrepreneurship in a stimulating, interactive setting (90 percent of the Forum is NOT MIT affiliated). The Forum hosts case studies of local companies, typically on the fourth Tuesday of each month.

Technology and Innovation Seminar cistp@gwu.edu (cistp) **Monday September 10, 2001**
5:00-6:30 p.m.

THE CENTER FOR INTERNATIONAL SCIENCE AND TECHNOLOGY POLICY
ELLIOTT SCHOOL OF INTERNATIONAL AFFAIRS THE GEORGE WASHINGTON UNIVERSITY

Free and Open to the Public

J. David Roessner Associate Director of the Science and Technology Policy Program at SRI International,
Professor of Public Policy (Emeritus) at Georgia Institute of Technology, and Research Associate, CISTP

"Outcomes and Impacts of the State/Industry-University Cooperative Research Centers Program"

Stuart Hall, Room 103 (Commons)

2013 G Street, NW
Washington, DC

Please RSVP by reply e-mail at cistp@gwu.edu or by telephone to (202) 994-7292.

National Science Foundation's study wished to identify lessons that could inform the agency's planning for future NSF-state partnerships.

Dr. Roessner's research interests include national technology policy, the evaluation of research programs, the management of innovation in industry, technology transfer, and indicators of scientific and technological development.

From: InventorsDIGEST

If you were thinking about exhibiting at the Yankee Invention Expo in Waterbury, Conn., October 12 - 13, don't delay! After August 17th, it will cost you an extra \$50. Just send them a fax at (203) 597-8452 or go to their web site www.yankeeinventionexpo.org Sign up now!

More than 3,050 libraries around the country have set up displays to celebrate National Inventors' Month. We've gotten wonderful comments (and great suggestions for next year). Thanks again to those who contributed to our fund raising effort which totaled nearly \$33,000! To see if your library is on the list go to www.inventorsdigest.com

INVENTORS DIGEST, Continued: **INVENTION HAPPENINGS IN OCTOBER**

Tune in to The Learning Channel on October 17th for a one-hour documentary that will be a playful look at a host of overlooked inventions and their role in our lives. Included will be the hot-air hand dryer (designed by ex-NASA engineers), the leaf blower, Musak (elevator music), voice mail, and the parking meter, just to name a few. Hopefully, they'll treat the inventors with respect.

ENTREPRENEUR FRIENDLY STATES. According to the "Small Business Survival Index 2001," the top five states are: 1) Nevada, 2) South Dakota, 3) Washington, 4) Wyoming, and 5) Florida. In contrast, the most anti-entrepreneur policy environments are: 51) District of Columbia, 50) Rhode Island, 49) Hawaii, 48) Maine, and 47) Kansas. www.sbisc.org

INCA report: The **INVENTORS' DIGEST** www.inventorsdigest.com, delivered very rich entrepreneurial wisdom in their Sept/Oct 2001 issue. [Their website provides channel for subscription.]

Paul Neimann offered step-by-step actions to find the art that is close to any patent idea. Ideally, the distinction between this prior art and new proposed property will be clearly and convincingly delineated in a first utility patent application. Paul writes very plainly.

Joanne Hayes-Rines drops the other shoe about marketing agents.

We know that some members of the independent inventors community has been victimized by "invention marketing companies".

However, most inventors understand that they need responsible, affordable marketing expertise on their case. Joanne discusses get your product market-ready and how to find marketing agent. This is her second marketing article in a series. Her marketing prowess is evidenced by bringing Inventors' Digest from the size of our INCA newsletter to a 55 page full color periodical.

Harvey Reese shared a portion of his book, How to License Your Million Dollar Idea. He cites the 10 issues within a licensing agreement that are essential to an inventor's business. The inventor dare not "cave in" on any of these, but some offer room for negotiation. [Independently, John Melius introduced this book briefly during the August meeting, and was asked to cite some of the lists-of-ten offered by Reese.]

NEW EDITORIAL SECTION

THE BUSINESS OF INVENTING:

Thoughts about amateurs and professionals who engage in inventing for income:

John Melius and Robert Lougher talked briefly during the 6th Independent Inventors Conference about how independent inventors might be helping one another. They considered comparison of:

- (1) what we know about professionals in other fields, e.g.golf, vs.**
- (2) what we visualize about a professional role as inventor-developer.**

Editor: Some of the more obvious criteria for a Golf professional seems to be:

- 1. The candidate performer has built his amateur experience on sound principles and consistent practice.**
- 2. The candidate has mastered a sufficient number of techniques to win consistently on an expected range of environments.**
- 3. The high-performance pre-professional is willing to compete his personal capabilities against professional performers having a powerful record of wins.**

4. The new-professional, and his team, invests in equipment, travel expenses, organizational “dues”, as well as on-going professional development. I.E. coaching, personal fitness and disciplined training.
5. The professional expects to earn or win income that greatly exceeds his preparation costs and operating expenses.
6. The professional is expected to be ethical; to be a good sport and to assist in enhancing the quality of the “golfing” image.

Similarly, an inventor might expect to pass from amateur through amateur-professional to responsible, hi-earning professional.

1. An amateur’s experiences, readings and cooperation with other inventor-developers can be designed and tailored
 - to enhance innovative products that are demanded by a customer marketplace,
 - to provide self-understanding and
 - to support organized efforts
 - for making commercial success of selected ideas.
 INCA is intended to offer or be a contributing part of this inventor environment.

2. An amateur’s working tools of study, observation, analysis and creativity can be expanded to steepen the inventor’s skill-trend in discovering and developing cost-effective approaches.

Interaction among INCA members tends to broaden self-trust about resourcefulness, intellectual honesty and measurable results.

3. An “amateur professional” inventor objectively controls ego to learn and appreciate how competitors think and how the inventor-developer needs to build a talent-team and business plan wherein members learn to negotiate and share equitably in direction, in work in a portion of the resultant prize(s).

This area of professional development seems to need some sound business research citing history of independent inventor enterprises, their structure, relative productivity in contrast with talent base, and conventional business options within partner, corporate and LLP law.

4. An “amateur professional” learns
 - to manage the egos of self and team-members;
 - to invest team energies in pragmatic technologies-for-excellence;
 - to express creativity in prototypes, test practices, business plans, funding and response to market-place demands.

This area of need is not limited to inventor groups, but a common set of issues for startups.

5. A professional inventor manages a cash stream sufficient to meet his living and retirement costs; plus
 - market research,
 - preparation of marketing-quality prototypes,
 - prosecution of new Intellectual property,
 - continuous insurance and co-insurance coverage for infringement, and
 - sustained legal, including licensing, expertise and
 - cooperative support of well-prepared amateurs.

6. A professional inventor contributes time, funds and talent toward maintaining business and political stability in the National patent laws and in sustaining institutions that support intellectual property.

Story-telling Your editor is pleased to make room to include some favorite inventor stories. If they come directly from experience of our friends or members, we will have valuable new material. If we have author-story-tellers about historically famous inventors and inventions, we will welcome their exposure in the newsletter also. – Let’s get Cultural!!!!

PDMA John has researched the “Practitioner” role in new product development. “One who works at company which develops/markets new products.”

Membership: For-Profit Members: \$225 / year
Non-Profit Members: \$135 / year

Product Development & Management Association. PDMA
17000 Commerce Parkway, Suite C

Mount Laurel, NJ 08054
(800) 232-5241 or (856) 439-9052,

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John Melius and Robert Lougher talked briefly about how independent inventors might be helping one another by comparing

- (1) what we know about professionals in other fields, e.g. golf, vs.
- (2) what we visualize about a professional role as inventor-developer.

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Similarly, an inventor might expect to pass from amateur through amateur-professional to responsible, hi-earning professional.

1. An amateur’s experiences, readings and cooperation with other inventor-developers can be designed to enhance, understand and start organized efforts for making commercial success of selected ideas.
2. An amateur’s working tools of observation, analysis and creativity can be expanded to steepen their trend in discovering and developing “out-of-the-box” approaches to broaden self-trust about resourcefulness, honesty and results.
3. An “amateur professional” inventor objectively controls ego to learn and appreciate how competitors think and how an inventor might blend talents from team members under equitably expressed sharing agreement for a more achievable prize.

4. An “amateur professional” manages and invests total team energies in practical technologies plus express creativity for definition and refinement of prototypes, test practices, business plans, funding and response to market-place demands.

5. A professional inventor has a cash stream sufficient to meet his living costs plus market research, preparation of prototypes and Intellectual property, insurance coverage for infringement, licensing expertise and cooperation prepared amateurs.

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“Knowing a **WINNING** business IDEA when you see one” is a lot like “knowing a winning **invention idea** when you visualize one”. Kim and Mauborgne authored the “business IDEA” article in The Harvard Business Review (HBR) of (Sept - Oct 2000). P129

They defined 3 analytical tools for this “knowing”: (1) a buyer utility map, (2) a pricing map and (3) a business model. Their article is available as reprint R00510. Call Frank Tamoshunas at 617-783-7626

Inventors and product developers need unusual clarity to meet their prospective buyer’s personal satisfaction. An analytical grid for assessing expected satisfaction of the inventor’s real customer tends to be comparable to a grid to help any business persons know their customer’s values. The inventor/developer for substantive products are forced to embody a business model with internal and external “partners” as soon as their own funds set disappointing limits.

The HBR authors defined a continuum of ultimate buyer-experience processes: (1) Purchase, (2) Receive, (3) Use, (4) Support, (5) Maintain and (6) Dispose. They also defined “why” a customer would want something, listing value-based “utilities” of: [1] Customer Productivity, [2] Simplicity, [3] Convenience, [4] Risk Avoidance, [5] Fun & [6] Environment.

The Inventor/Developer might assign anticipated customer importance (utility) according to other value-standards of their culture.

To the extent that a product developer is a buyer, his customer experience may place highest value on utilities such as

(1) candid helpfulness (2) timeliness (3) productivity (4) risk-avoidance, (5) flexibility & (6) learning.