



**INSTITUTE of
INVENTORS and
INNOVATORS**
A HOME FOR INVENTORS



The Inventors Roadmap

Ravini Moodley - 31 August 2011

How many inventions/innovations did you use this morning?



USPTO Statistics



	1999	2001	2003	2005	2007	2009
SOUTH AFRICA	110	120	112	87	82	93
CHINA	90	195	297	402	772	1655
INDIA	112	178	342	384	546	679
SINGAPORE	144	296	427	346	393	436
CHINA,HONG KONG						
S.A.R.	155	237	276	283	338	305
BRAZIL	91	110	130	77	90	103
NEW ZEALAND	114	124	135	122	113	127
IRELAND	90	141	163	156	146	177
RUSSIAN FEDERATION	181	234	203	148	188	196
MEXICO	76	81	85	80	56	60

III Background

- Established in 1974
- Provided support to a number of inventors and commercialised many inventions over the years
- Revived in 2010
- Registered as a Section 21 company
- Received funding from the IDC to start operations



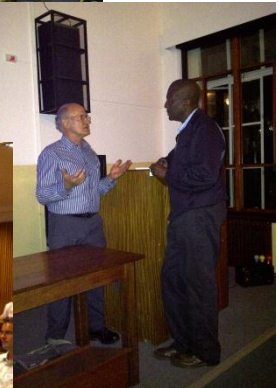
What do inventors need?

- Training – on various aspects around inventing, particularly legal and market related issues
- Contact with designers, manufacturers, marketers and other service providers
- More invention exhibitions
- A manual to get from concept to commercialization
- Pictures of members inventions
- Opportunity to interact with other members



How do we assist inventors?

- Branch Meetings – networking, information exchange (currently in Gauteng monthly and Cape Town Quarterly)
- Advice (Pitch-it-to-the-Panel, Consultations)
- Training – workshops and seminars
- Newsletters – information on the latest opportunities for inventors
- Linkages and referrals
- Web based information and tools





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INVENTORS and
INNOVATORS**

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Welcome to the Institute of Inventors and Innovators! FOR INVENTORS BY INVENTORS

The Institute for Inventors and Innovators is a non-profit organisation, established to assist inventors to commercialise their products.

We will aim to provide a variety of services and resources that will provide the inventor with information, linkages and opportunities to make the entire process of concept to commercialization quicker, easier and hopefully a lot less painful.

Founding sponsor:



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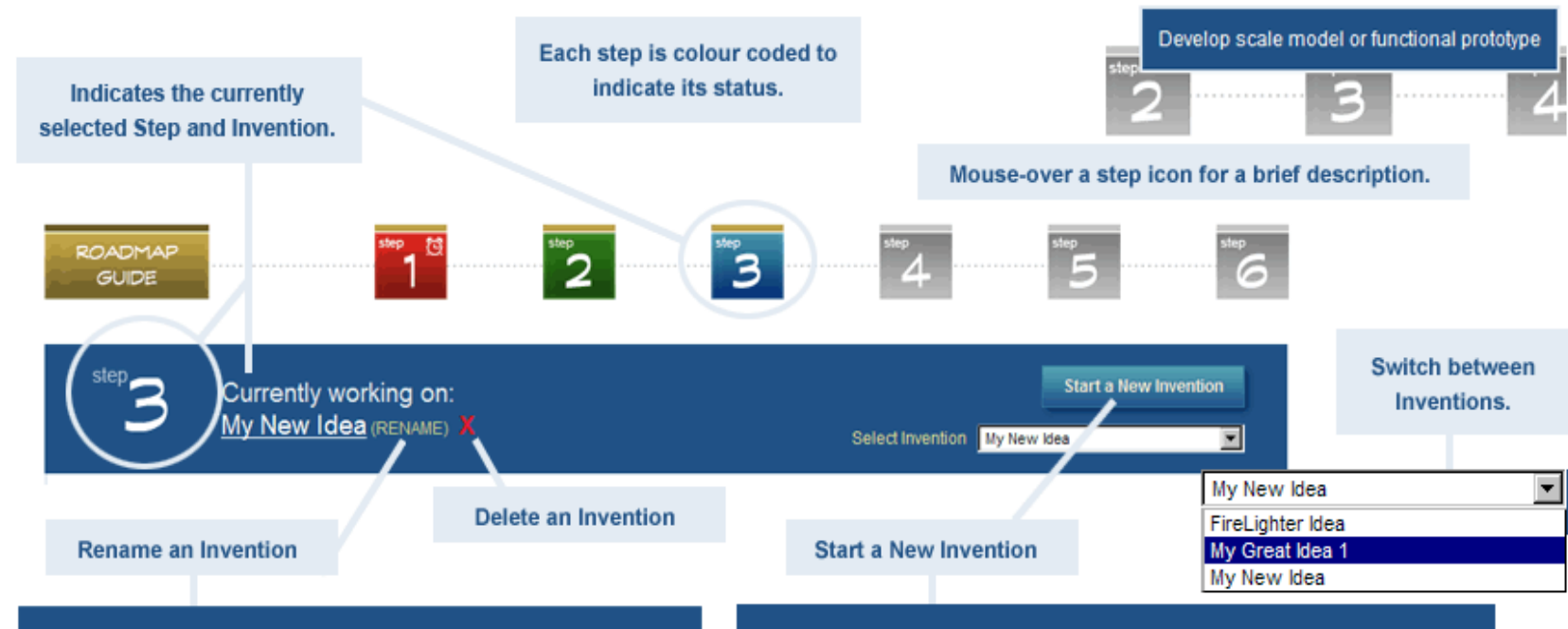
Institute of Inventors and Innovators | Ravini Moodley – CEO | 2011

Guide – Using the Roadmap

The I3 Roadmap is a simple tool that brings together information from various different sources. It is by no means definitive or prescriptive. Every invention will have to find its own unique path. This guide summarises the major steps and points you in the direction of available resources. We hope that you will find it useful. We also hope that you will help us to constantly improve by giving us feedback, and letting us know about new resources that should be added here. Please note that we do not save any information about your invention. You need to keep records on your own computer. Good luck and lets start inventing!

The Roadmap Control Bar

Across the top of the Roadmap you'll find a blue bar that contains the tools you need to: Start a New Invention, Switch between Inventions and Rename the Invention. Use the Steps to work your way through the life-cycle of your inventions.



Currently working on: My New Idea (RENAME) X

Select Invention: My New Idea

Start a New Invention

Inventions.

My New Idea

FireLighter Idea

My Great Idea 1

My New Idea

Rename an Invention

Delete an Invention

Start a New Invention

Currently working on: My Great Idea 1 UPDATE CANCEL

Invention Name: My New Idea ADD CANCEL

The Roadmap Step Manager

Across the bottom of every Roadmap step you'll find a pale blue bar that offers options based on your current step status to: Mark the Step as Complete & Proceed; Go Back a Step; Mark the step as Skipped & Proceed and/or Manage your Reminder Settings for the current step.

When setting reminders, options are available for weekly, monthly and daily email alerts. You can even choose which day you would like to start the reminders using the calendar date selector.

<< November 2011 >>						
S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10
Today						

Steps with Reminders are indicated by an alarm clock.

< Mark As Incomplete & Go Back a Step

Mark As Complete & Proceed >

Mark as Skipped & Proceed >

Send me a reminder to come back to this step.

Frequency: weekly Starting On: 19/08/2011

PROCEED > CANCEL

step

1

Currently working on:
(RENAME) X

Start a New Invention

Select Invention



Copy



Concept

Define, describe, document

This is your first step. You need to collect information and develop a good understanding of the environment and market that your invention will be competing in. This step will cost you very little but it does take time and it can only be done by the inventor.

- You will need to use the internet to do some good desktop research.
- You need to be honest and objective about the results
- Record your findings
- Use this step to clarify your thoughts and define your invention as best you can, especially in terms of functionality.

**YOUR IDEA IS CURRENTLY
NOT PROTECTED**

Do **NOT** disclose information regarding your idea without a confidentiality agreement.

Click here for a selection of template [confidentiality agreements](#)



1.1 Search for similar products on the market

RESOURCES:

Informative websites

- [Google Web Search](#)
- <http://www.alibaba.com>
- look at trade journals and magazines in the sector
- look at scientific journals if necessary
- If you can't find it, great!

1.2 Conduct initial market research

RESOURCES:

Informative websites - **Note these reports are usually not free**

- [Frost and Sullivan](#) some of these reports may be accessible through the Technology Innovation Agency
- <http://www.datamonitor.com> some of these reports may be accessible through the Small Enterprise Development Agency
- <http://www.euromonitor.com>
- [Reportlinker](#)

[Marketing Service Providers >](#)

DECISION POINT

- **Answer a set of 5 questions to determine how to proceed:**
 1. Is your product unique and cannot be bought anywhere on the planet? If your answer is no think seriously about the size and value of the market.
 2. Is your product unique? Can you patent your invention? Do you have the freedom to operate without infringing someone else's patent?
 3. Do you understand the market that your invention will compete in?
 4. Are there any technical gaps in getting your invention to work?
 5. How will you fund the next steps?



1.3 Search patent database

Conduct a search to determine what features of your invention are new.

Only features that have not been disclosed anywhere in the world before the filing date of your provisional patent application may be patented.

Consider alternative ways to fulfil the function of your new feature - to be effective, your patent should cover these alternatives.

RESOURCES:

Tools

- [MyPatent Search Tool](#)

Databases

Patent databases include:

- [USPTO](#)
- [Intellectual Property Office](#)
- [WIPO](#)
- [Google Patents](#)

Manuals

- [Patent Search Manual](#)

[Legal Service Providers >](#)

OUTPUT

- A document explaining what you have done.
- Results of patent search.
- Explanation of patentable features.
- Understanding of market.
- Illustration of the benefit of this product over alternatives in the market.
- Record your answers to questions, your reasons behind decisions and plan of action.

This document should **NOT** be shared with anyone.

If it is not patentable but has business potential jump to step 2 .

The concept phase is usually always self funded for the independent inventor. It is costly only in time and internet fees. But it is well worth the effort and could save you money and frustration in the long term.

If you are uncomfortable disclosing information under confidentiality undertakings or need to disclose your invention publicly, consider filing a provisional patent application and proceed to step 6.

Filing a provisional patent application will "put a peg in the ground" for determining the novelty of your invention. However, this will also start your patent clock ticking.

[FILING NOW > Pro's and Con's >>](#)

[WAITING NOW > Pro's and Con's >>](#)

[< Mark As Incomplete & Go Back a Step](#)

FILING NOW > Pro's and Con's

PROS

- Yes you put a peg in the ground which often motivates you to work towards goal and milestones and completion dates.
- You will be able to claim a priority date should anyone else attempt to patent.
- You will be able to exhibit your invention in public and get market feedback

CONS

- Your invention competes with many other import facets for time in your life, if you are unable to file a patent after 18 months you will loose the priority date.
- You have several steps to accomplish and possibly find investors to help you fund the patent. 18 months is sometimes too little to accomplish all these tasks.





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Inventors Needs

Most Inventors:
“I have invented X – but I don’t know how to take it further”

Develop
Concept

Feasibility
Study

Raise
Capital

Patent

Research
and
Develop

Business
Plan

Prototype

Commer
cialize

The I3 roadmap provides assistance and support throughout the journey



Six steps on the III Roadmap

- The III roadmap has 6 defined step with sub-activities within it.
- This is a dynamic tool and we hope that users will help us build it over time.
- Until we hit 500 members, membership is free. Current and new members will have a free 3 month trial usage of the tool.
- Corporate membership will also be available.
- For service providers - Sponsored blogs and special III member deals are welcome. We will reserve the right to decide what is published.



Conclusion

Future Impact of the III

1. Promote, nurture, enhance a culture of innovation in South Africa
2. Raise issues around innovation in public fora and raise awareness on issues of innovation
3. Develop SA capacity – invention, innovation, IP
4. Create a consistent pipe line of globally competitive innovations
5. Increase success rate – reduce failure & risk
6. Reduce cost & time to market in South African inventions
7. Increase local & international investment in SA



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