



**Editor
Peter
O'Shannessy
President**



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The patent and IP protection tutorial is conducted by a professional patent attorney from 6.30pm to 7.20pm

Thanks to our Patent Attorney Alex Tzanidis of Davies Collison Cave

Patent Tutorial by biotech expert

Tonight's patent tutorial was given by Dr. Alex Tzanidis of Davies, Collison, Cave.

Alex specializes in Biotechnology related disciplines and helps clients with their

patent strategies for both global and domestic markets.

Thank you Alex for helping inventors with their questions which they all appreciated.

Main Meeting highlights

The meeting was chaired by our president Peter O'Shannessy. He quoted James Dyson with some great advice for inventors:

James Dyson you once described the inventor's life as "one of failure." How so?

I made 5,127 prototypes of my vacuum before I got it right. There were 5,126 failures. But I learned from each one. That's how I came up with a solution. So I don't mind failure. I've always thought that schoolchildren should be marked by the number of failures they've had. The child who tries strange things and experiences lots of failures to get there is probably more creative.

Not all failures lead to solutions, though. How do you fail constructively?
We're taught to do things the right way.

NEXT MEETING

**Wed. July 6th 2016
45 Miller Cres.
Mount Waverley
Victoria**



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But if you want to discover something that other people haven't, you need to do things the wrong way. Initiate a failure by doing something that's very silly, unthinkable, naughty, dangerous. Watching why that fails can take you on a completely different path. It's exciting, actually. To me, solving problems is a bit like a drug. You're on it, and you can't get off. I spent seven years on our washing machine [which has two drums, instead of one]. harm came to the mouse.

New Member Welcome Package results in four signups

Peter spent some time going through the package that new members receive. It was so successful we had four new members sign up and the video of that presentation is now featured on the home page of our website www.inventorvic.com.au

Here is what new members receive:

- Valuable information at meetings
- Feasibility committee available to help advise you on your invention
- Our Inventor of the Year competition
- Inventor Boot Camp book "Practical Guide to Inventing" by Bill Allardyce in PDF
- Your own webpage on our website
- Sponsored services by professionals
- Your own video can be loaded to our Youtube channel
- A search box on our website that brings up information from years of our newsletters which includes our guest speakers and other information discussed at meetings
- All meetings are recorded to YouTube and members receive links to all our past videos as well as the video of each monthly meeting
- Link to a low cost patent searcher
- Other links to investor information and intellectual property information
- Tips on great presentations we have had at our meetings and which month they occurred
- Email alerts throughout the year about invention competitions and grants as well as TV shows looking for inventors and newspaper journalists looking for stories
- Emailed monthly newsletters
- Problem corner at meetings where you can ask about information you are seeking

This is a big package with information sent by email which makes our joining fee very good value.

Agent can sell or licence your invention

During the month Fiona Hudson-Langham made contact with us to offer her services to find a buyer for your patent or a licensee. There are no up front fees, only a commission so this service appears to be good value. We do not know Fiona so we cannot recommend her, but it may be a worthwhile option for members. You can contact Fiona at Fiona@langhamipbrokers.com.au or call her on 07 3102 3922

Sales courses for inventors by last month's guest speaker

Seriously, you cannot allow an inability to sell your invention to hold you back. You need to "sell" it to your potential distributors, potential buyers, your suppliers and everyone else that you have to contact. Ben is running courses "How to contact prospects and book appointments" & "How to sell like a consultant". He is running these each month and I attended his first which helped me with my business sales. I do not get any favourable treatment for recommending him, I do this because I have seen so many inventors held back by this lack of ability. You can contact Ben at ben@successpartners.com.au

Video of new invention saves marine life

A brewery developed a beer ring holder made of edible material. You can watch it [here](#).

Quick tutorial on Practical Guide to Inventing

We used some time at the meeting to go over Bill Allardyce's book

Chapter 2

Important Tip

Once you embark on the path of inventing, you are setting out on one of the biggest learning experiences of your life.

To turn an invention or an innovative new idea into a success is no easy task. Inventing is 1% inspiration and 99% perspiration! Research indicates that new product development has a 92% failure rate. Therefore, to be successful, you will have to apply 100% effort into researching and planning the steps for successful commercialisation of your invention.

Successful inventors are those who not only have a potentially popular new product, but those who are prepared to commit themselves to acquiring the knowledge and expertise necessary to successfully develop a product.

Some of the questions you will need to answer are:

- Have you thoroughly planned the development of your invention? Can your product be developed at a competitive price?
- Are you prepared to put in the time and effort necessary to develop skills to make your invention a success?

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Videos are one of the most useful tools for the inventor wanting to advertise or launch a product. They can be sent via email, opened in websites and played on laptop computers or ipads.

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- Will the market accept your invention?
- Does your invention have added value and benefits for the customer?
- Do you have the financial resources to make your invention a SUCCESS?
- Do you have the management skills to commercialise your invention?
- Do you have the ability to build a prototype, or the resources to pay someone who has the necessary expertise?
- Do you have a good working prototype model? Is it sufficiently well designed, and with enough written documentation, that it will convince others to either buy or invest in your project?
- Have you clearly defined and identified your customers? Are you prepared to commit the time and effort required to conduct thorough market research or have the ability to pay for professional research services?
- Does your invention have export potential? If this is the case, then your chances of success will be increased considerably.

The minimum time before you could expect to have your product selling on the market is between 12 and 18 months. Most inventions take longer, while others can be faster, but this is uncommon.

Your development time will depend on the invention itself, its application, its manufacturing requirements, its size, cost and volume of sales. For example, the development of Dino Appla's TapCap took an overall time of two and a half years to break even.

Development of prototype	6 months
Patenting	3 months
Manufacturing of dies & samples	6 months
Production samples	3 months
Packaging artwork, cards & blister packs	3 months
Initial sales orders	3 months
Regular repeat sales in marketplace	6 months

Guest Speaker—Holger Dielenberg

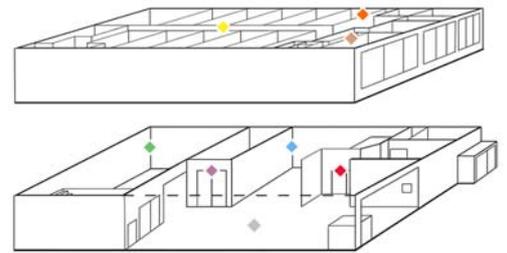
Holger has developed a workshop with many machines that people can affordably hire called SpaceTank Studio.



SPACE TANK
STUDIO

Holger Dielenberg is a multi-disciplinarian who has covered creative, digital and construction professions throughout the course of his working life. Holger merges a love of making things with a concern about not being able to make things and the consequences that follow on from that. After spending over 25 years oscillating between 3D animation for film and TV, fine art, building traditional yachts and residential construction, Holger gained skill sets spanning many design and construction techniques. This culminated in the idea of bringing all of those fields of endeavour together to create a fully equipped creative manufacturing incubator.

MEMBERS	◆
WOODWORKING MACHINERY	●
TECHNOLOGY	◆
BROUZE FORGE	◆
SPRAY BOOTH	◆
FABRICATION SPACE	◆
STUDIOS	●
TOOL LIBRARY	●
CHILL OUT SPACE	◆
COFFEE BAR	◆
PERKS & AMENITIES	◆



Layout of Space Tank Studio workshops

Holger has 35 different machines including woodworking, welding, metal forge, laser cutting and 3D printing.



Space Tank Studio has collaborated with Autodesk who are the providers of AutoCad 3D software so they can hold free courses at Space Tank Studio in their new Fusion 360, 3D CAD drawing program. Inventors can get free training





on this software. Events are held every three months. To find out more email info@spacetankstudio.com.au



You can hire your own studio or just the use of equipment. Many makers are producing artworks, custom furniture, beer tap handles, specialty knives and plants that react to the pollutants in the environment.

Holger told us he has been approached by councils to run programs for them and they will supply the premises because all the makers have left most city areas and councils



**Want to get into metal?
Do a course at Space Tank Studio!**



Bronze Casting



MIG welding/plasma cutting

are keen to support a workshop environment so that the skills are not lost.

Woodworkers can complete projects and students of art courses can continue to work here whereas when they leave university there is nowhere to develop their skills.

Inventors can learn to use 3D software, design their product and print the body with the 3D printer that is available. A leading carbon fibre and titanium bike manufacturer uses the premises to build bespoke bicycles.

You can keep up with events [here](#)

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We are patent and trade mark attorneys providing exceptional intellectual property services for Australian inventors.

We are ideally placed to assist inventors to efficiently secure effective patent protection for their inventions. In addition to 20 years' IP experience, our senior patent attorneys are qualified engineers and have significant experience working as engineers.

Our experienced professionals have worked across a wide range of industries and technologies. From simple mechanical contrivances to elaborate computer-implemented inventions; from automotive, mining, oil and gas to agriculture, medical devices and other industries; we have the skills to deliver effective patent protection on time and within budget.

Our clients benefit from simple, practical advice without legalese because we tailor our approach to suit our clients' needs and preferences. Our clients include many innovative individuals and businesses of all sizes, from new start-ups through to multi-nationals, along with universities.

We are based in Melbourne, registered to practise in Australia and New Zealand, and routinely work with trade mark and patent attorneys around the globe to secure effective IP protection internationally.

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