

# Inventique®

Press release from Wessex Round Table of Inventors

1 March 2005

## EXCLUSIVE

# Trevor Baylis is Patron of WRTI

WORLD-FAMOUS INVENTOR AGREES TO ACT AS THE CLUB'S INFORMAL 'GOODWILL AMBASSADOR'

**T**REVOR BAYLIS OBE, world-famous inventor of the wind-up radio, has agreed to take on the role of Patron to the Wessex Round Table of Inventors (WRTI), the 60-strong group of inventors, entrepreneurs and innovative businesses based at the Southampton Institute.

A tireless champion of the role inventors can play as a force for good in the world, Trevor will act as an informal ambassador for the club whilst passing on his experience with occasional lectures to members and articles in *Inventique*.

Born in London and trained as a mechanical and structural engineer, Trevor was a UK swimming international, owned a swimming pool business and worked as a television stuntman, in addition to being a life-long 'serial' inventor.

Following the success of the wind-up radio, *Trevor Baylis Brands* was formed in September 2003 to provide the commercial service support for individual inventors so essential for success, in the hope that both they and 'UK Plc' would benefit from the wealth of ideas generated in this country.



©THE TREVOR BAYLIS FOUNDATION

**Trevor Baylis OBE holding the wind-up radio that made him famous**

Trevor is a passionate advocate for the teaching of invention and innovation in all schools, and also believes female inventors deserve wider recognition and support. ●

● [www.baylisbrands.com](http://www.baylisbrands.com)

[www.wrti.org.uk](http://www.wrti.org.uk)

WRTI PATRON Trevor Baylis OBE

WRTI ACTING CHAIRMAN Richard Little

ACTING DEPUTY CHAIRMAN Professor Richard Penson SECRETARY David Milward

TREASURER Mike Overy MEMBERSHIP SECRETARY Peter Van Peborgh

[www.wrti.org.uk](http://www.wrti.org.uk)  
THE INVENTORS WEBSITE

# Inventique®

The newsletter of Wessex Round Table of Inventors

March 2005

**NATIONAL SCIENCE WEEK 11-20 MARCH [www.the-ba.net](http://www.the-ba.net)**

## Brian presses on...

WRTI'S 'SERIAL ENTREPRENEUR' DOES IT AGAIN

**W**RTI MEMBER Brian Stickley has launched a new product into the health market – thanks to research he originally commissioned for his Talking Tins® devices.

The PillPress® is designed to help customers remove pills from foil blister packs – which is of particular benefit to the 10m people in the UK who suffer from arthritis, muscular weakness or visual impairment. Over 90% of all pills dispensed in the UK are packaged using foil blister packs.

### Hey presto!

Brian hit upon the idea for his simple new device when carrying out market research with the visually impaired, which indicated that, in addition to being unable to identify individual packets of pills, they also had difficulty actually opening the blister packs. Additional focus

### Next WRTI meeting

**WEDNESDAY 9 MARCH**

Guest speaker Terry Enga will give an illustrated lecture on 'exploiting IPR through licencing' in room HC 017, Herbert Collins Building, Southampton Institute, commencing at 6.30pm.

Map: <http://www.solent.ac.uk/location.stm>



group research with arthritis sufferers confirmed the need.

"I received valuable assistance in developing my initial idea from Mark Jones and Gordon Brand of Southampton Institute's design team," Brian said. "They produced autoCAD illustrations and ergonomic data, in addition to advising me about plastic injection moulding."

The PillPress® is currently being evaluated by both Lloyds and Moss pharmacy chains, while Boots are considering a trial in 200 stores.

"It's clear that this unique product can help many people deal with an issue crucial to their continued well-being," Brian explained.

### Settling the tab

Corporate promotional markets – such as pharmaceutical companies wanting to use the device as a branded give-away – will also be tested in the future.

"I would like to think that I could sell the PillPress® to 5% of the market in the first year," Brian said. "I hope to eventually take the



©PILLPRESS

**Brian Stickley's PillPress® was designed at Southampton Institute**

product to Australia, the USA and the rest of Europe, where the trend towards using foil blister packs is growing. But for now, I just want to consolidate sales in the UK."

Brian is also developing an addition to his Talking Products® range which is to launch in May. ●

● **Brian Stickley, Director**

**REXCOM Europe Ltd**

**Tel: +44 (0)1794 516677**

**Fax: +44 (0)1794 516451**

**info@PillPress.co.uk**

**www.PillPress.co.uk**

**www.TalkingProducts.com**

### WEBSITE OF THE MONTH

**<http://masl.to/?C1EF56A6A>**

Dubbed Seti@home, this distributed computing program screensaver allows the SETI (Search for Extra-terrestrial Intelligence) Institute to use your PC's sleep time for data gathering, thereby aiding a survey of outer space using the world's largest radio telescope at Arecibo, Puerto Rico.

Wessex Round Table of Inventors meet at 6.30pm on the second Wednesday of each month at Southampton Institute, East Park Terrace SO14 0RP

## VIEW FROM THE CHAIR

I AM A FIRM BELIEVER in patents. I think society's willingness to grant a monopoly on an idea in return for that idea being shared with society is a good deal for both sides and a great incentive for invention.

Perhaps controversially, I also believe that regular fees are essential – if the inventor does not exploit the idea, society deserves better than to have a great idea locked away for 20 years.

There is, however, one area of the patent process that drives me crazy: patent searches.

Clearly, searches are essential, ensuring that patent agencies don't grant monopoly rights on ideas that are well known and in the public domain. But with my own recent patents, for instance, I've had to pay for preliminary searches, UK searches, European searches and US searches. In theory they should all find the same prior art – but they don't.

One can pay for three searches, be confident that an invention is unique, even get patents granted in some markets – until a different search reveals some damning prior art and many thousands of pounds are wasted. In some cases, online searches using Google can find prior art missed by the official searches...

We inventors, entrepreneurs and innovative businesses should urge the Patent Office to audit the new search tools and incorporate them into their intellectual property searches – and then liaise with agencies in other countries so that 'one search does all', thus saving inventors time and money and presenting a more accurate picture of what's new and what's not.

The Patent Reform Group, or PRG, are an organisation worthy of support as they are looking at all this and much more.

Sincerely, Richard.

**RICHARD LITTLE, Acting Chairman**

● **The Patent Reform Group (PRG)**

**Tel: 0207 600 6700**

**chairman@patentreformgroup.com**

**www.patentreformgroup.org**

**INVENTORATOR** Tracey Brown

# Small science, big fuss

NANOTECHNOLOGY IS SET TO BECOME THE NEXT 'GM SCARE', TO THE DETRIMENT OF TRUE DEBATE

**T**HE SCIENCE OF very small things, nanotechnology, is still in its infancy but could revolutionise medicine, electronics and chemistry, *writes Tracey Brown*. This field of endeavour, which involves making tiny components often as small as one thousand millionth of a metre, could lead to advances such as windows that repel dirt, or the creation of speck-like medical robots that hunt down germs in the body.

Given its vast possibilities, scientists ought to be looking forward to public discussion of this nascent science. Unfortunately, this is not the case. Many fear that discussion will be limited to the potential risks and dangers of nanotechnologies, and that this could impede or even halt the progress of the new science.

## Small is... what, exactly?

So far there are no indications that nanotechnologies will feature alongside pensions, the health service, terrorism or teenage sex in the concerns of the population at large. Parents are not asking each other worried questions at the school gates. The rank-and-file at party conferences have not been raising the issue. The sinister antics of the Green Goblin, the alter ego of the head of a nanotech firm in the *Spider-man* films, probably sum up current popular exposure to the subject.

Yet most of the bodies involved in promoting the public discussion of nanotechnologies seem to have decided that the public won't like them very much. The National Consumer Council and campaign groups such as Greenpeace were out in force for the launch of a debate about nanotechnologies held by the Royal Society and the Royal Academy of Engineering.

The Government, engineering

companies and scientific bodies seem convinced of the need to head off a controversy. There has been a flurry of public funding for projects and consultations on the social, ethical and ideological implications of nanotechnologies and their risks. The Economic and Social Research Council and the Office of Science and Technology's *ScienceWise* grant programme have given money to such projects – but few are concerned with explaining, let alone celebrating, scientific work in this area.

This official sensitivity stems from the fear that nanotechnologies could be the 'next GM'. Certainly campaign groups opposed to genetic modification have been seeking a new focus. These groups and their academic supporters are skilled at exploiting the bruised and defensive mood among scientific bodies, and have responded to this mood by pressing for funding for 'public engagement' work.

It has not been difficult to convince the nervous worlds of science and policy-making to sign up. Few have pointed out that nanotechnologies are very different from GM.

Even though nanotechnologies are at a very early stage of development, with breakthroughs and implications still unknown, scientists are having to devote time and energy to building public relations and gaining widespread approval. ●

**Concluded next month**

© Tracey Brown 2004, 2005

● Tracey Brown is the director of Sense About Science.

**Tel: +44 (0)20 7478 4380**

**www.senseaboutscience.org**

*This is an edited version of an article which first appeared in The Times, 25 October 2004, reprinted with permission. [www.thetimes.co.uk](http://www.thetimes.co.uk)*

# PROTECTING YOUR SHAREHOLDING-1

**M**ANY INVENTORS and innovators establish companies without giving much thought to the protection of their own shareholding in these companies, *writes Dr Rosanna Cooper*. Equally, parties to a joint venture (JV) would need to establish their rights and obligations in a joint venture or shareholders agreement. Over the next few months I will focus on the duties, responsibilities and liabilities of directors in protecting the position of shareholders.

I will begin with an overview of the position of a shareholder in a company (whether as an inventor or part of a JV).

A new venture often comprises a number of individuals or organisations who have contributed time and resources (including funding) towards establishing a company; or companies may be coming together to form a JV.

Once the company is set up, the danger is that no further attention might be paid to documenting any details. If a company is unable to pay for professional services, for example, they might prefer to offer shares in lieu of fees (we at RT Coopers accept equity in lieu of fees for promising, innovative business ventures.)

Furthermore, if an individual is working in the company without receiving any remuneration, that individual might be expecting to be rewarded with a percentage shareholding. You might also find that you have a number of people who have assisted in some way with your invention or innovation, or setting up the JV, and are expecting shares in the company. However, you might not have agreed the value of their shareholdings or even whether they are entitled to shares.

If you are the founder of the business, you also have to decide what shareholding you are going to

## ROSANNA COOPER CLARIFIES THE LEGAL POSITION FOR INVENTORS AND ENTREPRENEURS

retain personally, because the level of your shareholding determines your position as a shareholder.

We strongly recommend that, if there is more than one shareholder in the company, you enter into a shareholders agreement. In the event that things do not go according to plan, a well-drafted shareholders agreement would provide the basis for dealing with any disputes that may arise.

In a smaller company the directors and shareholders may be the same individuals, generically dubbed director-shareholders. You would probably have two separate companies forming a JV. The separate companies would become the shareholders of the JV and the individual shareholders of the companies might also become shareholders.

● **Continued next month**

© RT Coopers Solicitors 2005

● *Dr Rosanna Cooper is a partner at RT Coopers, a commercial law firm focusing on inventors and business start-ups.*

(RTC)  
**RTCoopers**  
Solicitors

5 Telfords Yard 6/8 The Highway,  
London E1W 2BS

Tel: 020 7488 2985 Fax: 020 7488 2102  
enquiry@rtcoopers.com  
www.rtcoopers.com

## CROSS-BORDER TRADES

**14 March launch for a unique international business facilitator**

● IN TODAY'S GLOBAL business environment, expanding abroad is a key to success – but many companies hesitate to take such a step. Orchard Network has been formed to help them focus on opportunities in overseas markets, guide them round pitfalls and save them time and money.

The potential is huge. Worldwide, more than 60,000 multi-nationals, with 500,000 foreign subsidiaries, sell goods and services worth some \$10 trillion per annum. Multi-nationals – a huge proportion of which are SMEs – account for 20% of world production and 70% of world trade.

Many companies find the right partners and service providers only through trial and error. Orchard Network was formed after winning the DTI's *SMART Innovation Business Award 2002* to ease the uncertainty of doing business in markets abroad – especially for companies with little experience outside their home base – by helping them make vital contacts and negotiate cross-border hazards. It offers members a low-cost, secure and effective means of extending their operations internationally by linking them up with well-researched, trusted and tested service providers, and specialises in fulfilling clients' market entry objectives.

Orchard's CEO, founder Karl Capp, worked on cross-border business development for *Newsweek* magazine and the *Financial Times*.

With its Munich, New York, Oxford and Paris offices already open, Orchard's impressive operation – including a full online publishing facility – is enhanced by a global partnership with *BusinessWeek* magazine.

"As the leading global source of business analysis and local insight, *BusinessWeek* is proud to be associated with the Orchard Network," says Paul Maraviglia, *BusinessWeek's* International Publisher.

● **The Orchard Network Ltd,**  
**Oxford Innovation Centre, Curie Avenue**  
**Harwell, Oxfordshire OX11 0QG**  
**Tel: +44 (0)1235 838511**  
**karl.capp@orchardnetwork.com**  
**www.orchardnetwork.com**

"Everything in the room you're sitting in was invented..." – David Nicholas

# www.wrti.org.uk

THE INVENTORS WEBSITE



©GERRY BRIERLEY

**INNOVATIVE ENTREPRENEUR** Gerry Brierley, above, gained special recognition for her invention of the UK4m (U-Klick 4 marketing) planning tool at the *British Female Inventor and Innovator of the Year Awards 2005* held in London last month.

The UK4m tool enables businesses with no marketing knowledge to create their own tailored marketing plan on the internet within 30 minutes and for under £250. Gerry is a chartered marketer and managing director of dial m for marketing ltd.

Created in 2003, UK4m attracted funding (with the help of the late Professor David Nicholas MBE) in the shape of a DTI SMART Award 2003, UK Trade and Investment Passport to Export Programme 2003, the BT Broadband Britain Award for Innovation 2003, Fast-track funding 2004, and The IAB International Business Enterprise Award 2004.

Protected by worldwide patents, UK4m was created, tested, developed and launched in just twelve months.

● Tel: 08700 88 7101 gerry@uk4m.com  
www.uk4m.com www.gwiin.com

## CENTRE OF EXCELLENCE WirelessMatch

# Feel the bandwidth

FUNDING NETWORK BRIDGES THE INVESTMENT GAP FOR EARLY-STAGE WIRELESS COMPANIES

**L**AUNCHED LAST MONTH, *WirelessMatch* facilitates private equity investment into early-stage businesses operating in the wireless applications, content and technology markets.

*WirelessMatch* provides those seeking finance of between £50,000 and £1.5m with the opportunity to raise equity funding from its investor network, via an online mobile and wireless accelerator programme designed to promote industrial, commercial and entrepreneurial activity in Britain.

*WirelessMatch* provides its investor-members with access to pre-screened investment opportunities alongside like-minded private and institutional investors.

### Radio heads

Founded by senior executives from Gorilla Park, Move2Mobile and Lucent, *WirelessMatch* screens applicants by performing a detailed technological, commercial and financial review, to ascertain whether they are investment-ready. Company details are then listed on [WirelessMatch.co.uk](http://WirelessMatch.co.uk).

Although investments in

unquoted companies tend to be riskier, the rewards can be very attractive. With many venture capitalists vacating the private equity market below £2.5m, there is an increasing funding gap opening up for young companies looking to expand within the fast-growing wireless sector. At the same time, government plans to de-regulate business angels make this kind of opportunity more attractive for private investors.

*WirelessMatch* is thus perfectly positioned to provide a targeted resource for individuals looking to invest directly into emerging mobile or wireless companies.

*WirelessMatch* chairman Steven Dotsch said: "It is clear that one of the main barriers to growth for early-stage companies is the lack of finance and financial expertise.

"There is no shortage of good ideas in the wireless space. There is also a growing number of investors who understand the opportunities that exist within the wireless sector. *WirelessMatch* exists to profile the companies with the best ideas to this investment community."

● [www.wirelessmatch.co.uk](http://www.wirelessmatch.co.uk)

WRTI ACTING CHAIRMAN Richard Little [chairman@wrti.co.uk](mailto:chairman@wrti.co.uk)

ACTING DEPUTY CHAIRMAN Professor Richard Penson [deputychairman@wrti.co.uk](mailto:deputychairman@wrti.co.uk) SECRETARY David Milward [secretary@wrti.co.uk](mailto:secretary@wrti.co.uk)

TREASURER Mike Overy [treasurer@wrti.co.uk](mailto:treasurer@wrti.co.uk) MEMBERSHIP SECRETARY Peter Van Peborgh [membership@wrti.co.uk](mailto:membership@wrti.co.uk)

INVENTIQUE EDITOR Frank Landamore [editor@wrti.co.uk](mailto:editor@wrti.co.uk)

To receive free online editions of *Inventique*, simply follow the instructions on the 'Newsletter' page at [www.wrti.org.uk](http://www.wrti.org.uk)

*Inventique* © Frank Landamore 2003-2005. Text © the authors 2005.

All material in *Inventique* is copyright and may not be reproduced without permission or distributed other than in its entire original electronic and printed forms. Back issues of *Inventique* are available at [www.wrti.org.uk](http://www.wrti.org.uk)

Edited, designed and produced by Frank Landamore, 42 South Way, Lewes BN7 1LY on behalf of WRTI.