

Issue 30

Inventique

The newsletter of Wessex Round Table of Inventors

May 2003

Mandy to make keynote speech

ANYWAYUP®CUP INVENTOR ADDRESSES WRTI

MANDY HABERMAN, the entrepreneurial inventor of the Anywayup® Cup, is to give the the WRTI Annual Keynote Lecture 2003 at Southampton Institute on Wednesday 11 June, commencing at 6pm.

Mandy is a successful British inventor and proprietor of Haberman Associates in Radlett. A graduate of London's St Martin's School of Art in graphic design, her first invention, the Haberman Feeder, is a medically recognised aid for the management of infant feeding problems, whilst her latest invention, the Anywayup® Cup, has revolutionised the commercial



Ten million Anywayup® Cups are sold every year.

The WRTI Annual Keynote Lecture 2003 is open to all inventors and their clubs, students and members of the public. Admission is free. All those wishing to attend are advised to arrive at Southampton Institute by 5.30pm. www.solent.ac.uk

market world-wide, selling ten million cups per year. A Millennium Product, the Anywayup® Cup has received Design in Business Association awards for both innovation and design.

Due not least to her experiences in having to enforce her intellectual property rights through the Courts – at a cost of £500,000 – Mandy sits on advisory committees to both the Chartered Institute of Patent Agents and The Patent Office.

Voted Female Inventor of the Year 2000, she is also a member of the Information Society Technologies Intangibles Research Project (PRISM) set up by European Commission, and advises the government through the Intellectual Property Advisory Committee.

“It is a wonderful coup that such a high-profile and energetic



Mandy Haberman, Female Inventor of the Year 2000. Defending her intellectual rights cost £500,000.

champion of innovation has agreed to come and talk to us,” commented David Nicholas MBE, acting chairman of the WRTI. ■

www.mandyhaberman.com

WHAT A GREAT IDEA! by Jill Moore



jillmoore@macunlimited.net



VIEW FROM THE CHAIR

IT GIVES ME GREAT PLEASURE to introduce the first issue of *Inventique*, our new format newsletter, produced by new editor Frank Landamore.

It is important to acknowledge the terrific job done by Mary Clarke in producing no less than 29 issues of our original newsletter. This new version, like the old, will be a valuable means of conveying information to members and others interested in our activities.

I consider myself to be in a privileged position in being able to view so many great examples of invention and innovation as part of my job. There's no doubt that over the past few years a number of major changes have occurred on the scene which have improved the lot of the inventor – although I'd be the first to admit that there's a lot more to be done. Inventors' clubs are now taking root all over the UK: I expect to attend the inaugural meeting of the Somerset RTI on 27 May.

The government is making significant improvements to grants, including Smart Awards. These include a new initiative with projects valued at £16,000, of which 75% is grant (with the balance provided through 'in kind' contributions). I'm chasing the DTI for more details.

I'd like to remind members that Innovention 2003 is taking place on 20 June at The Intech Centre in Winchester (01962 863791). WRTI colleagues Shamal, Brian and Richard are participating.

Finally, do invite any of your contacts who might be interested in our club to any meeting – and please make a special effort to attend our Keynote Lecture 2003 by Mandy Haberman on 11 June.

Sincerely,

David

DAVID NICHOLAS MBE, Acting Chairman

INVENTORATOR Alan Wilcher

It's very different over there...

ENGINEERS ARE VENERATED IN JAPAN

A RECENT NEWSPAPER report stated that for many years Japan has regarded engineering as the most important and prestigious of all the professions. Free education was offered to the brightest Japanese students wishing to study engineering post-1945 while, conversely, prohibitively expensive education was imposed on those wishing to become lawyers.

The predictable result is that Japan now has the highest number of engineers per capita anywhere, and is a world leader in many areas of engineering, particularly that of manufacturing technology. Japan also has one of the lowest densities of lawyers in the world (the USA has the highest).

Something to think about

The report went on to state that this transition – from popularising engineering education to achieving world-wide manufacturing vigour – took only twenty years. This should give our own educators, politicians and industrial champions pause for thought in today's highly competitive and technologically challenging global market-place.

We in the West appear locked

into an increasingly litigious downward spiral, where promoting engineering – inventing, designing, manufacturing and pushing technological barriers to new limits – appears less important than pursuing lawsuits.

For the past thirty years my engineering colleagues in the Far East have struggled to avoid sliding down this slippery slope. Working from within very different economies, they have of necessity built reliability and succession into their businesses in order to guarantee long-term survival through competitive excellence.

Over here, too many leaders in industry, politics and the media appear to want to become public personalities first, thus ensuring that engineering achievements are confined to the small print.

Isn't it time they took things seriously and did a bit of leading by example – and from the front? ■

● *Alan Wilcher is acting chairman of the Institute of Patentees and Inventors (IPI). This article is condensed from a feature in IPI's magazine Future and the Inventor.*

ipi@invent.org.uk

HUMORESQUE from Dave Challice, secretary of Bournemouth RTI dchallic@bournemouth.ac.uk

In a boat race between two teams representing the cream of British and Japanese industry, Japan won by a mile. The British team management set up a working party to investigate the problem and recommend appropriate action. Their conclusion was that whereas the Japanese team had eight people rowing and one steering, the British team had one rowing and eight steering. So the management hired expensive consultants to study the team's structure.

The consultants reported that there was not enough emphasis on rowing the British boat, so the management changed the team structure to include a director of steering services, an executive steering manager, two junior steering managers and three assistant steering managers. A performance and appraisal system was set up as an incentive for the person rowing the boat to work harder.

In the next race, the Japanese team won by two miles. The British team sacked the rower for poor performance, cancelled all capital investment for new equipment, halted the development of a new boat and sold off the oars. The money saved was used to fund the managers' performance bonus.

BASIC TRIZ

DR. GRAHAM RAWLINSON INTRODUCES THE THEORY OF INVENTIVE PROBLEM SOLVING

TRIZ (pronounced 'trees') is an acronym from the four Russian words *Teoriya Resheniya Izobretatelskikh Zadatch* and stands for the Theory of Inventive Problem Solving.

The theory was developed in the 1940's by a Russian naval patent officer, Genrich Altshuller, but has only been known in the West since Russian scientists fled the former USSR in the early 1990's.

The story began in 1946, when Altshuller noticed similarities in invented solutions from different fields. He refined and developed the theory with some 1,500 person-years of shared research, including analysis of over 200,000 patents (he was sent to a Gulag after presenting his ideas to Stalin).

A surprise in store

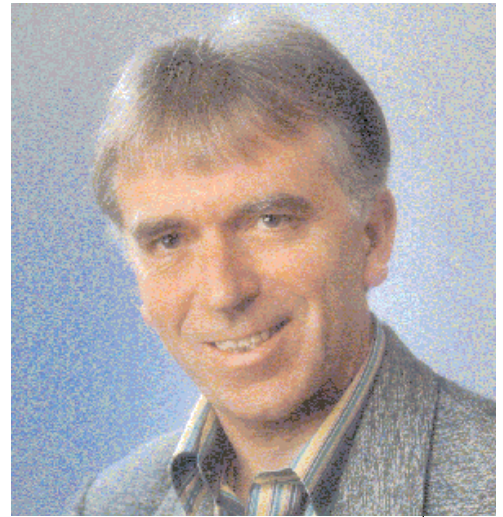
What Altshuller discovered was that most patented ideas use a relatively small number of objective principles and are based on a finite number of physical, chemical and geometric effects. TRIZ is the condensation of this knowledge.

Intriguingly, Altshuller also found that 90% of problems had already been solved, often in

Right: Innovation consultant and WRTI member Dr Graham Rawlinson sees TRIZ as a tool linking creativity with science. He has devised innovation sessions for the likes of Coca-Cola, Kellogs, Mars and M&S.

another scientific field, but that the inventor lacked knowledge of these existing solutions. Another finding was that only 1% of the 'real' inventions came from original scientific discovery: 32% of inventions are created from an inventor's personal knowledge, 77% are created from within a given company and 95% are created from within a given industry.

The introduction of TRIZ to the West over the past ten years has been so successful that many of the world's largest companies – including Ford, Mitsubishi, Rolls Royce and Siemens – now integrate TRIZ into their management of innovation. As far as these companies are concerned, TRIZ has proved its worth as a coherent, logical, structured process for innovation, leaving less to chance factors of individual innovators banging against doors with brilliant but difficult-to-explain ideas.



Is this the answer?

The fact remains that individual innovators comprise the very essence of invention, so the usual questions – Who? What? Where? When? How? – still need to be answered. Who would benefit from training in TRIZ? What product and service innovation would it apply to? Where in the company should TRIZ be applied? When should we introduce it? And the big question: How do we go about training people to use TRIZ?

The glib answer – 'everyone, for everything, everywhere, now' – doesn't really help, even if it appears true to the initiated.

So, although it has been estimated that it takes 5 years or more to become expert in TRIZ, this series hopes to touch upon the theory and practise of the process in a simple manner, starting next month with the TRIZ Principles.

Meanwhile you might wish to investigate an easy website guide to TRIZ using problem-solving examples on www.triz.org, or via email on tic@triz.org. triz@dagr.demon.co.uk ■

● Dr Graham Rawlinson is a psychologist who has lectured at home and overseas, written TV and computer programmes and was Director of Enterprise at the University of Surrey. A facilitator of change in education and business, he is a co-author with David Straker of *How to Invent* (Almost) Anything, ISBN 1 904298 87 7



TWENTY-ONE innovative women were honoured at the inaugural Global Female Invent Conference at the Café Royal, London on 24 April.

Awards were made to women inventors from Britain, Finland, Ghana, Iceland, India, New Zealand, Nigeria and Sweden at the event, which was hosted by the Global Women Inventors and Innovators Network (GWIIN). www.gwiin.com

Inventique

CENTRE OF EXCELLENCE Southampton Institute

New Inventors' Academy is here

SOUTHAMPTON INSTITUTE'S EXCITING INITIATIVE

SOUTHAMPTON INSTITUTE has launched a new approach to help inventors realise the potential of their unique ideas by creating an Inventor's Academy, writes Gordon Brand. The Academy is incorporated within the Faculty of Technology, whose facilities include full IT support, a research library and direct access to engineering workshops.

The Faculty of Technology is one of three faculties within the Institute, with the Southampton Business School (SBS) and the Faculty of Media Arts and Society. It provides inventors with the opportunity to consult professional award-winning product designers, engineers and marketing personnel, while other experts give guidance on intellectual property protection (IPR), patent applications, design and trademark registration and business administration. A more recent development is the creation of a computer-aided design course.

With endorsements from the likes of Trevor Baylis (inventor of the BayGen clockwork radio), Business Link Wessex and the

COMPUTER-AIDED DESIGN COURSE

WRTI members are urged to sign up for a 2-day Introduction to CAD course on 11 & 17 June at the Southampton Institute (9.30am – 4.30pm) at a specially reduced fee of only £80.

● **Cheques (payable to WRTI) to: John Gibbs, 14 Atherley Court, Shirley, Southampton SO15 7NG by the closing date of 21 May.**

WRTI – whose members can access facilities at vastly reduced fees – the Inventors Academy aims to meet the needs of innovators trying to progress their ideas from doodles to manufactured prototypes, whilst also creating a forum for discussion.

All the necessary elements to progress ideas now exist within a single building. This could be the start of something big. ■

Gordon.Brand@solent.ac.uk

● **Contact: Rebecca.Carr@solent.ac.uk**
The Inventors Academy
Southampton Institute
East Park Terrace, SO14 0RP
Tel 02380 319178 Fax 02380 319482
www.inventorsacademy.org.uk (on 2/06)

INTERNATIONAL INVENTOR ASSOCIATIONS

Brazil www.inventores.com.br
Canada www.inventarium.com
www.interlog.com/~womenip
Denmark www.daffo.dk
France www.invention-innovation.com
Hong Kong www.hkia.com.hk
Hungary www.inventor.hu
Japan www.jiii.or.jp
Korea www.kipa.org
Kuwait www.ksclub.org
Malaysia www.minds.org.my
Netherlands
www.ourworld.compuserve.com/
homepages/novu_nl/
Norway www.nof.no/forening.html
Poland www.orgmasz.waw.pl
Romania www.tuiasi.ro
Russia www.ardasenov.ru/voir.htm
Slovakia www.rainside.sk/zsvts
Spain www.inventoseinventores.com
Sweden www.invent.se
UK www.invent.org.uk
USA www.uiausa.org

INTERNATIONAL INNOVATION CENTRES

Brazil www.fiesp.org.br
Canada www.innovationcentre.ca
India www.nrdindia.com
USA www.wisbus.uww.edu/
innovate/innovate.htm

INTERNATIONAL INVENTION EXHIBITIONS

Germany www.iena.afag.de
Switzerland www.inventions-geneva.ch

WRTI requires a Membership Secretary to maintain member lists and to assist with recruitment.
Contact John Gibbs (02380 789707)
johnrobertgibbs@aol.com

ACTING CHAIRMAN David Nicholas MBE **David.Nicholas@businesslinkwessex.co.uk**

DEPUTY CHAIRMAN Richard Little **rlittle@jenton.co.uk** **MEMBERSHIP/SECRETARY** John Gibbs **johnrobertgibbs@aol.com**

TREASURER Brian Pascall **bpascall@fueldynamics.freemove.co.uk** **DEVELOPMENT OFFICER** Les McCall **l.b.mccall@btinternet.com**

Inventique © 2003. Published by Frank Landamore on behalf of Wessex Round Table of Inventors.

Editorial contributions: Mail to franklandamore@hotmail.com or The Editor, *Inventique*, 42 South Way, Lewes BN7 1LY