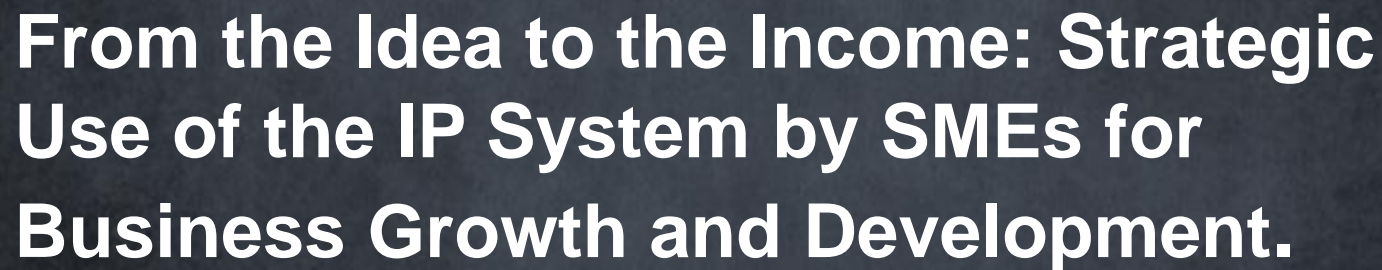





**Regional Workshop on the use of Utility
Models and Industrial Designs for
Small and Medium- sized Enterprises
(SMEs) in ARIPO Members States**

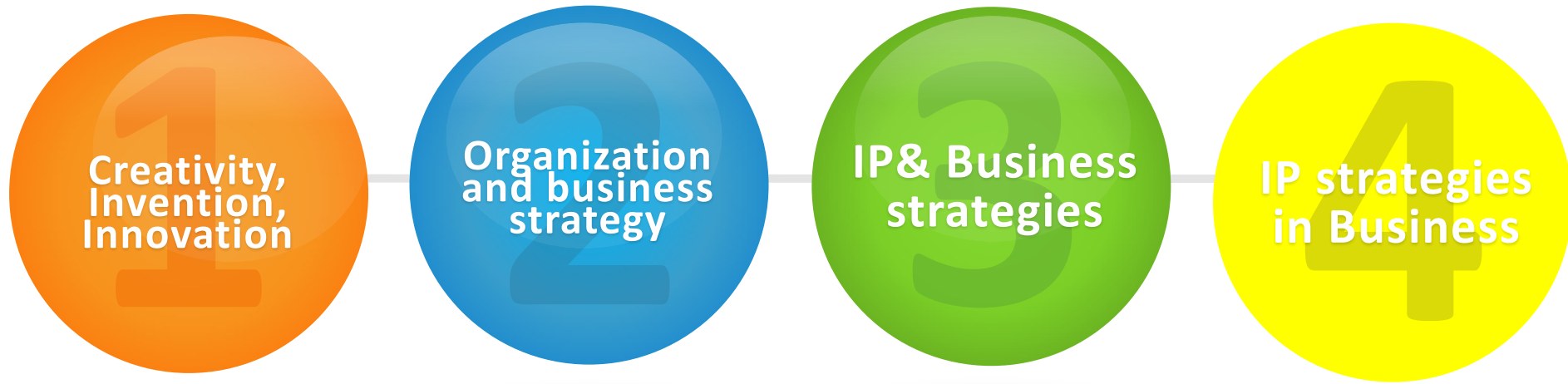


**From the Idea to the Income: Strategic
Use of the IP System by SMEs for
Business Growth and Development.**



Harare, Zimbabwe, June 24 to 26, 2015

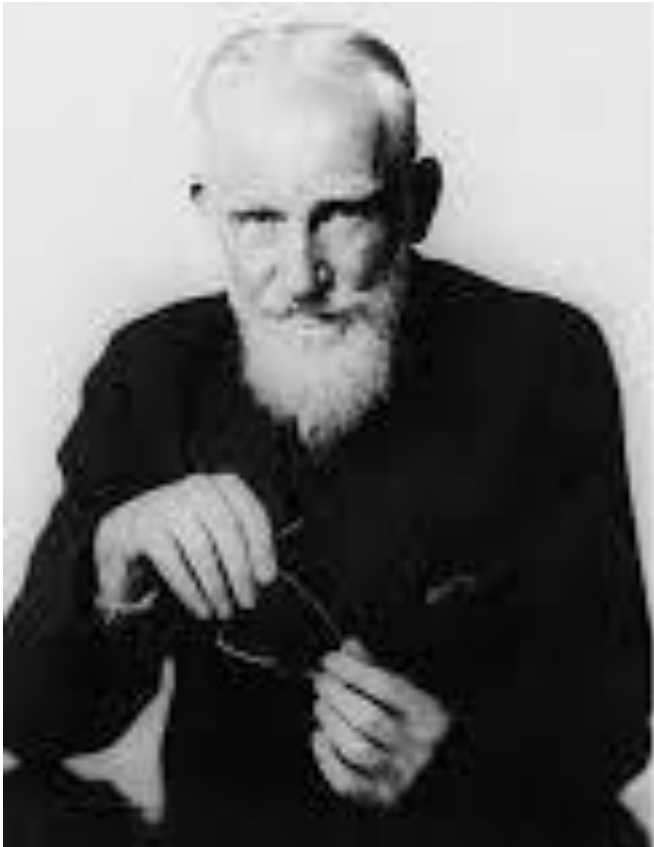
OUTLINE





CREATIVITY, INVENTION, INNOVATION

CREATIVITY, INVENTION, INNOVATION



**You see things; and you say, 'Why?'
But I dream things that never were;
and I say, 'Why not?'**

- George Bernard Shaw

<http://www.bernardshaw.com>

CREATIVITY, INVENTION, INNOVATION



- **Creativity** is a phenomenon whereby something new and somehow valuable is formed.
- “the **ability to transcend traditional ideas**, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.; originality, progressiveness, or imagination: the need for creativity in modern industry; creativity in the performing arts.”
- “Creativity is **the process of bringing something new into being**. Creativity requires passion and commitment. It brings to our awareness what was previously hidden and points to new life. The experience is one of heightened consciousness: ecstasy.” – Rollo May,.]

CREATIVITY, INVENTION, INNOVATION

Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while.

— Steve Jobs

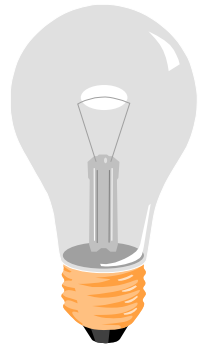


CREATIVITY, INVENTION, INNOVATION

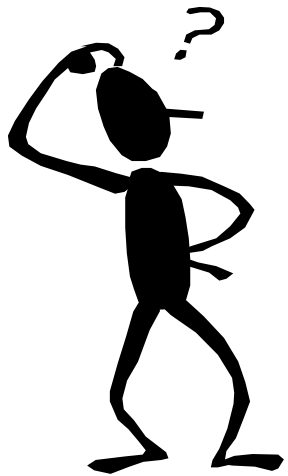
Inventions

From Latin *inventiō*, *inventiōn-*, *inventiveness*, from *inventus*, past participle of *invenīre*, to find.

- Action of creating something new that did not exist before
- New solutions to existing problems
- Result of human creativity and curiosity
- Successful inventions - demand driven



CREATIVITY, INVENTION, INNOVATION

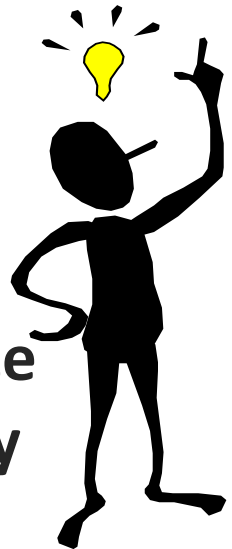
A black stick figure is shown in profile, scratching its head with its right hand. A question mark is positioned above its head, indicating a state of confusion or deep thought.

☯ Few inventions
break-through -
pioneering
inventions

- new industries
- new business
- new markets

☯ Most inventions -
incremental
development of
technology

- improved quality
- better performance
- higher productivity
- more customer satisfaction
- reduced cost



CREATIVITY, INVENTION, INNOVATION



- INNOVATION?

From the latin INNOVARE : “renew ou change”
in—+ novus—“new”.

Target an answer to need expressed or not. Generally link to an economical development locally or internationally.

CREATIVITY, INVENTION, INNOVATION

- ↗ Process - bringing an invention to market and users
- ↗ Innovation is planned - does not happen by chance
- ↗ Requires team work and cooperation
 - ↔ inventors and researchers
 - ↔ process, product and design engineers
 - ↔ lawyers and marketing specialists
 - ↔ financial and production managers
 - ↔ sales, advertising and distribution specialists
 - ↔ entrepreneurs



CREATIVITY, INVENTION, INNOVATION

- **Innovation processes** usually involve: identifying customer needs, macro and mezo trends, developing competences, and finding financial support.

Levels of Innovation

- Breakthrough. Radical change. Ex: CD versus Vinyl
- Incremental: improvement of a product and a service. Ex: mobile phone.

CREATIVITY, INVENTION, INNOVATION

- **“Dimensions” of innovation**

- Product Innovation t. Ex: Iphone
- Service Innovation. Ex: E-Banking
- Process Innovation. 3D scanners
- Innovation in marketing. Ex: Applications for iPhone
- Business models Innovation. Ex: Dell
- Social Innovation. Management models

CREATIVITY, INVENTION, INNOVATION

Innovation ... COMPETITION

- Innovation is a source of competitive advantages.
- Without innovation process there is a stagnation in a sector/ industry core competencies.



CREATIVITY, INVENTION, INNOVATION

- Example of Innovation...
- Shoes with GPS integrated by Isaac Daniel.
- The story:
 - His 8 years old son disappear while waiting for the school bus...
 - Mr. Daniel stop his meeting and flight back from Atlanta to New York...
 - The son went just back to school as he didn't want to ...

TODAY a major innovation in the market with a second generation which integrated the Bluetooth 'Blue GPS' and is applied in several sectors: health sector, army ...



CREATIVITY, INVENTION, INNOVATION

Example innovation new variety - Japan



CREATIVITY, INVENTION, INNOVATION

Idea

- **Imagine something- Find a solution**

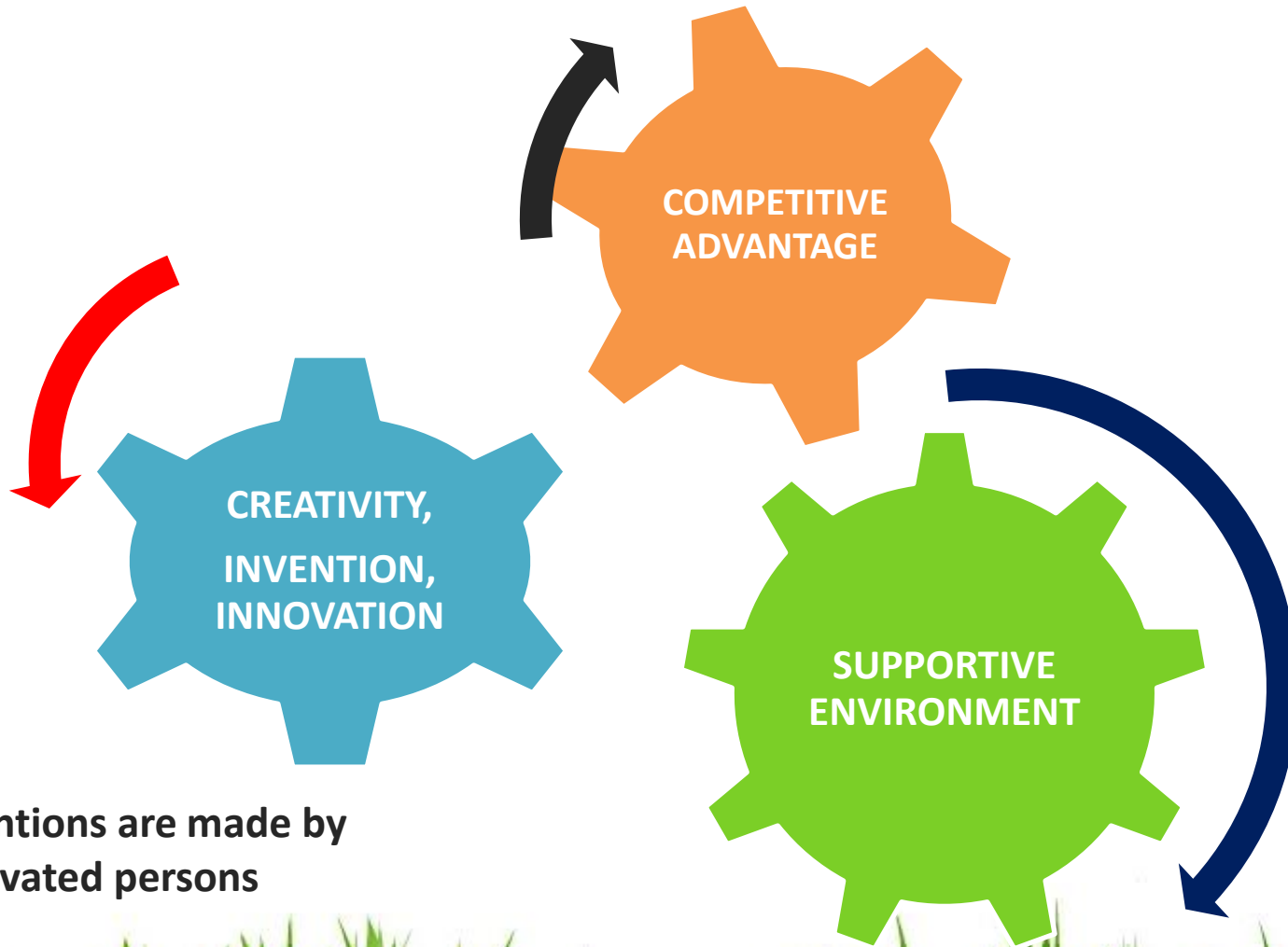
Inventiveness

- **Concretize a new idea**

Innovation

- **Bring a industrial application to an invention and commercialize it.**

CREATIVITY, INVENTION, INNOVATION



**Inventions are made by
motivated persons**

CREATIVITY, INVENTION, INNOVATION

- **Factors and Conditions for an Innovative, Supportive and Enabling Environment**
 - Education
 - Information and transfer of knowledge
 - Government policies, including tax policy, supportive legal and regulatory framework
 - Industrial, technological and R&D infrastructure
 - Efficient intellectual property system
 - Recognition & rewards
 - Company climate and culture
 - Work force and labor environment
 - Entrepreneurial spirit
 - Availability of funds and financial resources

CREATIVITY, INVENTION, INNOVATION

CREATIVITY ISSUES.

We must use creativity to Create the Future we want.

We Must Be Prepared to...

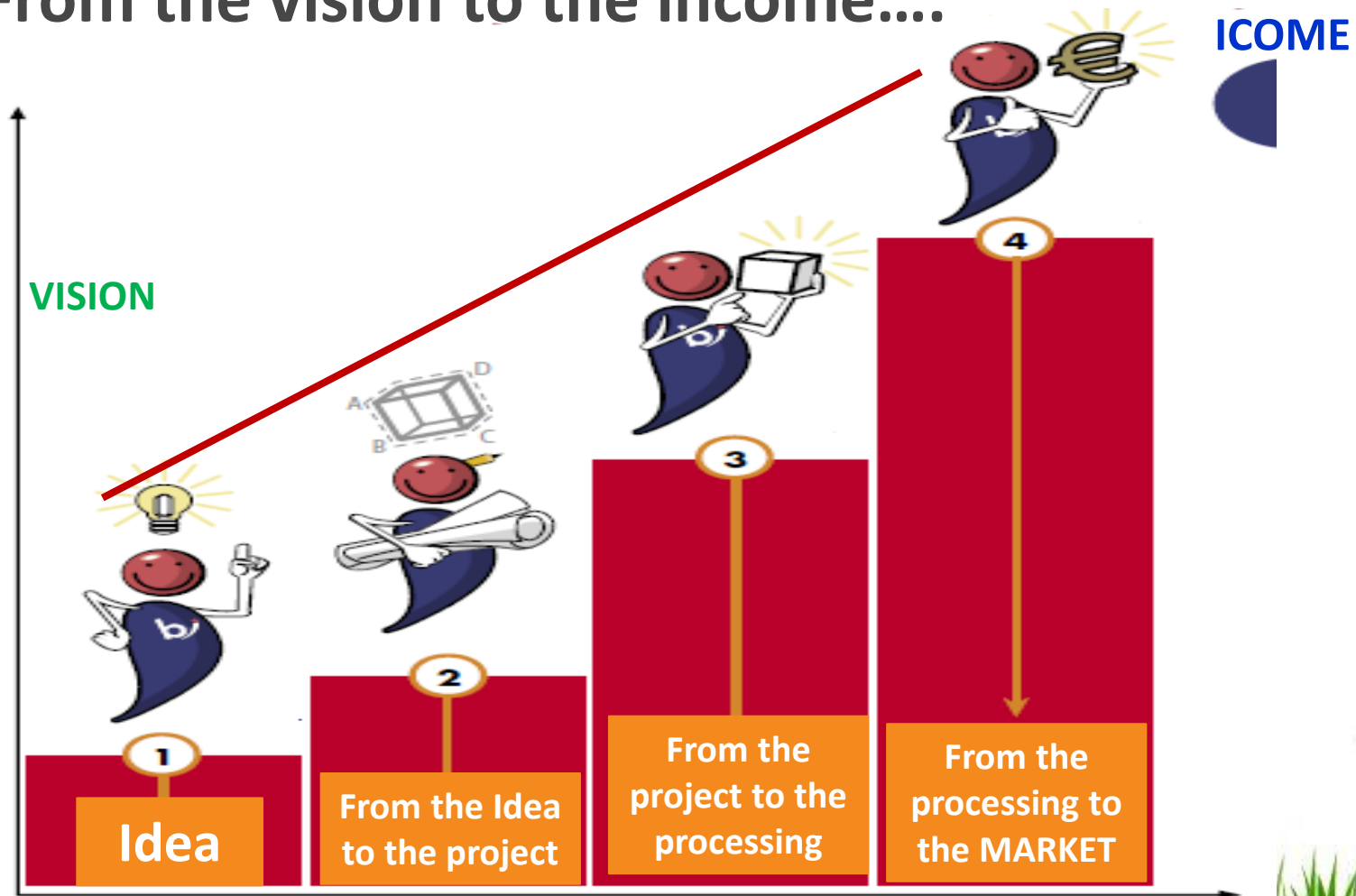
- Challenge industry conventions
- Challenge our own assumptions about the nature of the business we are in
- Learn from others
- Create alternative pictures of the future
- Create new customer needs rather than merely satisfying existing ones



ORGANISATION AND BUSINESS STRATEGIES

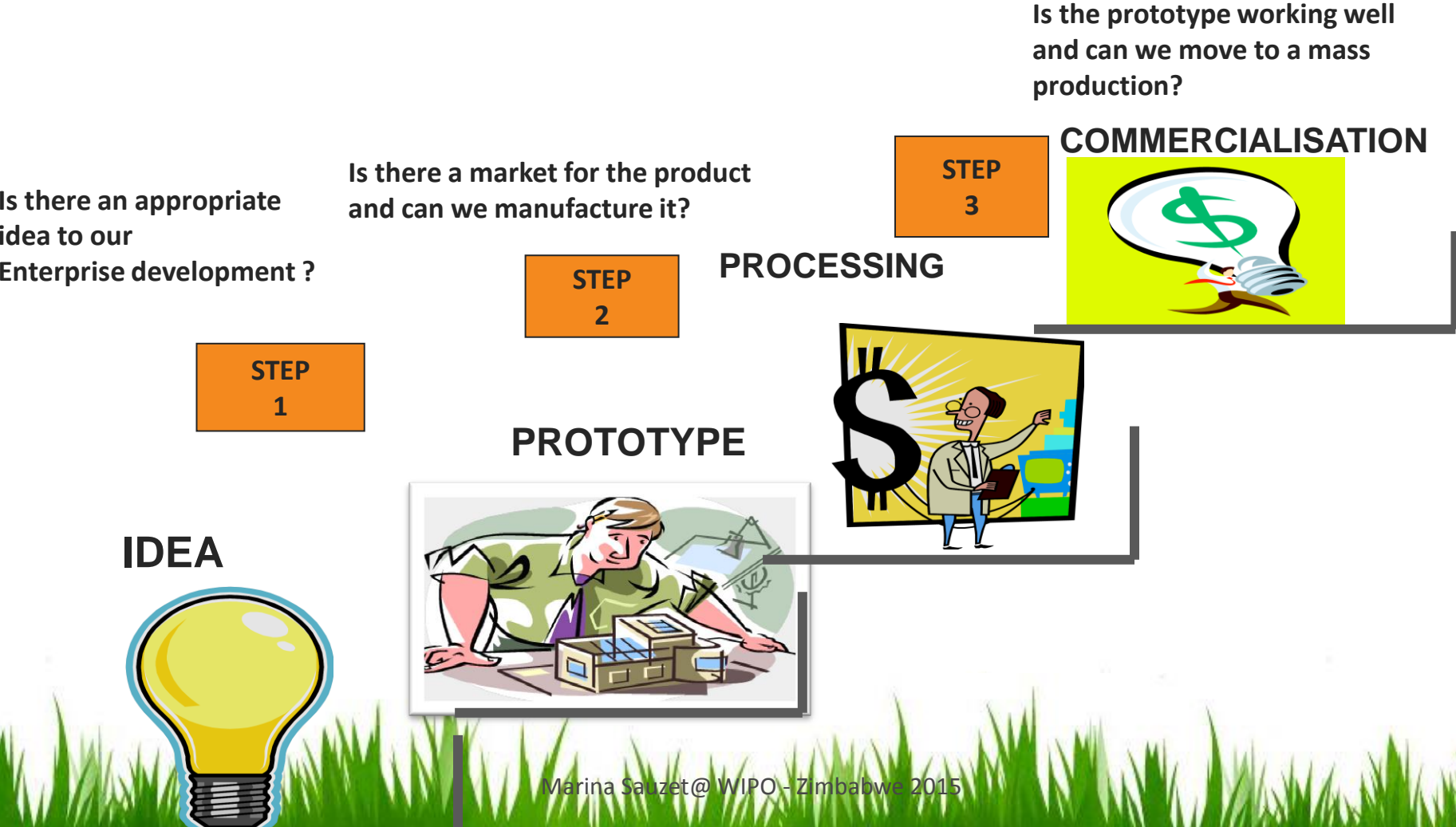
ORGANISATION AND BUSINESS STRATEGIES

- Innovation Strategies
- From the vision to the income....



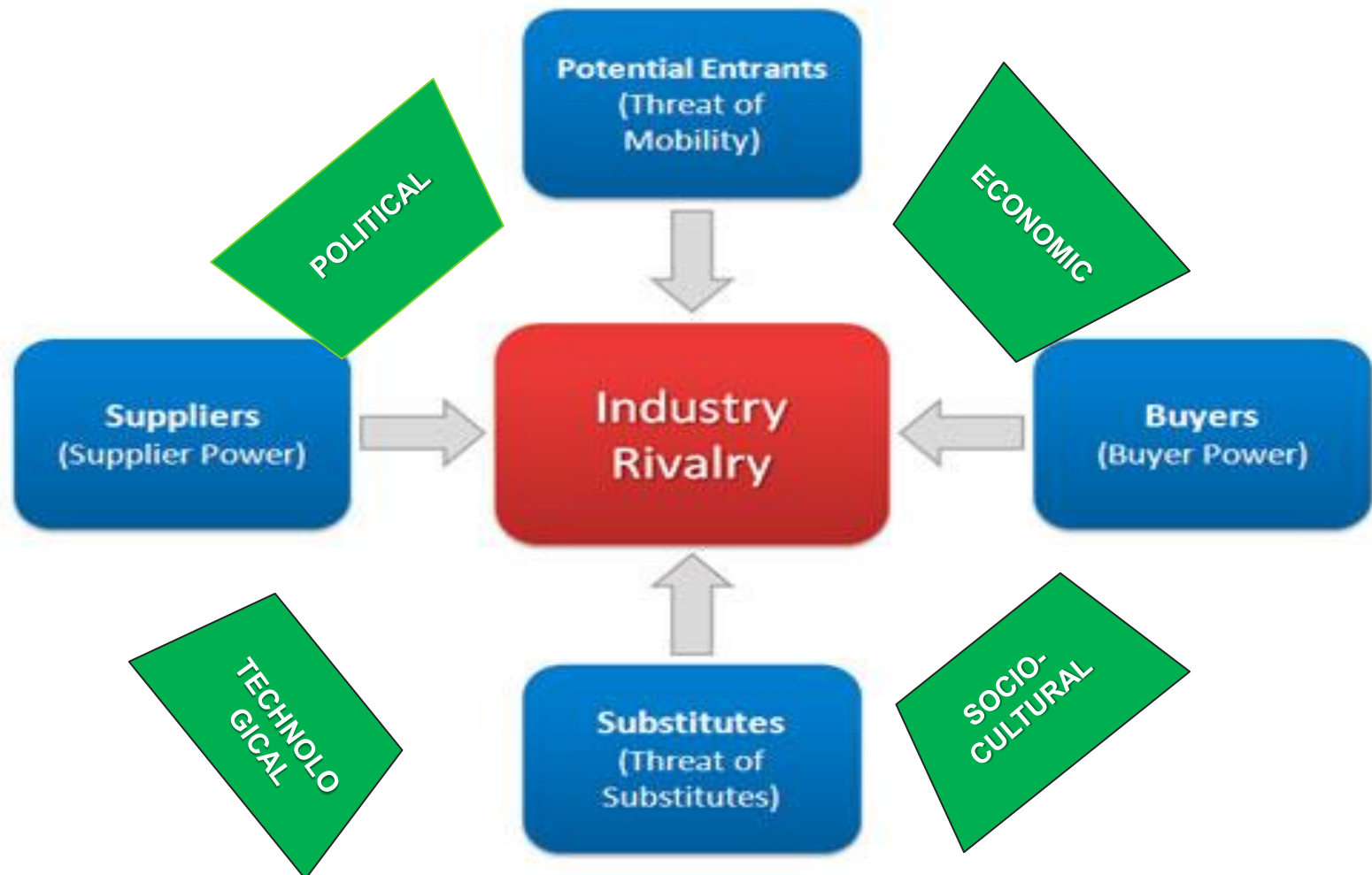
ORGANISATION AND BUSINESS STRATEGIES

Innovation strategies Start with an action plan...



ORGANISATION AND BUSINESS STRATEGIES

- IP and Innovation strategy
- Do you understand your business environment?



IP AND BUSINESS STRATEGIES

IP and Innovation strategy



Drive by Technology

PUSH



**Drive by customers'
needs**

PULL

ORGANISATION AND BUSINESS STRATEGIES

- What strategies and tactics will you use?
- What partnerships will you have?
- Who will be your employees?
- What will be your marketing and innovation strategies?



IP AND BUSINESS STRATEGIES

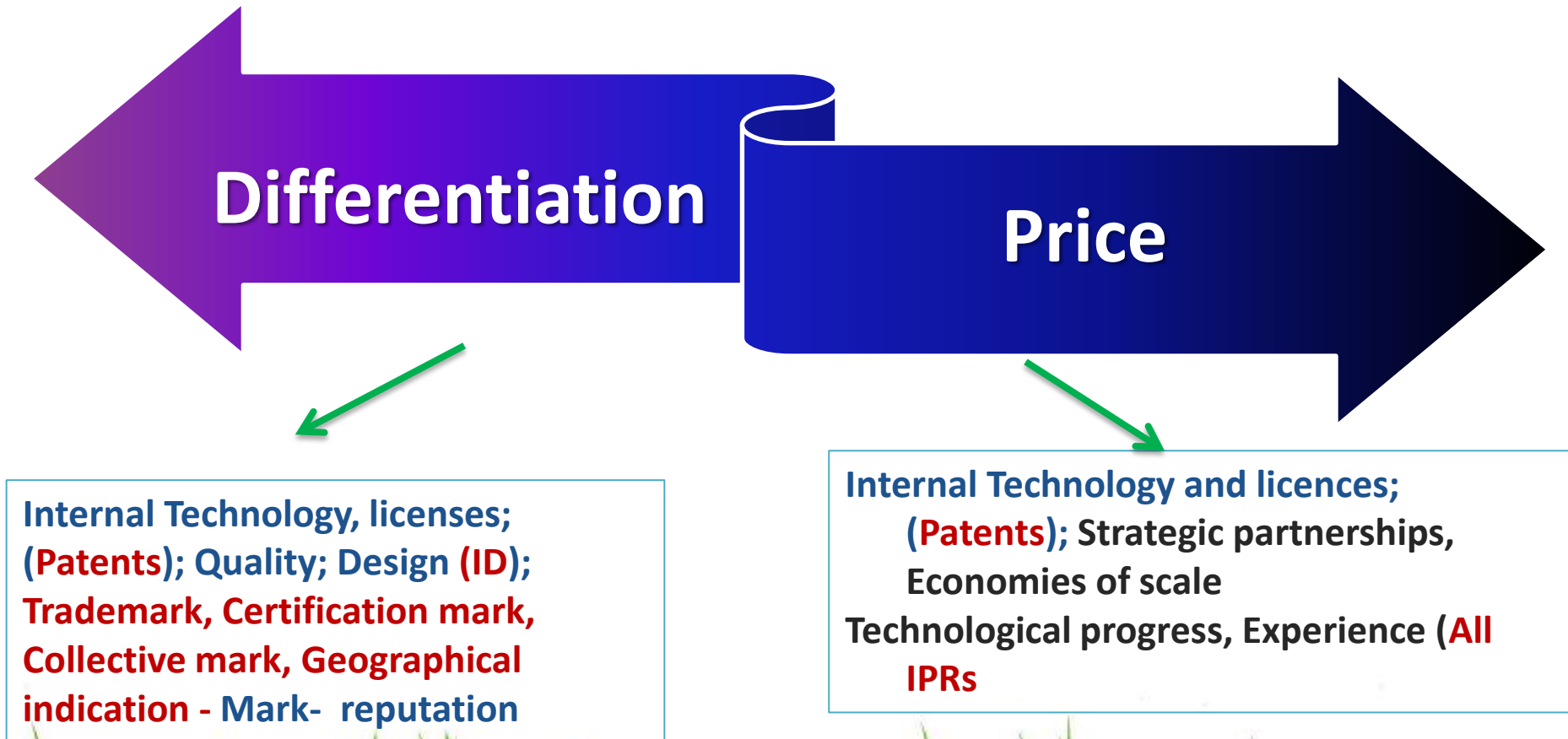
IP AND BUSINESS STRATEGIES

- Two major forms of competitiveness:
 - **PRICE:**
 - Ability to make economy of scale:
 - Cost reduction (Labor cost); Margin; Exchange rate issues
 - **Not related to PRICE/COST:** Value creation
 - Technical abilities (innovations, quality improvement...)
 - Appearance (Design, packaging)
 - Emotions (Brand)



IP AND BUSINESS STRATEGIES

IP and Competitive Strategies



IP AND BUSINESS STRATEGIES

- **New and vital challenge for SMEs: How to protect and best exploit the intangible assets of their enterprise as they are at the heart of the value addition process?**
- **Answer: Strategic use of the IP system.**
- **Why? The IP system offers a legal framework to business activities:**
 - Reward creativity
 - Stimulate innovation
 - contribute to economic development
 - Protect against unfair competition



IP and Innovation strategies



- **Access to technical innovation:**
 - Don't reinvent the wheel.
 - Exploit patents in the public domain.
 - Exploit patents non protected in some defined territories.
- **Protection of ideas:**
 - Trade secrets.
 - Patents
 - Utility models

IP AND BUSINESS STRATEGIES

- **IP and Business development and financing:**
 - Use of patents database to identify business partners.
 - Set up various partnerships with companies : IPRs are foundation of strategic partnerships, in research, marketing, open innovation, outsourcing ...
 - Raise financing : protected IPRs can be assessed and subject to valuation for raising capital.

IP AND BUSINESS STRATEGIES

- IP and products commercialization : Trademark!!
- Every day a new product enters the market.



New challenge for SMEs:
How to **MEET** the customers' **NEEDS**
AND make them **RECOGNIZE** and **MEMORIZE** the products?

IP AND BUSINESS STRATEGIES

- **IP and products Commercialization :**
 - Rise commercial value;
 - Create a strong Brand Identity by differentiating the products from those of the competitors by strategically using IPRs;
 - Strategic use of distinctive signs for marketing and sales purposes;
 - Registration of domain name.

IP AND BUSINESS STRATEGIES

IP and product commercialization – Marketing Strategy: **BRANDING**



IP AND BUSINESS STRATEGIES

- IP and Commercialization of a product: Trademark versus Brand.
 - In a blind test during the international wine competition, the winner was South African white wine: KLEINE ZALZE
 - If the test wasn't blind the consumers would have preferred more renowned wines such as Romanée Conti, Château Margaux...
 - The BRAND has the power to influence the taste of the consumers.
 - It's the EMOTIONAL POWER of a name...



IP AND BUSINESS STRATEGIES

- IP and product commercialization.
- TRADEMARK versus BRANDING?

TRADEMARK

Legal concept
Intellectual Property
Right (IPR).

BRAND

Marketing concept The Brand is more than a logo, a name or a motto — it's an **entire experience** that the consumers and clients **share with** a product, an enterprise.

IP AND BUSINESS STRATEGIES

IP and Product commercialization : Importance of Design in the marketing strategy.



- INDUSTRIAL DESIGN targets the Appearance of a product or its part.
- Represented by lines, contours, colours, shape, texture and materials of a product or its ornamentation, or their combination.
- Design of clothes, fashion accessories, textiles.
- Electronic “icons” created by the computer code
- Graphic User Interfaces (GUIs) seen on computers’ monitors
- It attracts potential customers easier.

IP AND BUSINESS STRATEGIES

- **Why is Industrial design relevant to your business?**
 - Because a memorable and appealing design:
 - Adds a value to a company's products.
 - Increases the commercialization and the economic success of a product.
 - Attract potential customers easier.
 - Is an influential marketing tool.
 - Is a tool to win customers' loyalty.
 - Two basic strategies of driving value through design:
 - Functional differentiation
 - Emotional value creation

IP AND BUSINESS STRATEGIES

- **Strategy of driving value from design**

- **Utilitarian design** focuses on practical benefits a product may provide.

- Mainly attempts to achieve functional differentiation.

- Strategies:

- Multi-functionality e.g. all-in-one products.

- Modular product architecture

- **Kinesthetic design** emphasizes how a user physically interacts with the product.

- Strategies:

- Ergonomics

- Human Factors: furniture, electronic devices, ser intuitive design.

- **Visual design** is driven by form and the desire to communicate value to consumer without necessarily interacting with the product .

- Strategies:

- Product personality: cars, clothes, apparels ...

Dell
computer
assembly
line



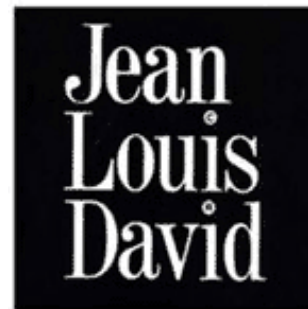
IP AND BUSINESS STRATEGIES

- **Enjoy the benefits of intangible assets:**



- Find business partners with patent, trademarks and design database.
- Establish licensing contracts

Increase revenue stream with licensing in/out, franchising.



IP AND BUSINESS STRATEGIES

- IP is present at every step of the enterprise's strategy from the idea to the market and the income.





IP STRATEGIES IN BUSINESS

IP STRATEGIES IN BUSINESS

- Identification of IPRs.

Audit of intangible assets.

- Objective: Inventory and assessment of intangible assets.
 - Identification of exploitation opportunities of intangible assets underutilized.
 - Identification of areas where money is wasted.
 - Useful to correct areas where the legal and financial responsibilities of the company can be affected due to the use of intangible assets by others.
 - Constitute a valuable IPRs portfolio.

IP STRATEGIES IN BUSINESS

- **PROTECTION: Acquisition of IPRs.**
 - Registration: What? Where? How? How many? - Don't forget IPRs are territory rights.
 - Protection measures for non-protectable assets : trade secrets.
 - IPRs as a legal basis for business partnerships in marketing, outsourcing, joint research project ...

IP STRATEGIES IN BUSINESS

- **MANAGEMENT: IP management strategy**
 - IP audit for the management of the IPRs portfolio.
 - Maintain or transfer IPRs?
 - Enforce IPRs against unfair competition and infringements.
 - Monitor the respect of IPRs in the business environment.
 - Prevent the copy and the use of IPRs by others.

IP STRATEGIES IN BUSINESS

- **EXPLOIT: Strategy of exploitation of IPRs:**
 - Integrate IP in the business strategy.
 - Use IP in the innovation, commercialization and financing strategy...
 - Use IP in Export strategy and market development strategy.
 - Use IP in licensing and franchising strategies.

TAKE AWAY

If you don't **THINK**, you don't **ACT**, you will not **GET**

1

- Priority to **IMAGINATION**.
Put imagination before experience
(innovation Not optimization)

2

- “Go **AGAINST** the flow”

3

- Create the future you want.

MY OWN EXPERIENCE

ELONA COSMETICS by the SAUZET - www.elona.ch



BEAUTÉ I.I.E.SUISSE

DE L'ÉLIXIR D'ESCARGOT POUR LE VISAGE

La startup suisse Elona Cosmetics, basée à Rolle, lance sur le marché une nouvelle gamme de cosmétiques à base d'Élixir d'escargot. Grâce à une collaboration avec le Laboratoire de Recherche Dermatologique International de pharmacodermatologie, a démontré les bienfaits pour l'épiderme humain.

Les chercheurs ont indiqué que cet actif accélère la régénération cellulaire et favorise le renouvellement de la peau. Tous les produits de cette gamme d'escargot du Chili qui ont été les premiers à découvrir les vertus de l'Élixir d'escargot. Au quotidien, la crème remarquable que leur peau devient parfaitement douce au toucher. Les recherches scientifiques ont confirmé ces propriétés positives. Combinée à d'autres ingrédients naturels tels que l'huile d'avocat, le jacobin et l'huile de jojoba, cet actif particulier contribue à stimuler la production naturelle de collagène et d'élastine. Il contient également de l'acide glycolique, des antioxydants ainsi que de l'allantoina naturelle.

La ligne Elona Cosmetics se distingue en quatre types de soins et équilibre, nourrissant et régénérant, hydratant, fortifiant, calmant. Meticuleusement testé en laboratoire, l'Élixir d'Escargot Asperso s'obtient sans préjudice pour l'animal. De plus, agrémentées de fragrances subtiles de vanille et de fraise dactyle après application.



The "whole product" approach to snail and use the processing of what used to be called "snails' secretion" into high value-added cosmetic products.

Design of a full range of cosmetic products based on snails secretions based on research information.

Now presence in Switzerland in more than 100 pharmacies and more than 60 beauty spas and business strategies for international markets...

Molecular Basis for the Regenerative Properties of a Secretion of the Mollusk *Cryptomphalus aspersa*

Original Paper
Skin Pharmacol Physiol 2009;21:15-22
DOI: 10.1159/00010984

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NATURAL SKINCARE



Regenerating cream
with active
escargot extract



WORLD IP DAY

“Creativity is common to the whole of humanity. **Whoever we are, wherever we live, whatever our circumstances, we all have the capacity to create.** And it is this human creativity and inventiveness that is responsible for improving our quality of life in every sphere: our medical care, our transport, our communication, our entertainment. The aim of intellectual property is to promote conditions that help this creativity and innovative capacity flourish across the world.”

**Directeur General de l'OMPI ,
Francis Gurry**

THANK YOU FOR YOUR ATTENTION



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