

WIPO-CDG/INN/DE/01/2

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CARL DUISBERG
GESELLSCHAFT e.V



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WORKSHOP ON INNOVATION SUPPORT SERVICES AND THEIR MANAGEMENT

organized by
the World Intellectual Property Organization (WIPO)
and
the Carl Duisberg Gesellschaft (CDG)
in cooperation with
the German Patent and Trademark Office (GPTO),
the Aachen Corporation for Innovation and Technology Transfer (AGIT)
and
the European Patent Office (EPO)

Munich, Nuremberg, Aachen (Germany), June 12 to 22, 2001

**EFFECTIVE MANAGEMENT OF AN INVENTORS' ASSOCIATION
AND ITS BUDGET**

*Document prepared by Mr. Wouter Pijzel, Managing Director, Netherlands Association
of Inventors (NOVU), Weesp, Netherlands*

Workshop on Innovation Support Services

Thursday, June 14, 2001

10.45 h

Effective Management of an
Inventors' Association
and its Budget,
including two Cases

Wouter Pijzel, Managing Director NOVU

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- Effective Management of an Association
 - Products
 - Pricing
 - Place (Premises)
 - Promotion
 - Personal

 - Budget

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- The products of the NOVU (1/2)
 - Magazine “Vindingrijk”
 - Courses
 - general course
 - special courses
 - negotiations
 - writing A BP
 - Seminars

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- The products of the NOVU (2/2)
 - Office-hours
 - by phone
 - in person
 - through the NOVU site
 - Collective participation of fairs
 - National day of the inventor
 - Brainstorm sessions within industry

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- Pricing

- Members - \$ 100
- Companies - \$ 250
- Students - \$ 35
- Subscription - \$ 35

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- Place (Premises)

- Central Office of 100 m²
in Weesp near Amsterdam
- Assistance by Certified Members
all over the country

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- Promotion
 - NOVU Magazine “Vindingrijk”
 - Regional Press
 - National Press
 - Magazines
 - Lectures

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- Personal
 - Board (5)
 - Committees (4)
 - membership, magazine, fairs, disputes
 - Managing Director (1)
 - Office Manager (1)
 - Trainee (1 - 2)

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- Budget
 - Turnover \$ 220.000 (year 2000)
- Income
 - members etc. \$ 160.000
 - subsidies \$ 60.000
- Expenses (top 4)
 - personal \$ 75.000
 - magazine \$ 30.000
 - PR \$ 15.000
 - premises \$ 15.000

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- The Cases:
 - It all starts with an Idea
 - **Note:** Don't think an Idea is an Invention!
 - Projects: CableRolle
ButtonQuick

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- CableRoller

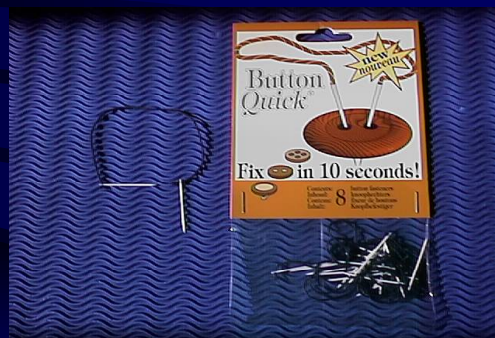


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- ButtonQuick



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- CableRoller



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- IDEA
 - 3 Searches and a BP (3 x S + B)
- INVENTION
 - development and protection
- PRODUCT
 - marketing plan
- MARKETPLACE
 - customers

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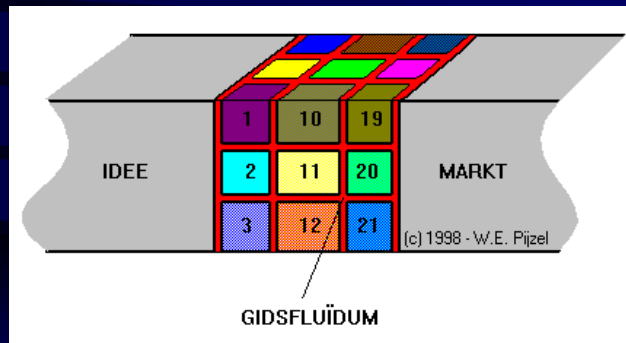
- 3 Searches and a Business Plan
 - Patent search (a.o. esp@cenet)
 - Market search
 - Technical search
- Business Plan (first draft)

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- Development and Protection
 - Cooperation
 - Call in of Useful Parties
 - Project Plan
 - Notion of Complexity

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- Notion of Complexity



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- Development and Protection

- Secrecy Agreement
- Patent
- Model
- Trademark
- Copyright
- Others (Trade Secret)

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- Marketing Plan (1/2)

- 5 P's

- product
 - price
 - place
 - promotion
 - personnel

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- Marketing Plan

- SWOT Analyses

- not only the Strengths also the WOT's!

- Market Size

- Competitors

- Profit - Loss Statement (3 years)

- Break-even Point

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- CableRoller



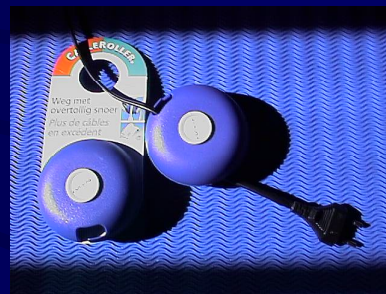
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- CableRoller

- Idea
- Prototype
- Problem
- Patent
- Problem
- Market
- Problem
- Negotiations
- Success

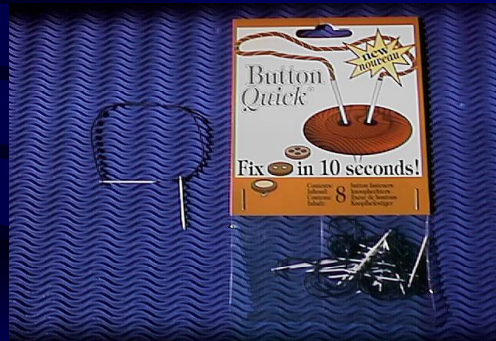


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- ButtonQuick



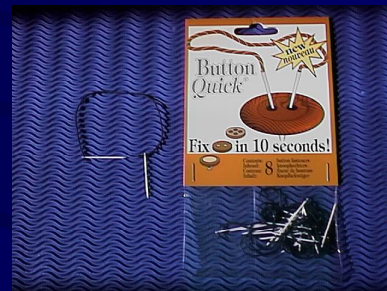
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- ButtonQuick

- Idea
- Prototype
- Protection
- Fair
- Problem
- Money
- Problem
- Production
- Success



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It all starts with an Idea

but

don't think an Idea is an Invention

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