



Abstract : Eric Favre, 30 years of innovation and passion

At a glance: 1976: invention of Nespresso concept
1986: Creation of the Nespresso S.A. Company, CEO E. Favre
1989: E. Favre leaves Nestlé

1990: Invention of Monodor concept, St. Barthélemy, Switzerland
1991: Creation of the Monodor S.A. Company: 3 families
50 employments + Competence's centres: 20 companies collaborate
in development Worldwide sale with licences
1992: Partnership with Chicco d'Oro
2000: Worldwide partnership with Lavazza (Lavazza Blue)
2005: Partnership with Migros (Delizio)
Worldwide sale with licences
2005: 220 millions of capsules / 2009: 850 millions of capsules
2006: Launch of Monodor's New Generation
2010: Tpresso: Zenith Tea, Shanghai

Preamble:

- Why promote entrepreneurship by inventors?
- Because the big lesson of industrial history:
 - Industrial big progresses exist, provided the inventors are also entrepreneurs.
For example : Werner Siemens, Alfred Krupp, Isaac Singer, Henri Ford, Henri Nestlé, etc...

Invention:

- An invention is not an innovation. It's much more valuable.
- How to encourage invention by protecting inventors? The inventor is very rare. It is not possible to form inventors. His innate approach to problems is always surprising and difficult to explain.
- For example : the invention of Nespresso and Monodor

The patent: Tool of defense or publicity?

- With globalization, the protected object boils down to the lowest common denominator of all the claims acknowledged.
- Without supranational authority and experts, the patented ideas by small and medium businesses are looted by multinationals using weak legal system of intellectual and industrial property.
- The fees for a "strong" patent are too high for a small entity emerging. Unfortunately, the patent can not be valued in a credit application.
- The fees for the defense of a patent right violated by a multinational are much too high and the duration of the procedure promotes looting during this no men's land

Invention of Tpresso

Guide mark :

2700 B.C.: First tea infusion in China
1650 : The tea leaves arrive in England
1940 : Invention of tea bags
After : No change for better technology.
Growing request of consumers: high quality tea, convenience

Tpresso:

- A subsidiary invention of the concept Monodor
- A special capsule for each tea garden and each vintage
- A mill revolutionary tea break without temperature rise to protect the essential oils of tea
- A tea maker that adjusts and controls simultaneously 7 critical parameters that fits each origin and garden tea
- 1 tea pot and tea cup, which standardize the aromas and flavours of tea from its extraction to consumption
- Tpresso: an invention of 1994, 16 years of secret research and development and patent of 2005 and 2010.

“After having reinvented coffee drinking, the father of the Nespresso system will launch tea capsules in March 2010 in Shanghai. Actually, the annual tea consumption has now reached 12 billion capsules, around 1.5% coffee markets. The best cup of tea, anywhere, anytime, by anybody in 50 seconds. This is the right timing to create innovation in the tea industry”.