

‘Kingston Invents’
A guide to Presenting your Invention
PART – 1

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What's this document about ?



What's this document about - 1

- * *A User guide to presenting at the 'Kingston Invents' – Club*
- * *It's split into two parts for your convenience and ease of presentation.*
- * *The audience comprises mostly fellow inventors & enthusiasts at all levels.*
- * *The group also contains people with various skills, many willing to advise.*
- * *Don't feel as if you have to complete or satisfy every point or question before your presentation.*
- * *There's no need to worry if you've never presented to an audience before . We're a friendly bunch but will try and give you pragmatic useful advise.*
- * *Your presentation is made under NDA (Non Disclosure Agreement) , meaning your ideas are deemed safe from copying and still enable Patent Application.*

What's this document about - 2

- * *You've got 40 minutes in total to present and get some feedback.*
- * *The typical format is a PowerPoint presentation*
- * *But that's just a guide. Split 50/50 i.e. Presentation and then questions.*
- * *Keep your PowerPoint to no more than 12 slides*
- * *The guide suggests a lot of points. Our joint experience suggests the more you provide, the more effective the audience feedback.*
- * *The more information provide the more effective help you will get back in return.*
- * *If you don't have PowerPoint or similar skills don't worry , but we recommend you still follow the guide headings and provide answers to the points raised.*

What's this document about -3

- * *Do indicate at the beginning of your presentation , what you wish to have feedback on. Be it the design , opportunity , how it's used....*
- * *We hope you enjoy this process and look forward to seeing you.*
- * *Good luck 😊*

Your First Presentation at the Club

For your very first presentation of 40 mins (total) I'd recommend you aim to cover the first four sections only i.e. the contents of PART 1

- * Section A – What problem are you trying to solve ?*
- * Section B – What's your Solution ?*
- * Section C – Competitive Products*
- * Section D – Your Ideal Customer*

You will probably need more time to present your thoughts on the remaining sections (included) . Using feedback from the first session. Covered in Part 2

- * Section E - Intellectual Property*
- * Section F – Cost to Produce*
- * Section G - Funding*
- * Section H – Routes to Market*

Section A – What problem are you trying to solve?



Start - What problem are you trying to solve?

- * *Describe the problem you believe you have identified.*
- * *Quote statistics/numbers, supporting info. if you can.*
- * *The points above are the key on your journey to a profitable invention.*
- * *You must have a clear definition or statement of the problem else what will follow may not be useful.*
- * *Use pictures, words , anything that suits but keep it simple.*
- * *The audience may not be familiar with the area of interest so be prepared to discuss (briefly) the background.*

Your Great Idea or Invention ?



Section B – Describe your idea ?

- * *Describe your idea or invention in a simple a way as possible*
- * *If you have drawings, sketch's ... try and insert them into the presentation . It's easy today with modern smartphones 'photos ' or you have a picture or pdf that you can paste in. Ask for advice*
- * *If you have any prototypes bring them along to show ...*
- * *Many in the audience won't necessarily be familiar with the techniques or proposed solution , so provide a brief explanation unless obvious.*
- * ***What's do you believe makes it new or novel ?***
- * *How did this idea come about?*
- * ***Keep it simple, you've got 20 minutes+ do discuss ...***

The Competition ?



Section C - Competitive Products

- * *Is there already competition for your idea ?*
- * *We as Inventors don't like to look as we don't want to destroy our dreams. However the earlier your realise it's been done the better . (Although painful in the first instance.)*
- * *Very few ideas are entirely new or unique but this doesn't mean there's not room for your idea or better way .*
- * *If there are competitor products , can you list some of them , web sites, brand names... How much do they cost to buy ? Do you know how large their business is ?*
- * *Google Images , is a good search tool for looking*
- * *Vary your search clues as much as you can.*

Section C - Competitive Products ...

- * *Do these competitive product have any Intellectual Property ?*
- * *IP may be key for your product's success. (Covered in Part 2.)*
- * *Patents, Registered Designs, Trade Marks... Worth knowing*
- * *We can discuss this during you're the Q&A section at your talk.*
- * *Are these competitors large like say Dyson or Bosch ? Or small ? If large they may present both an ideal licencing opportunity or big challeng? Any information you have is worth knowing at the beginning of this journey.*
- * *Don't worry too much if you can't find a competitive product. That might be a very good sign. But it's unusual*

Section D – Your Ideal Customer



Section D – Your Ideal Customer

- * ***Who is your ideal customer?***
- * *What age range do you think it will appeal to?*
- * ***Demographics***
- * *Countries , UK, USA , Europe ?*
- * ***How much might they be willing to pay for your product ?***
- * ***Do you think this is a shop product or online ?***
- * *All these points will influence how you will target / sell your product.*

Last points - Practical Stuff

- * **Prepare your presentation on a USB stick.** (Assume no Wi Fi or Web access , certainly the case in most rooms the club meets in.)
- * *Keep any PowerPoint type slides simple , large fonts, bullet points*
- * *Please state your specific area of interest/feedback at the beginning of your presentation in order to assist the audience.*
- * *State if your happy to take questions during or after the main talk.*

Review Sections – A to D

- * I hope this gives provides you with sufficient guidance to put together your first presentation at the club*
- * **The points listed describe a ‘perfect presentation’ unlikely first off from anybody. Do the best you can.***
- * **We hope you enjoy the process***

Useful Reference links

- * <https://www.bl.uk/business-and-ip-centre>
- * <http://www.cipa.org.uk/find-a-patent-attorney/>
- * <https://www.gov.uk/intellectual-property-an-overview>
- * <https://www.kickstarter.com/>
- * <http://www.greatbusiness.gov.uk/>
- * <https://www.gov.uk/government/organisations/hm-revenue-customs>
- * <https://www.designcouncil.org.uk>
- * <https://knowhow.ncvo.org.uk/how-to/how-to-deliver-confident-presentations-guide>

Summary

- * *You should now have many of the key points to launching your ideas and achieving success.*
- * *I hope you've found this document useful.*
- * *Feel free to send any constructive comments to:*
- * *KingstonInvents@gmail.com*
- * *When you've completed your first presentation mover to PART - 2*
- * ***Good luck and Thanks for reading.***