

South Carolina Inventors Forum



Issue #8

March 2021

Local inventor is working to make the world a smarter, safer place.

Satish Cherukumalli is an entrepreneur, Co-Founder and CEO of [TrakItNow](#). We welcome Satish as **SCIF Inventor of the Month!**

A product they are bringing to market is **Moskeet**, a **Smart Mosquito Control Management** solution which helps in the eradication of mosquito-borne diseases. Moskeet is the world's first commercially available mosquito trap that can autonomously detect the mosquito species. Moskeet is designed and developed as an affordable solution for underdeveloped and developing countries.

Satish is passionate about new technology and how it can add value to community or companies. This led to his start of his Internet of Things(IoT) journey in 2011 and later starting of TrakItNow, which focuses on IoT technologies. He builds teams to provide turnkey solutions which include hardware, firmware, cloud, mobile, web and analytics. His current focus is to use technology to provide solutions in Public Health and Public Safety which can add value to millions of people. Coming from a rural agriculture family, he has a strong interest to bring IoT technologies to agriculture.

This month's SCIF zoom meeting subject is about **Making videos**. Our second speaker is our SCIF videographer himself [Dr. Thaddeus Jones!](#) [Fanatik Productions, LLC](#)

Meeting begins with Motivational Moments from **Brian Pearson**.

Ask the pros your questions!

Thanks for helping spread the word 😊

See you on Zoom 7pm EST this Wednesday March 10th!

<https://us02web.zoom.us/j/88251334966?pwd=SWVTTmhHNNHZKUXISTW9SRkE1UDB3QT09>

Have an inventive day!

Adrian Pelkus

Thank you, Michele Dugar and Warren Tuttle for presenting last month!

SCIF Topic for February was " **Marketing** in 2021".

We thank marketing expert, our presenter of the month **Michele** Dugar for her excellent presentation!

Michele Dugar is both a marketing professor and a marketing practitioner. She welcomes the opportunity to help individuals and organizations rock out their brands and increase profits. 😊

michele@blazetrainingsolutions.com

803 403 7201

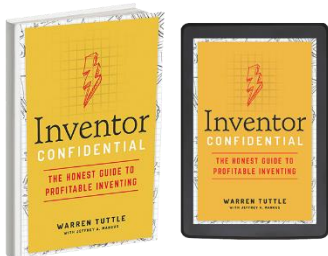


Our second speaker was **Warren Tuttle**, past president of the UIA and member of the USPTO National Council for Expanding American Innovation.

Board Member: Pro Bono Patent Commission

Board Member: United States Intellectual Property Association

Warren is also the author of his about to be released book, "**Inventor Confidential: The Honest Guide to Profitable Inventing**".



Thanks to Dr. Thaddeus Jones our videographer for the great work getting our videos on our SCIF YouTube page!

<https://www.youtube.com/channel/UCN8kK5cOuL0wTqKjPI8TwKA>

<https://www.youtube.com/watch?v=AxpFuFlboWM>



Fanatik Productions, LLC

<https://www.fanatikproductions.com/>

SCIF 2020 2021 Schedule ** REVISED for 2021

Aug. 13 "Harnessing Creativity" – *Avoid these 17 Mistakes Inventors make*

Sept. 10 "New Product Development" – *Going from idea to presentation ready*

Oct. 8 "Patents and IP" – *How to best protect your idea*

Nov. 12 "Focus groups" – *Be sure you have a consumer desired idea*

Dec. 10 "3d manufacturing"

– *Additive printing mockups to production items*

NOTE SHIFT TO WEDNESDAY

Jan. 13 "Manufacturing"

– *How things are produced and what is required*

Feb. 10 "Marketing"

– *How to commercialize your product/service idea*

Mar. 10 "Video for Inventors and Startups"

– *How to show off your idea*

Apr. 7 "Helping Inventors"

– *National networks and trade shows*

May 12 "Preparing presentations"

– *Making the right first impression*

June 9 "Networking and Funding"

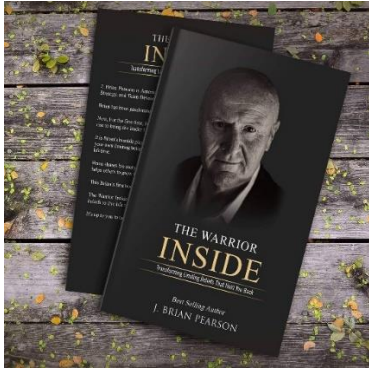
– *It's all about who you know and how to approach*

July 7 "Invention Contest"

– *Let's see your great new product idea*
You, the public judges the winner!

We want to motivate you in many ways!

Our friend [Brian Pearson](#), author of **The Warrior Inside: Transforming Limiting Beliefs That Hold You Back**, is a Business Strategist, Executive Coach, Speaker and Trainer.



Brian is an **Executive Director with the John Maxwell Team** and is graciously providing us another **Motivational Moment with Brian** to begin our meetings. Thank you, Brian!

Inventors common comments and complaints

On-line this month I received the message **"I need to fulfill my work"** sent by a frustrated fellow with a wicked active imagination and bevy of drafts of product ideas.

My reply...

What need does your work fulfill?

Don't show, just please tell an overview of idea.

Clearly, briefly state the unique selling proposition (USP), also called the unique selling point, or the unique value proposition (UVP)" of your idea.

Not how it works, but why someone needs or wants it.

Entrepreneurship is about monetizing (commercializing) inventions.

Inventing is about creating solutions.

Creating inventions is not selling.

I've met individuals with over 3000 ideas that go nowhere or worse, spending years trying to commercialize an unwanted/unneeded invention.

Try these two free forms to help pick which idea to develop;

- New Product Path - from idea to pitch ready (pdf)

<https://img1.wsimg.com/.../New%20Product%20Path%20...>

New_Idea_Evaluation_Test_Matrix_2nd_Edition_V02 (pdf)

https://img1.wsimg.com/.../New_Idea_Evaluation_Test...

The TikTok revolution

[TikTok](#), “known in China as Douyin, is a video-sharing social networking service owned by Chinese company ByteDance.

The social media platform is used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from fifteen seconds to one minute.”

I was watching a Tic Tok master talk about making 15 second to one minute videos to **test market new products**.

This is going to revolutionize marketing!

OMG, the instant feedback is awesome.

This is an organic impulse engine /measuring tool.

PERFECT for testing responses to your new (IP protected) idea!

Save the US patent system

Inventors pay the USPTO to review prior art, determine uniqueness and issue legal documents to show the idea that was invented is new and their work proving it is valid around the world.

Or so it used to be...

The corporate sponsored PTAB was created in the 2011 America Invents Act as a division inside the USPTO that invalidates patents. To date they have invalidated 84% of the 3,000 patents they have reviewed, in most cases declaring them obvious.

If this sounds like betrayal and corruption - it is. There is a class action lawsuit on behalf of all inventors, asking the Supreme Court to declare this patent invalidation practice a violation of the Takings prohibition in the 5th Amendment.” PLEASE WATCH THIS VIDEO!!

<https://www.youtube.com/watch?v=3qXMNJUG5ps>

Issued patents are being invalidated, business lost, lives destroyed.

Stop efficient infringement!



US INVENTOR

<https://usinventor.org/>

Why the US patent system matters

I am delighted to announce I was recently interviewed by **Luke Livingston** – [Ground Floor Video](#)! I was happy to discuss my background, the SCIF and our mission to motivate, educate and network creative folk here in the Midlands to bring new ideas to market and our concerns about the US patent system especially since WIPO released statistics showing that China led the world in international Patent Cooperation Treaty filings for 2020.

Have you seen his previous work? <https://youtu.be/wPL-RZeRN0Q>

Invalidated-The Shredding of the US Patent System

FAQs for the SCIF

Some common inventor and creators concern and questions are:

- How can I get someone to market for me?
- How do I patent something?
- How can I commercialize my idea?
- Who is the customer?
- Which of my ideas are the best?
- Is it really a medical device?
- Is it scientifically/technically possible?
- How can I make a sell sheet?
- How can I get something 3d printed?
- How can I get this thing manufactured?
- What's this going to cost?
- Where can I find funding?
- How do I license this?
- When is my prototype done enough?
- How do I make a video?
- How do I use social media to promote my idea?
- What's my next step?
- Who can help me?

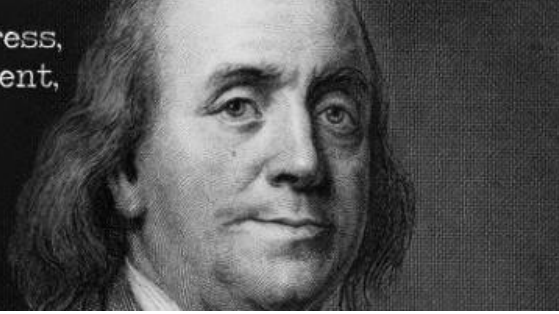
See your question on this list?

Have another??

Whereas I'm glad to schedule a meeting with y'all to discuss possible answers to your project or idea one on one it really behooves y'all to come aboard the SCIF monthly zoom meetings to ask and learn about the common answers, solutions and resources that are available.

"Without continual growth and progress,
such words as improvement, achievement,
and success have no meaning."

- Benjamin Franklin



SCIF events now listed on Scribble!

We are pleased and honored to announce our friends at Scribble are sharing news of our event!

"Scribble is South Carolina's content toolkit for your pursuit of innovation. Launch into inspirational sessions with innovators across the state & beyond."

SCRIBBLE

South Carolina Innovation Hub

<https://scribble.sc.com/about>

SCIF involves you! Have questions, here is where to get answers!

Thinking of any new products or services that may help in some way, shape or form make life easier? We share new ideas and motivating concepts almost daily on Facebook.

<https://www.facebook.com/groups/448388996120060/>

Help for inventors and innovators, creators all!

Tell your creative friends and invite them to join our group!

We discuss the most important things needed to bring ideas to life and create wealth.

Join our group and come to our meetings to learn about inventing, innovating and the process of bringing new products to market. Meet with others and find friends, mentors and advisors.

Prepare your questions about inventing and ask local experts at Wednesday's Zoom meeting.

Prepare for launching your venture.

Mark your calendar for South Carolina Inventors Forum monthly meetings!

Monthly meeting format allows interactions and Q & A:

- Network
- Welcome & Thanks
- Motivational Moment with Brian Pearson
- What's new? Stories and new products shared by inventors
- Subject of the Month Presenter / Speaker

- Resources and New Opportunities
- Q&A
- Who Needs Who?
- Thanks & network

See you on Zoom next Wednesday March 10th. Hellos start 6;30. Meeting begins 7pm.

<https://us02web.zoom.us/j/88251334966?pwd=SWVTTmhHNHZKUXISTW9SRkE1UDB3QT09>

Web Admin assistant, Sponsors & Inventor Stories welcome

Help!! We need a back up admin for the website.

SCIF Sponsors invited.

Supporting our vision to help people make new things, provide new services, build new businesses and create new jobs!

Platinum Sponsors - \$2500-On banner and introduced at contest, Speaker of the Month, post in newsletter, website, and on monthly Agenda

Gold - \$1000- Speaker of the Month, post in newsletter, website and monthly agenda

Silver -\$500 - post in newsletter, website and monthly Agenda

Bronze -\$100 - post in newsletter & website

SCIF welcomes stories about and by local inventors! We are calling for volunteers to help gather and write stories or folks to send theirs. Contact Adrian if you're interested.

Send us yours or Become an "Inventor of the Month"!

Time onstage (~10-30 minutes) to pitch your product and get feedback.

Help motivate other inventors, come tell your story!

[Contact Adrian if you're interested.](#)

We thank you for your support!

Some other great inventor clubs to check out

[Virginia Innovators Network](#)

[Vegas Inventors: Product Developers Group](#)

[Inventors Network KY](#)

[Inventor's Council of Central Florida](#)

[Inventors Association of South Central Kansas](#)

[San Diego Inventors Forum](#)

Quick Links

Quick Links

[South Carolina Inventors Forum Website...](#)
(Information on our meetings and directions)

[Past SCIF Presentations and Videos...](#)



[Join us on Facebook...](#)

Non Profit Resources for Inventors

United Inventors Association is an Inventor Industry national membership foundation dedicated to inventor education and support.

[Learn more...](#)

SCORE can help you start a new business or improve your present business. For more information about the SCORE South Carolina free small business counseling and the low-cost workshop series, call 803-765-5131 or visit their [website](#).

[USPTO.gov](#)

<https://scribblesc.com/about>

<https://southcarolinainventorsforum.org/>

<https://www.scra.org/sclauchinc/>

South Carolina Inventors Forum Major Supporters



Adrian Pelkus

Inventing with Adrian, LLC

760 473 2696

adrian@inventingwithadrian.com

South Carolina Inventors Forum Major Supporters - continued



Tom Ledbetter

Midlands Technical College

803 822 3448

ledbettert@midlandstech.edu



Dr. Thaddeus Jones

Fanatik Productions

803 942 0515

Fanatikproductions@gmail.com



Kiri Rawson

CoCreate Lexington

803 785 2113

Kiri@CoCreateLexington.com



Daniel Andrews

Network in Action

803 361 6825

DanielAndrews@NetworkinAction.com

South Carolina Inventors Forum Major Supporters - continued



Charles A Prescott - Counsel

The Prescott Law Firm, LLC

803 836 8301

<https://theprescottlawfirm.com/>



Tim "TK" Bradford

Phone: (888) 710-2534

<https://thebradfordgroupfinancialservice.com/>

SCIF thanks its Silver Sponsors



1221 Main Street
Suite 1800
Columbia, SC 29201
T (803) 799-9800
<https://www.burr.com/>



Tim Kehoe, Owner/Licensed
Kehoe Constructors, LLC
office: 803-951-0494
mobile: 408-504-8800
timkehoebuilds@gmail.com
www.kehoeconstructors.com

SCIF thanks its Bronze Sponsors



FLIGHT DECK RESTAURANT
109-A OLD CHAPIN ROAD
LEXINGTON SC 29072
(803) 957-5990



Bubba's Biscuit
115 W Main St,
Lexington, SC 29072-2631
(803) 834-4095



Patent Success Strategies
<http://www.patentsuccessstrategies.com/>
David Waller
(858) 768-1864

This newsletter was written by Adrian Pelkus
admin@southcarolinainventorsforum.org
Please reply with Unsubscribe to be removed from this mailing list