

# Bencil Speaks

## February '14 edition



 **From the desk of Rajeev Surana**

Welcome to the 2nd edition of Bencil Speaks Newsletter to celebrate the spirit of Innovation & Creativity.

First of all apologies for a week's delay in releasing the Newsletter; we will ensure enough resources are put behind it so that such delays are avoided in the future.

This issue features around our discovery of Global Inventions, a Hong Kong based consumer product ideas commercialisation company and our efforts on 'How Intellectual Property can be put on the Balance Sheet'.

Do let us know what you liked in the Newsletter and what would you like included along with suggestions on the kind of content you would like to read.

Note that the Newsletter will be made available on the last day of every month and you are requested to mention your email id on the home page to put you in our mailing list for receiving the newsletter month after month.

*Rajeev Surana*  
(Cofounder & CEO )

 **Share a story: Point of View**

We were recently introduced to a highly successful company in the field of consumer product innovation commercialisation.

The company is called Global Inventions and the founder is Mr. Anil Vora based out of Hong Kong.

Anil Vora is himself a Serial Innovator and has commercialised about 80 consumer product ideas in the last 20 years.

Till date, the company has focused on commercialising ideas which have originated internally in the space of consumer products and more specifically in the space of 'Small Consumer Electronics'.



FM Radio Shower



Mosquito Repellent Clock



Quiz Master

Imagine products as such a water proof FM radio receiver in your bath, multi lingual translator with basic features but simple to use or an alarm clock with mosquito repellent built into it.

The focus is on innovation with the features or functionality of the product which differentiates it from existing products and not on the design of the product. These products usually retail anywhere between USD 5 to USD 80 per unit.

Global Inventions has relationship with 4000+ Buyers which includes large retailers such as Walmart, Boots, Best Buy etc. as also wholesalers and importers across USA, UK, Europe, Australia etc.

Global Inventions will shortlist ideas with a demonstrable prototype which fall in the consumer product space, especially electronics where they have strength and send it to their top buyers for feedback.

If the feedback is positive, they will sign up with the Innovator and develop the product in it's final form and start taking orders from their Buyers.

The product is manufactured in China where they have relationship with different manufacturing units based on their requirements.

The Innovator will get royalty on selling price of the product to the Buyer (not the final retail price of the product) and the sales volume is not guaranteed although from past records, it can be presumed that it can range from minimum of 20,000 pieces going to few million pieces in some specific cases.

The key to the success for Global Inventions to date has been the following: -

- Clear focus
- Relationship with 4000+ buyers built over the last 20 years
- Fast to market
- Strategically located in Hong Kong with access to low cost manufacturing facilities in China

Global Inventions can be reached on <http://www.globalinventions.co.uk>

### What's new @ Scinnovation

- Scinnovation is exploring the possibility of how 'Intellectual Property can be put on the Balance Sheet' along with associate, Mr. Shekhar Agharkar from Arthtech Consultants Pvt. Ltd.

Based on the insights gathered it was discovered that IP on the Balance Sheet is especially useful for Start ups in pre investment stage whereby they can leverage the costs incurred in product development by revaluing the cost and transferring it from a Proprietorship/Partnership firm to a Private Limited Company and the IP assets which form part of the capital asset on which depreciation can be claimed.

- A Workshop titled 'IP on the Balance Sheet' was conducted for 91SpringBoard, a popular incubator based out of NCR region on 25th Feb. '14 in their Delhi centre with about 12 participants.

- Also Rajeev was a speaker at Workshop organised by MSME Development Institute, Mumbai on Basics of IPR on Sunday, 23rd Feb '14

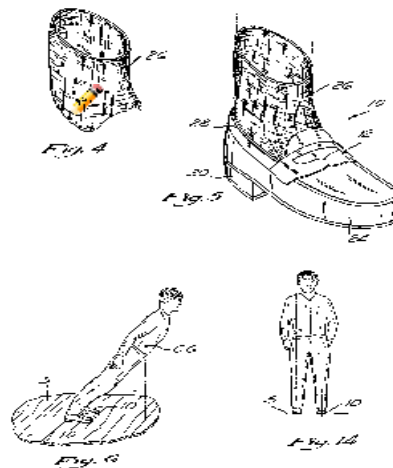
## Events in Jan-Mar '14

- International Patent Forum | London | 18-19 March 2014
- The Economist Innovation Forum 2014 | Berkeley, USA | 27 March 2014

## Trivia

The legendary singer, Michael Jackson along with other inventors had a patent granted for his anti gravity shoes by the US Patent office with patent no. 5255452 titled 'Method and means for creating anti gravity illusion'

U.S. Patent Oct. 26, 1989 Sheet 2 of 4 5,255,452



*Drawing from US patent no. 5255452 which had Michael Jackson as one of the Inventor*

## Think about it...

DON'T THINK TOO MUCH.  
You'll create a problem that wasn't even there  
in the first place.

Covershub.net

Courtesy: Covershub.net

## About us



Scinnovation Consultants Pvt. Ltd. is an Intellectual Property protection, consulting and monetisation firm based out of Mumbai, India.

W: [www.scinnovation.in](http://www.scinnovation.in) E: [helpdesk@scinnovation.in](mailto:helpdesk@scinnovation.in) T: 91-22-61424997

Twitter: ScinnovationCo | FB: [facebook.com/Scinnovation](https://facebook.com/Scinnovation)

'Protect Your Ideas' handbook on IP available on Rediff, Infibeam, Ebay.in for sale