

A large, faint graphic of a glowing yellow lightbulb with several grey lines radiating from it, suggesting an idea. Overlaid on the lightbulb is the text "WHAT IS YOUR BIG IDEA?" in a light grey font. The word "BIG" is highlighted in red.

Welcome

2013

Big Idea Challenge

A faint background graphic of a lit lightbulb with several short lines radiating from it to indicate light. A watermark is visible over the lightbulb, consisting of the text 'WHAT'S UP?' in a light blue font and 'BIG IDEA?' in a red font, both in a sans-serif typeface.

Workshop #3

2-Minute Drill & Intellectual Property

Agenda

- 💡 Ideas Challenge Overview
- 💡 Intellectual Property
- 💡 Benefits
- 💡 Goals
- 💡 2-Minute Drill
- 💡 Wrap Up
- 💡 Questions



A faint background graphic of a glowing yellow lightbulb with several grey lines radiating from it. Overlaid on the lightbulb is the text "WHAT'S YOUR IDEA?" in a light red, sans-serif font.

Idea Challenge Overview

What is a BIG IDEA?



Solution to something
bugging you...



New Invention...



Solution to
a problem...



New innovative
idea...



New company...
New service...
New product...

**THE SKY
IS THE
LIMIT!**



What's the Big Idea?

- 💡 Lamar University, Lamar Institute of Technology, Lamar State College-PA, Lamar State College-Orange-wide program asking:

What's your big idea?

New Product

New Service

New Company

- 💡 Ideas are judged by members of the business and academic communities.
- 💡 Cash prizes awarded.



Why We Do This

💡 Students:

- Encourage entrepreneurial thinking.
- Real world feedback on your idea.
- Skills development.
- Nice resume addition.
- Cash prizes and recognition.

💡 Colleges:

- Showcase students in the community.
- Develop entrepreneurial culture.
- Involve business community in local college activities.



How it Works

1. Student develops bright idea.
2. Student completes two forms.
3. Student submits forms.
4. Judging panel selects top finalists.
5. Finalists present to judging panel.
6. Judges vote on top ideas.
7. Awards and networking reception.



Key Dates

~~2/21~~ — ~~Workshop 1~~

~~3/08~~ — ~~Workshop 2~~

3/21 Workshop 3

4/03 **Submission deadline- 5PM**

4/09 Finalists notified

4/18 Finalist workshop

4/27 Presentation Day & Awards



Submitting Your Idea

- 💡 Ideas are submitted in word document found on website and emailed in to **LUBigIdea@gmail.com**.
- 💡 Complete an entry form and terms & conditions form.

www.lamarbmt.sbdcnetwork.net
Big Idea Tab

- 💡 Limited to 1000 words. No more!
- 💡 Ideas must be submitted by:
 - **April 03, 2013 by 5 pm**
 - **Email to LUBigIdea@gmail.com**



Entry Form

💡 Word Document.

💡 Covers:

- ❖ ~~Identification.~~
- ❖ ~~Idea title.~~
- 2-minute drill.
- ❖ ~~The Idea~~
- ❖ ~~Customers.~~
- ❖ ~~Competition.~~
- ❖ ~~Suppliers.~~
- Benefits.
- Goals.

BIG IDEA CHALLENGE ENTRY FORM FOR ACADEMIC YEAR 2012-2013	
Idea Title: (Provide a brief, descriptive title for your idea.)	AUTHORS' NAMES, THE DATE AND TIME OF SUBMISSION, AND THE INFORMATION IN THIS CELL WILL BE POSTED ON THE CENTER'S WEBSITE DO NOT PLACE ANY INFORMATION IN THIS CELL THAT YOU WISH TO KEEP CONFIDENTIAL (Authors may delete this warning when this form is filled out)
2-Minute Drill: (Persuasively describe your idea very briefly and succinctly)	
The Idea: (Spell out the details of the idea. What is the product or service, and how will it be used?)	
Customers (Who will use your product or service? Who makes the purchase decision? What customer needs does your product or service satisfy?)	
Competitors: (Who are your competitors? Why is your idea better than what they offer? How will they react? What will keep them from squashing your business like a grape?)	

Page 2 of 3



Terms & Conditions Form


💡 Word document.

💡 Agreement between you and Lamar University SBDC AND IES:

- It is **your** idea.
- We will maintain confidence.
- Ability to publicize winners.

💡 Each Author Must Sign by April 03 5:00 P.M.

💡 Fax, Mail, Deliver



Terms and Conditions
Big Idea Challenge 2013

PLEASE READ CAREFULLY BEFORE SIGNING

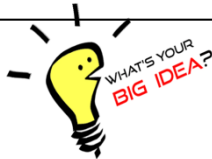
1. If you are an author or co-author of a business idea entered in the *Big Idea*, you must print or type your name and student ID, and your signature on each page of this form, and fax, mail, or bring it to Lamar University SBDC. Your name and signature on this *Terms and Conditions* form indicates that you accept the terms and conditions stated herein. This form may not be altered in any way. Any alterations will cause the associated entries to be judged invalid.
2. Entries can include no more than 1,000 words, plus the words on the original form.
3. Each author must be a registered student of Lamar University, LIT, Lamar State College-Orange, or Lamar State College-Port Arthur at the time of entry submission.
4. Each author must put his or her name, student ID, and signature on each page of his or her own copy of the *Terms and Conditions* form, and mail, fax, or bring the completed form to the LU SBDC. Only one form is needed per author, even if that author submits more than one business idea. Forms must be received before 5:00 PM April 3, 2013. The Center's contact information is:

Lamar University Small Business Development Center
801 Pearl St.
P.O. Box 10067
Beaumont TX, 77710
Phone: (409)880-2367
Fax: (409)880-2201
www.lamarbmt.sbdcnetwork.net
5. Entries received after the deadline (April 3, 2013 by 5 PM) will not be accepted. Any entry that does not have a Terms and Conditions form signed by each author and placed on file by April 3, 2013 by 5 PM will be dropped from the competition.
6. No single person may be an author or co-author on more than 10 entries.
7. All ideas entered must be the original ideas of the author or co-authors, or done with explicit agreement of those who own the rights to the ideas, or those who contributed importantly to the development of the ideas. By signing this form, all authors indicate that the ideas submitted are their own original work, unless the entry form specifically states otherwise. Authors must be aware that any ideas developed in the context of their employment may have consequences for ownership of the ideas as a form of intellectual property.

Name (please print clearly)	Student ID	School	Signature

Each page must be signed by the author

1



Who is Eligible?

- 💡 Any registered student at Lamar University, Lamar Institute of Technology, Lamar State College-PA or Lamar State College-Orange.
 - Freshman to doctoral students!
 - Apps to Zippers!
- 💡 Team or individual entries.



Resources

Lamar University SBDC Website

- Overview and Guidelines
- Entry Form
- Terms & Conditions Form

Workshops



Find us on
Facebook

 Please submit e-mail address to
LUBigIdea@gmail.com for e-mail updates.



Intellectual Property

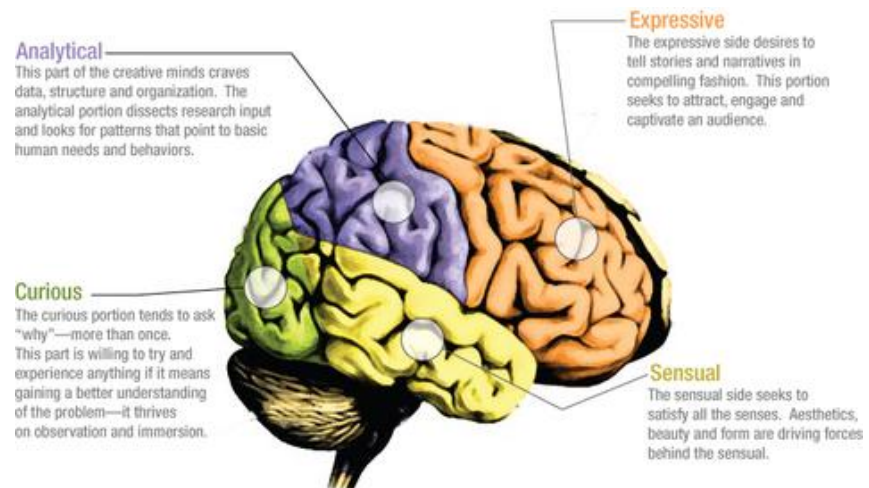


WHAT IS YOUR
BIG IDEA?

IP – What is it?

💡 Intellectual Property

- Is any product of human intellect that is intangible but has value in the marketplace.
- It is called “intellectual” property because it is the product of human imagination, creativity, and inventiveness.



Anatomy of the NEW Creative Mind

With consumer behavior evolving toward a more empowered status—the definition of creativity has shifted from one-dimensional skills to a four-dimensional type of creativity that blends logical thinking with creative problem solving. Individuals possessing this “New Creative Mindset” blend Analytical, Expressive, Curious and Sensual qualities into their thinking process. **The result is a holistic approach to creativity that is effective across multiple touchpoints and experiences.**

IT'S YOUR
G IDEA?

Market Effect of Human Capital

	Sales 2005 (billions)	Employees 2005 (thousands)	Market Capitalization 2005 (billions)
General Motors	191	324	22
Ford	171	324	27
DaimlerChrysler	192	384	48
Total	554	1032	97
Intel	34	85	146
Microsoft	37	57	290
Dell	49	55	105
Total	120	197	638



IP – Define It, Protect It

💡 Once identified, it is important to protect it.

💡 Protect it via...

- Physical security – examples:
 - Software.
 - Data
- Legal security:
 - Patents, copyrights, etc.

💡 Very important topic:

- Get help.
- Be cautious but realistic.



Forms of IP

💡 4 key types of intellectual property:

- Patents
- Copyrights
- Trademarks
- Trade Secrets



Patents

Utility 20yr
Design 14 yrs
Plant 20 yrs

The subject of the patent application, whether it is an invention, design, or business method, must be ...

Useful

It must have utility.

Novel

It must be different from what has come before (i.e., not in the "prior art").

Not Obvious

It must be not obvious to a person of ordinary skill in the field.

A patent does not give its owner the right to make, use, or sell an invention: rather, the right granted is only to **exclude others from doing so**.

e.g. technology that uses Intel technology to work



IP – Patents

💡 How to get it: Apply through the USPTO.

- www.uspto.gov

💡 How to keep it: Watch carefully, and sue those who infringe.

💡 Best advice: Hire a Patent Lawyer





US00D541299S

(12) **United States Design Patent** (10) **Patent No.:** **US D541,299 S**
Andre et al. (45) **Date of Patent:** ** *Apr. 24, 2007

(54) **MEDIA DEVICE**

4,976,435 A 12 1990 Shaford et al.
3,192,082 A 3 1993 Inoue et al.
5,661,632 A 8 1997 Register

(75) Inventors: **Bartley K. Andre**, Menlo Park, CA (US); **Daniel J. Coster**, San Francisco, CA (US); **Daniele De Iulius**, San Francisco, CA (US); **Richard P. Howarth**, San Francisco, CA (US); **Jonathan P. Ive**, San Francisco, CA (US); **Steve Jobs**, Palo Alto, CA (US); **Duncan Robert Kerr**, San Francisco, CA (US); **Shin Nishibori**, San Francisco, CA (US); **Matthew Dean Rohrbach**, San Francisco, CA (US); **Douglas B. Satzger**, Menlo Park, CA (US); **Calvin Q. Seid**, Palo Alto, CA (US); **Christopher J. Stringer**, Poriola Valley, CA (US); **Eugene Antony Whang**, San Francisco, CA (US); **Rico Zorkendorfer**, San Francisco, CA (US)

(Continued)

OTHER PUBLICATIONS

U.S. Appl. No. 29/237,096, filed Aug. 24, 2005.
U.S. Appl. No. 29/237,229, filed Aug. 24, 2005.
U.S. Appl. No. 29/237,226, filed Aug. 24, 2005.
U.S. Appl. No. 29/237,231, filed Aug. 24, 2005.

(Continued)

Primary Examiner Prabhakar Deshmukh
(74) *Attorney, Agent, or Firm* Beyer Weaver & Thomas, LLP

CLAIM

(57) We claim the ornamental design for a media device, substantially as shown and described.

DESCRIPTION

FIG. 1 is a perspective view of a media device in accordance with the present design.
FIG. 2 is a front view for the media device.
FIG. 3 is a rear view for the media device.
FIG. 4 is a top view for the media device.
FIG. 5 is a bottom view for the media device.
FIG. 6 is a right side view for the media device; and,
FIG. 7 is a left side view for the media device.

The surfaces of the media device as shown in FIGS. 1-7 are illustrated at least partially with color designations. The front surface is black including the circular feature (e.g., input device) and excluding the rectangular feature (e.g., display) shown with shading. The back surface is metallic steel, silver, nickel or chrome. The side surfaces are divided between black and metallic steel, silver, nickel or chrome. The broken lines are for illustrative purpose only and form no part of the claimed design.

(73) Assignee: **Apple Computer, Inc.**, Cupertino, CA (US)

(*) Notice: This patent is subject to a terminal disclaimer.

(**) Term: **14 Years**

(21) Appl. No.: **29/237,235**

(22) Filed: **Aug. 24, 2005**

(51) **LOC (8) Cl.** **14-03**

(52) **U.S. Cl.** **D14/496**

(58) **Field of Classification Search** D14/496, D14/401, 435, 474, 483, 217, 137, 138, 160, D14/168; 345/156, 169, 173, 179, 905; 715/727, 729, 715/864; 455/111, 773, 344, 347, 93, 95; 370/342, 344; 369/1, 2, 6, 12; 463/43, 47, 273/148 B

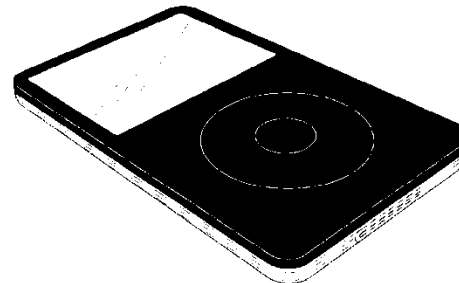
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

D264,969 S 6/1982 McGourty

1 Claim, 3 Drawing Sheets



Copyrights

💡 Copyrights

- A copyright is a form of intellectual property protection that grants to the owner of a work of authorship the legal right to determine how the work is used and to obtain the economic benefits from the work.
- Literary works - Computer software - Pantomimes and choreographic works - Musical compositions - Dramatic works - Pictorial graphic and artistic works

💡 The Idea-Expression Dichotomy

- The main exclusion is that copyright laws cannot protect ideas.

💡 How to Obtain a Copyright

- The following steps can be taken, however, to enhance copyright protection.
 - Copyright protection can be enhanced by attaching the copyright notice, or “copyright bug” © to something.
 - Further protection can be obtained by registering the work with the U.S. Copyright Office.



Copyrights

- 💡 Can register the copyright with the government for \$30.00. Must be registered before filing any infringement lawsuits. ®
- 💡 Lasts the life of the author plus 70 years
- 💡 Or lasts 95 years from publication or 120 years from creation, if it was a work for hire



IP – Trademark

- 💡 What it is: The right to use a particular name for a business or product, or a specific insignia that represents a business or product.
- 💡 How to get it: Use it, but only after checking to see that no one else is using it for a similar product or business.
- 💡 How to keep it: Use it. Commercial application.
- 💡 Registration costs approx \$325; lasts for 10 years and is renewable indefinitely®.



Trademarks

Trademarks are generally distinctive symbols, pictures, or words that **sellers** affix to distinguish and identify the **origin** of their products.



Trademark

Word Mark **IPOD** NANO

Serial Number 78778627

Goods and Services

💡 Portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, and audio files; computer software for use in organizing, transmitting, manipulating, and reviewing text, data, and audio files on portable and handheld digital electronic devices.

💡 Owner Apple Computer, Inc.



White Cloud Trademark

- 💡 A castoff returns to haunt its parent.
- 💡 In 1990s, P&G dropped its White Cloud toilet paper label to focus on the stronger Charmin.
- 💡 An entrepreneur Tony Gelbart noticed, and that thanks to the **use-it-or-lose-it** policy that governs trademarks, P&G's claim to the White Cloud label had lapsed.
- 💡 Gelbart snapped it up for a song & offered Wal-Mart the rights to the White Cloud label.
- 💡 Today Wal-Mart's aisles are filled with White Cloud toilet tissue and even diapers-- (Fortune, 2003)



IP – Trade Secret

- 💡 What it is: A business process or formula that is not to be shared with others outside the business.
 - Must be a meaningful source of advantage.
- 💡 How to get it: Invent it (or copy it from somewhere).
- 💡 How to keep it: Keep the secret.
 - Must take “reasonable precautions” to keep the secret.



IP – Confidentiality

- 💡 Prior to obtaining legal protection the best way to protect your IP is through confidentiality.
- 💡 Catch-22: You must talk to people about your idea to get feedback, support, buy-in and financing.
- 💡 Protecting your idea:
 - Non-disclosure Agreements (NDA).
 - Talking with professionals.
 - Limit talking before large groups or to publications.



Confidentiality and Ideas Challenge

💡 Judges are professionals:

- Investors.
- Bankers.
- Lawyers.
- Accountants.
- Corporate Executives.

💡 We remind each judge of the confidential nature of the material prior to accepting them as a judge and then again on day of competition.

💡 Idea details not publicized outside of judging group.



A large, faint watermark graphic of a lightbulb is centered in the background. The lightbulb is yellow with a grey base and has several grey lines radiating from the top, suggesting light or an idea. Overlaid on the lightbulb is the text 'WHAT IS YOUR BIG IDEA?' in a light grey, sans-serif font. The words 'WHAT IS YOUR' are on the top line, 'BIG' is on the middle line, and 'IDEA?' is on the bottom line.

Cost-Benefit

How will your product or service generate value in excess of the cost to deliver it?)

Societal Benefit

(What good will come from your business? Why will the world be a better place because of your idea?)

Benefit

- 💡 Be Convincing / Realistic / Do Your Homework
- 💡 Should flow from prior discussion on suppliers
- 💡 Cost Benefit
 - Revenue that exceeds cost
 - NFP- where is revenue stream- how can you cover costs of operations- where to get volunteer labor
- 💡 Societal Benefit
 - Business more than \$\$\$\$\$\$\$\$\$\$
 - Low profit potential but great value is welcome



Goals

Your Goals

(Why do you personally want to develop this business idea?)



Goals

💡 This is a very important part of the challenge

💡 Fit

💡 It's the people stupid!!!!!!



A stylized lightbulb icon with a yellow glow and grey rays emanating from it. In the background, the text "WHAT'S YOUR BIG IDEA?" is written in a light grey font, with "BIG IDEA?" in a larger, red font.

2-Minute Drill

The 2-Minute Drill – What is it?

- 💡 A very concise and very convincing statement of why your idea is a great one.
 - Executive summary of the executive summary.
- 💡 AKA the Elevator Pitch.
- 💡 Comes from the story of a person seeking venture capital who found herself on an elevator with a group of VCs. She had until the elevator hit the penthouse suite to garner their attention and interest.



The 2-Minute Drill – Why?

- 💡 Everyone is busy – too busy to hear yet another business idea.
- 💡 Some say the average person's attention span is 30 seconds.
 - While probably overstated, when you are talking to strangers and need their support, you must be both quick and convincing.
 - People are simply too busy to give you more than 30 seconds, unless you capture them.



Word of Caution

💡 Do not lie or mislead with your 2-minute drill:

- Ignoring this point will not only lose any support for your current idea, but it will cost you support for every idea that you ever have.
- People have long memories, and they don't forget those who mislead them.
- The pressure to mislead may feel intense. Ignore it!!



Key Components

💡 Three parts of a 2-Minute Drill:

- Value Proposition.
- Your Solution.
- Credibility Development.



Value Proposition

- 💡 Have a clear-cut value proposition, and be able to state it simply and directly.
 - Value proposition is a clear statement of the tangible results a customer gets from using your products or services
 - It must be concisely stated, and not take more than a very few sentences.
- 💡 It must not be confused, complicated, or convoluted.
- 💡 It must be appealing to others.



Weak vs Strong value propositions

- 💡 It's the most technologically advanced and robust system on the market.
- 💡 We improve communication and morale.
- 💡 We offer training classes in a wide variety of areas.
- 💡 My product was rated the best-in-class by leading authorities.
- 💡 Increased revenues
- 💡 Faster time to market
- 💡 Decreased costs
- 💡 Improved operational efficiency
- 💡 Increased market share
- 💡 Decreased employee turnover
- 💡 Improved customer retention levels



Solution

- 💡 Once the value proposition is in, fill in the basic idea, but with broad strokes, not little details.
- 💡 “We have a proprietary technology that resolves XXXXXX with proven reliability, using existing communication channels and largely (though not exclusively) off-the-shelf components”.



Build Credibility

- 💡 Try to anticipate the worries and concerns of your audience.
- 💡 Some common concerns are:
 - Reliability
 - Liability
 - Cost
 - Safety
 - Unforeseen implementation problems:
 - Do you have a working prototype?
 - Have you tried your idea in a real business setting?



For the Ideas Challenge

- 💡 The 2-minute drill should draw upon all the other fields in your entry, but do so very concisely and without detailed explanation.
- 💡 The other fields in the entry form are where the details are filled in, and where you can remove the doubts remaining after the 2-minute drill.



The 2-Minute Drill – Key Aspects

Be sure that, after reading your entire entry, the reader doesn't feel that you made promises in your 2-minute drill that weren't kept in the rest of the entry.



Key Dates

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~~3/07~~ — ~~Workshop 2~~

~~3/21~~ — ~~Workshop 3~~

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4/18 Finalist workshop

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WHAT IS YOUR
IDEA?

Questions