



Concept Box

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What is Concept Box and what does it do?

Concept Box simplifies the task of inventors identifying partners for their inventions and of companies finding new inventive products or services. This is done while preserving the confidentiality of the concepts and simplifying the process of applying Non Disclosure Agreements.

What problem is Concept Box solving?

There are 4 ways of introducing inventions to the marketplace.

1. University spin outs come from academic research and are usually bigger projects with a lot of the background work already done.
2. Company Suggestion Box introduces ideas from the workforce and are taken up by the company R&D structure
3. Individual with an idea wishing to build a business from the idea. This is a difficult path but there is a lot of help along the way for good ideas and good people.
4. Individual with a good idea who is not in the position to build a business from the idea. This is the person Concept Box is aiming to help.

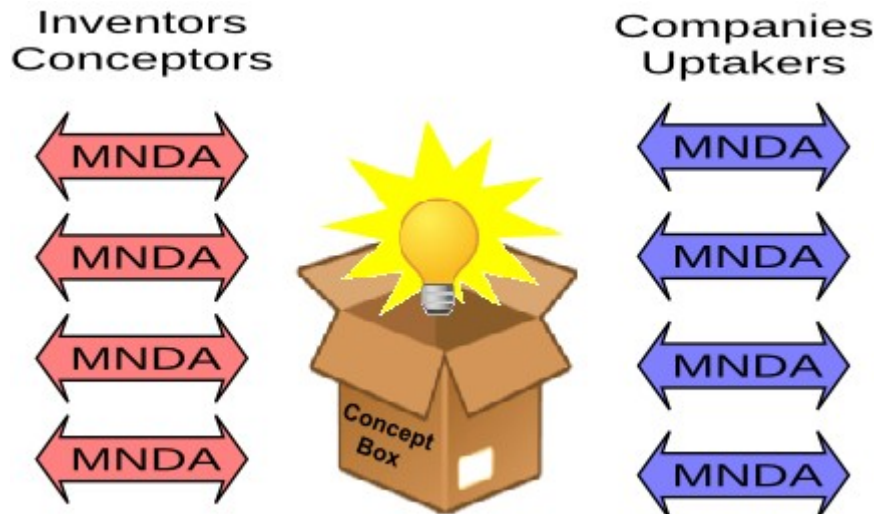
Problem a Conceptor faces – 1. Protecting the Concept IP

Often the individual inventor is not in the position to patent the concept or to take the concept to a patentable stage. Non Disclosure Agreements are normally used in this situation but this involves the conceptor having a MNDA with each organisation approached.

Concept Box will implement a simple Non Disclosure Agreement system which we have called an Intermediary Non Disclosure Agreement (INDA).

INDA - In the INDA, the Conceptor and the Uptaker each have a Mutual Non Disclosure Agreement (MNDA) with Concept Box. In this way, both conceptor¹ and uptaker² require only one INDA with Concept Box.

Once a deal is struck, IP protection is then up to the parties, not Concept Box.



Mechanism of an INDA

Problem a Conceptor faces – 2. Finding an Uptaker

How does a conceptor find an uptaker? Concept box will build up a database of companies who are willing to accept approaches (and those who are not). We will also know what information each company requires.

We also expect to learn of companies who are seeking concepts which can then be circulated amongst our inventors.

How does Concept Box Earn Money?

1. Charge inventors a small fee per concept to be put on our database.
2. Charge Uptakers an annual fee to access our database and receive notification of new additions to the database which match their preferences.
3. Charge a percentage fee on any licencing agreements made.
4. Advertising on our website.
5. Sell the software or the service to other geographic/language areas

Notes:-

- 1 **Conceptor** – A person or organisation that owns the IP of a concept.
- 2 **Uptaker** - An organisation willing to discuss taking up and implementing the concept.

Design Project Ideas

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1. Eco-wand
2. Micro Chiller
3. BiTriform Climbing Wheel
4. Sherpa Trolley/Battlefield Rover
5. GoGetMM – Business dating agency
6. GoMeetMM - Conference meet-up
7. Switch/socket tidy
8. Cubicle Hygiene
9. ecoSark
10. Garden Gate micro wind turbine for domestic use – Windgate
11. Signalling for the Blind – Gilet Blanche
12. Heilin Coo Parka & Gilet