

CREATIVE BY DESIGN

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INSPIRATION OF THE MOMENT

- Since 2012

The best inventions are the ones made out of frustration! How do you feel today?

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The audiobook known then as the “talking book” experienced first a set back through WWII for finally get picked up by its American counterpart the American Foundation for the Blind in the 1930s.

It took over a decade to hear its first gramophone version.

The current worth market for the Audiobook is \$1.2 billions, as a writer I surely thank him for its flourishing contribution to the writing industry.

Sometimes, an invention comes from the **observation of one factor that gets applied to a complete different world** like for instance, wheels on a suitcase in the 1970s.

It is fascinating to look at things and wonder what has been their creation path. **What did it take for the inventors to make it happen!**

When you study an invention’s history closer, you cannot help noticing that countless of them come from people who were in a position to see a problem that needed fixing in a very personal way.

The lookup in finding the solution coupled with the passionate determination to alleviate that frustration have **always been the keys!**

When mostly all inventions share in common a difficult path their points of origin on the other end present lots of variation.

Some are **pure groundbreaking ideas** like the audiobook from the Blind community in the 1920s.

Originated in the UK through the Royal Institute for the Blinds.

Invention from observation

It took Bernard Sadow, an executive of a luggage company travelling through an airport with heavy luggage to look at a carrier effortlessly sliding a wheeled skid to put the two together. It took him many months rolling his prototype bag department stores to department stores until finally, Macy's ordered some for the market to grow quickly.

In a totally different world and time, Joe Landolina invented in 2010 at 17 years old a blood clotting gel called now Vetigel that literally is a plant based gel that basically adapts to the cellular level of the structure it is applied to and becomes it, if applied on a liver it comes to be liver cells if applied on skin it gets to be skin cells.

Now, about origins, **some amazing inventions are just a perfecting of an older one.** Some creative minds just need a boost, in spotting a great concept that just needed to be perfected.

Like, the Rollaboard which was invented in 1987 by Robert Plath, who affixed two wheels and a long handle to suitcases that rolled upright, rather than being towed flat like Mr. Sadow's four-wheeled models. Very quickly, he founded TravelPro to answer the increasing demand. According to Plath, TravelPro's first-year sales were about \$1.5 million and the original bags sold for \$129.

Other inventions are simply changing the way current existing ones operate, i.e. Tony Hansberry II, who, at 14 years old invented a new surgical technique that is now revolutionizing how surgical stitching is done.

In brief, endless possibilities, however, **where** are we standing today?

Well, the sky is the limits, not even if you follow Elon Musk and Richard Branson journey to space. Basically, we leave in an area where every thing is simpler and therefore within reach. The barriers to innovation are disappearing! 3D printers make prototypes affordable and accessible. There are even companies that open their door to build prototypes, i.e. China, city of Shenzhen has become an accessible hub where inventors can find factories primed to produce new electronics and objects.

TODAY, at your disposal, to your own benefit and with the only purpose to serve your creative mind, you possess more tools just on your phone than the top engineers in any top labs of the world in the 1960s! To that you can actually add your computer abilities, programs and the limitless resources surrounding you!

But let's face it; it often comes down to money. Well, even there, understanding that there are now amazing new ways to fund inventions is crucial. Systems like crowdfunding, and preorders for instance.

IS YOUR IDEA WORTH PRODUCING?

Basically, based on your idea alone you could make it happen. If you have an idea that is worth producing, you can initiate crowdfunding or preorders and have all the strategy, manufacturing, marketing basics funded before actual production is in place.

If you choose that route, you most likely will sell at reduced price to start with. No real benefits at first but let's face it without taking any substantial risks you basically tested for free the validity of your invention! Nothing beats such validation!

There are 2 main models or types of crowdfunding. The first is what's called donation-based funding where funders donate via a collaborative goal based process in return for products, perks or rewards.

The second and more recent model is investment crowdfunding, where businesses seeking capital sell ownership stakes online in the form of equity or debt. In this model, understand that the individuals who fund become owners or shareholders and have a potential for financial return, unlike in the donation model.

Regardless of your field, nowadays, you can find the appropriate crowdfunding site for you.

One major consideration is if the service specializes in a specific industry or limits the reasons for funding. Another consideration should be the process regarding the way you would receive the funds. Some services are all-or-nothing, meaning you have to raise 100% of your goal if you want to collect any money, while others allow you to keep any funds you raise, though you may pay higher fees in those cases.

Source:

History of the Audiobook

<http://www.silksoundbooks.com/history-of-audiobooks.html>

Reinventing the Suitcase by Adding the Wheel

<http://www.nytimes.com/2010/10/05/business/05road.html>

14yr old African American develop a new surgical technique to sew up hysterectomy patients

http://www.risingafrica.org/success-stories/health_medicine/14yr-old-african-american-develop-a-new-surgical-technique-to-sew-up-hysterectomy-patients/

This gel can make you stop bleeding instantly

https://www.ted.com/talks/joe_landolina_this_gel_can_make_you_stop_bleeding_instantly?language=en

This gel can make you stop bleeding

To conclude, if you have an idea, do a lot of researches, meticulous ones. If you do not know how something works search the web and in most cases you will find your answer. Just keep in mind that the route will be strenuous and that you do need to do it for the right reason, in order to keep stamina through the hurdles.

So like I was asking earlier, **how do you feel today?** Frustrated?

Keep an **open mind, a determined spirit** and prone your creativity and you just might stumble onto the next **BIG** new thing.

Good luck!