



**Danish  
Technological  
Institute**

# Challenges from Idea to Market

Technology and Innovation support Centers (TISCs)  
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# Agenda:

Background

Ideation: The idea

The process

CIS

Marked introduction:

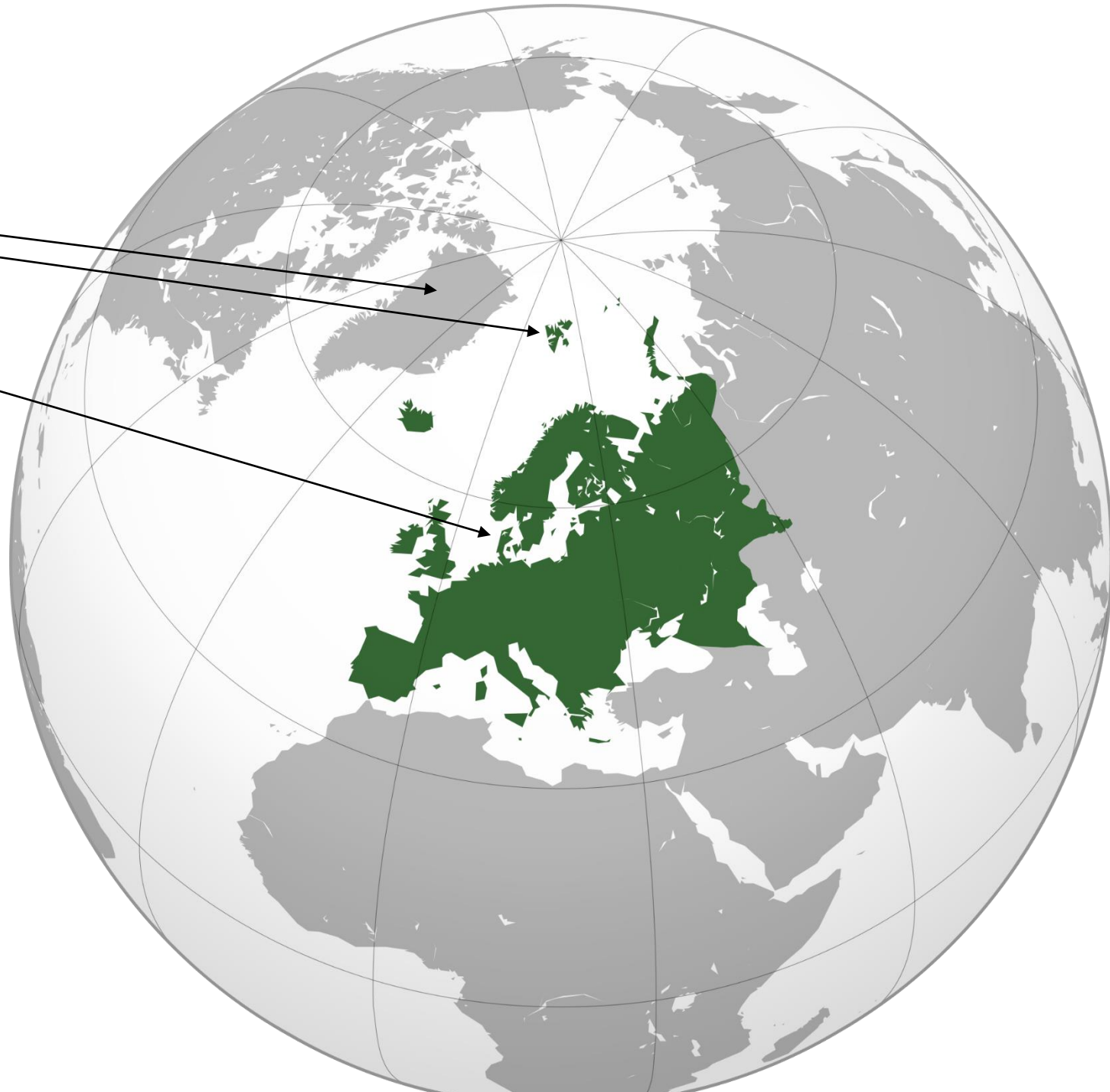
A case...

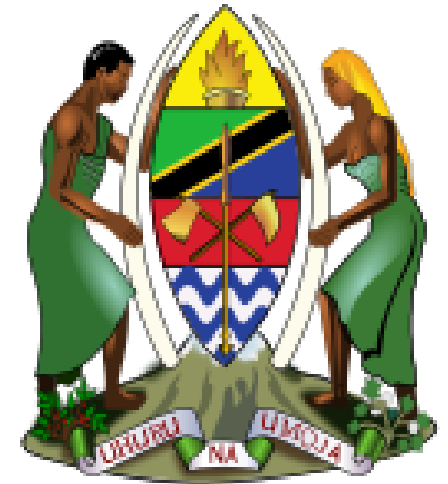
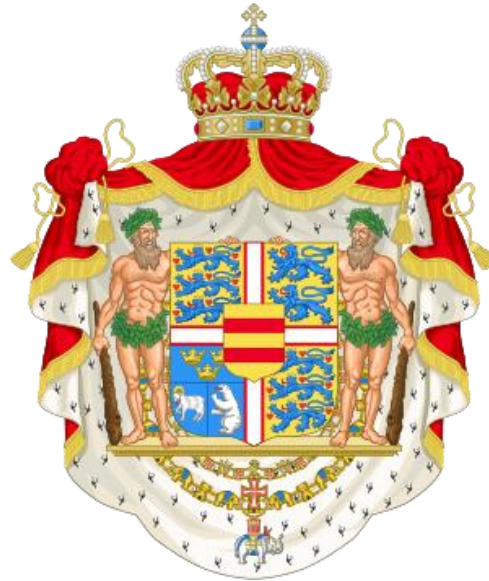
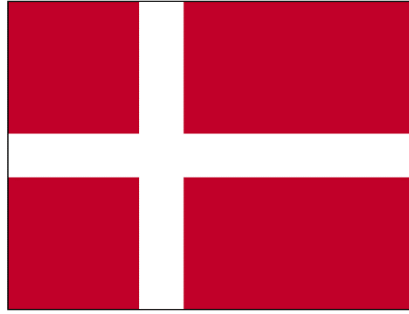


**$\Sigma$  From (new) idea to marked**

Greenland  
Faroe Island

**Denmark**





**Area:**  
**Population:**  
**GDT (per capita):**

43.094 km<sup>2</sup>  
5,7 million  
37.341 \$

947.303 km<sup>2</sup>  
51,7 million  
3.080 \$

**Named Islands**

443 (78 inhabited)

26 (5 in lake Vicoria)

**Industi:**

agriculture (and fish)  
*biotech, medico, energy*

agriculture and fish  
*Tourism*

**| Stavanger**

Norway

**| Stockholm**

Sweden



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**| Göteborg**

**| Hirtshals**

Denmark

**| Aarhus**

**| Taastrup**

**| Roskilde**

**| Odense**

**| Sønder  
Stenderup**

**| Warszawa**

Poland

USA

**| Atlanta**



Thought



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Innovation process

# The dilemma of staging innovation!

**Industrial progress €**



**Structured innovation**

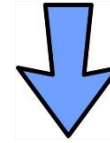


**Creative techniques and - behavior**

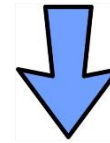


**??**

**Creative techniques and - behavior**



**Structured innovation**



**Industrial progress**



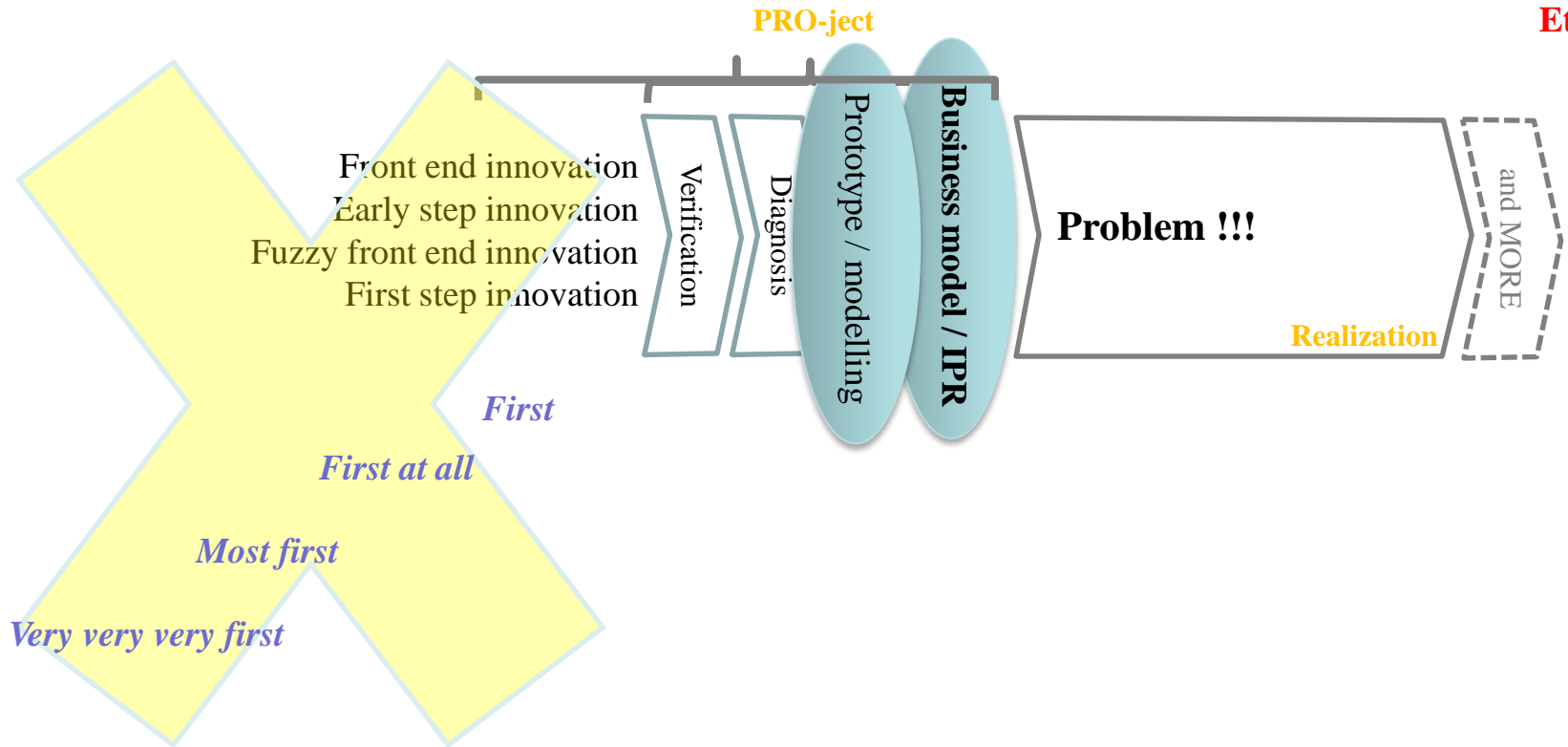
**€€€€**



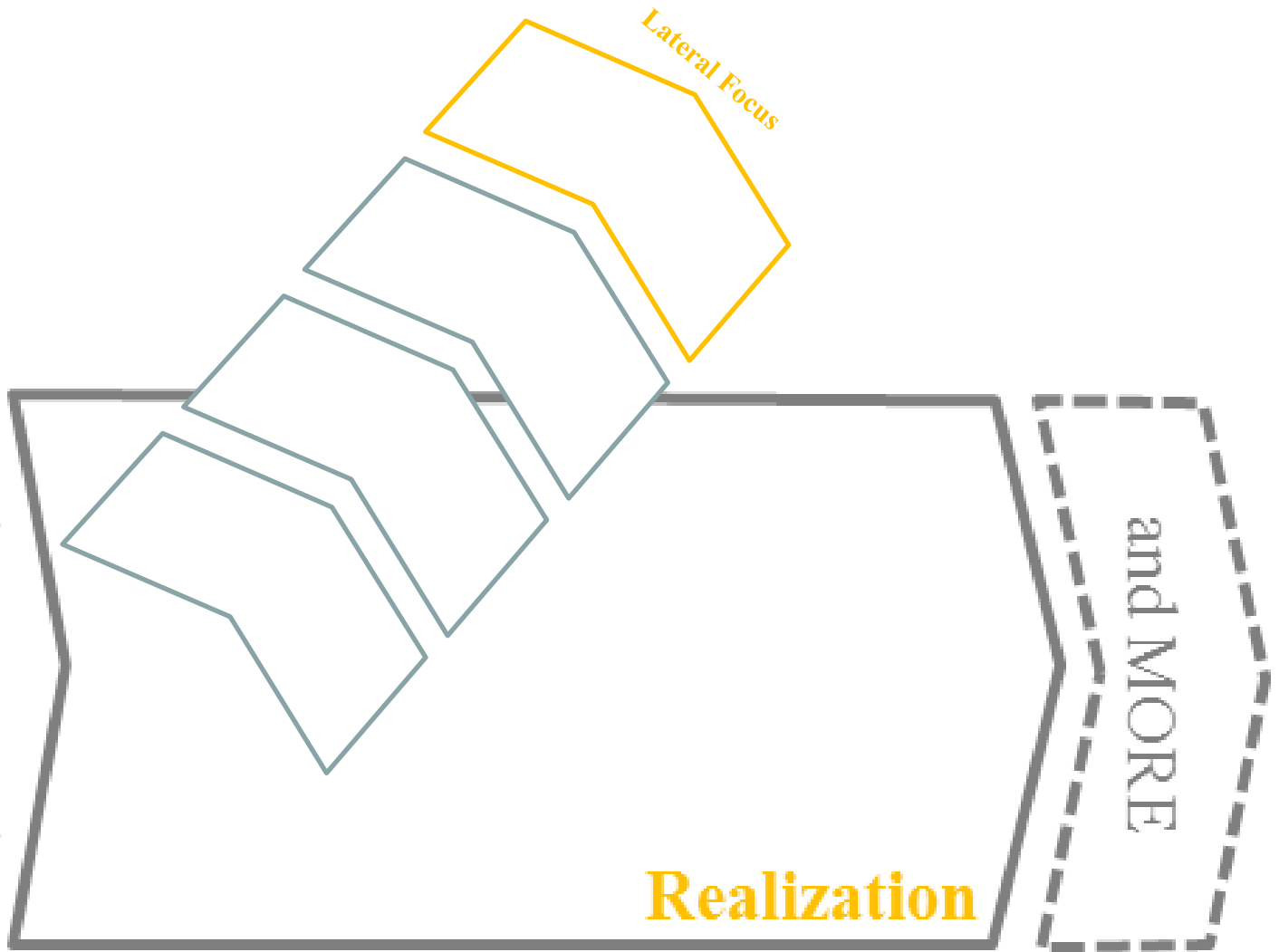
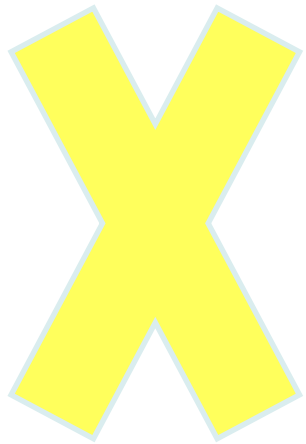
# Usual approach

*ONE leader*  
*ONE economy*  
*ONE goal*  
*Clear milestones*

**Optimizing**  
**Strategi**  
**Lean**  
**Etc.**





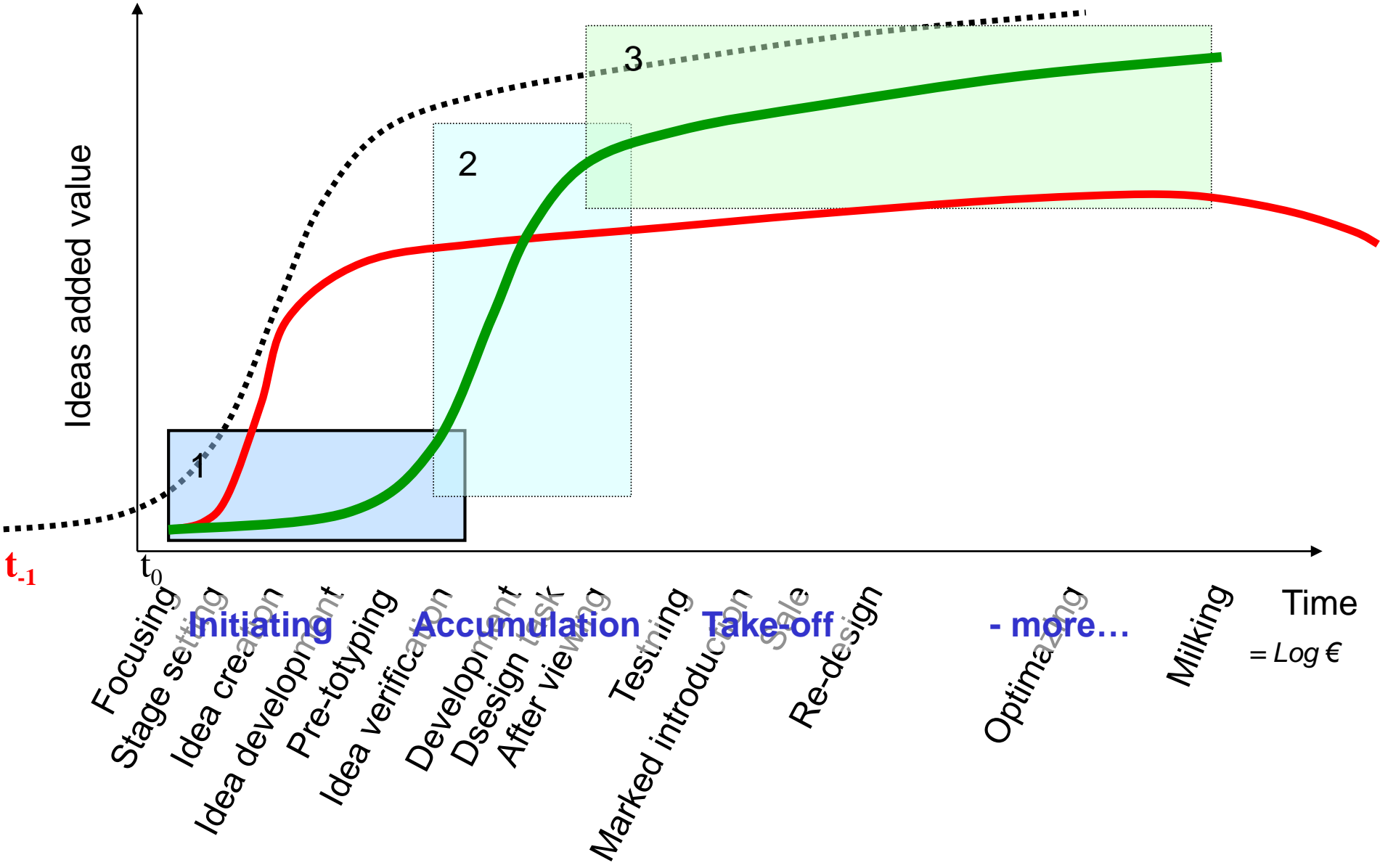


**Realization**

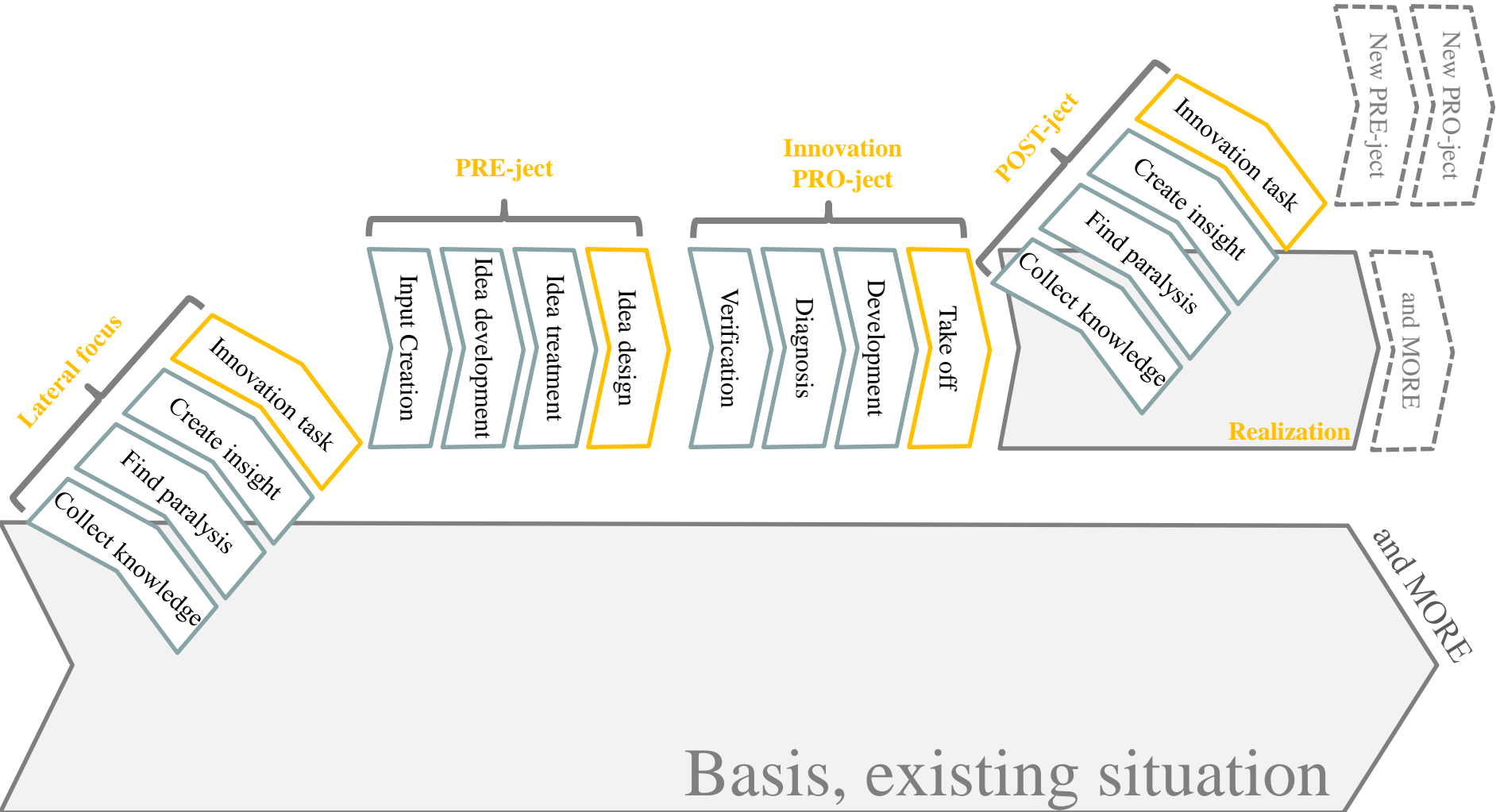
and MORE

*Lateral Focus*

# The value of ideas



# Creative Idea Solution CIS



**Case** – an innovation in the faucets done with a Danish company  
with introduction to the market (*four patents filled*)



# Thought – and the background:

- Production mainly by casting brass used to be an activity carried out in many places in Europe, also Denmark
- Design still done in Europe, but production is now mainly done in China
- Faucets is sold on the basic of **appearance and cost**, and there is nobody who cared about what's inside, as it can not be seen...



## Our new focus:

Smart, intelligent and environmentally friendly treatment of drinking water in the faucets

# The ideation – basic for the IPR (*the basics*)

- all materials that come into contact with drinking water is free of heavy metals, plasticizers and nickel
- oxygenation of the water flow must be minimized by creating proper flow system for elimination of bacteriological contamination
- mechanical pivoted members are provided with easily movable elements for achieving better feeling using
- system for mounting and fastening from above is provided as additional option
- Etc.

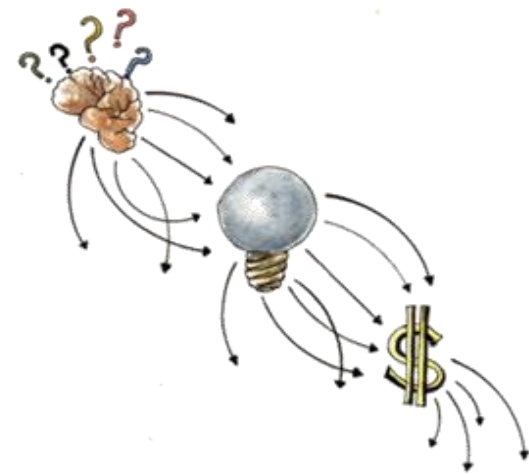


**Outside limited difference: looks like normal faucets, but inside and functional quite different!!!**

*With a changed thought....*

*With a perfect ideation....*

*With four patent application....*



**We were ready for marked introduction!!!**

**Participated in the fair ISH, Frankfurt in Germany. ISH is the World's Leading Trade Fair for The Bathroom Experience, Building Services, Energy, Air Conditioning Technology and Renewable Energies, and is the world's biggest exhibition for the combination of water and energy. *Really the place to introduce the products to the marked!***



The German luminaire manufacturer Dohrbacht had with the fair judge presented *design* objection for the products with a round spout (also called C-spout). The round spout represent 80% of the marked. Also another German company Hans Grohe have with their designer Philippe Starck created what they call Joystick, and they had objections to all this faucets (limited marked).



On the *third day* of the fair the judge with follow arrived, consisting of assistants, security guards and helpers with bolt cutters, so equipment can be removed. The whole entourage consists of about 10 - 15 persons.

The judge had before carefully studied and evaluated the case, and had approximately 100-page lawsuit.

Practically all manufacturers use the classic C-spout, but here went Dohrbacht outright and only for companies that really had something new and emerged as a threat.

In addition to a requirement for the removal of all products with C-spout had Dohrbacht lawsuits 250,000 €, if not all marketing and sales of products stop immediately





## **This was not a negotiation!**

All products with C-spout and joystick should be removed immediately, otherwise the staff would remove all these faucets with bolt cutters!



Most of the large person-entourage left the place, and all items were removed.

Not destroyed – just removed

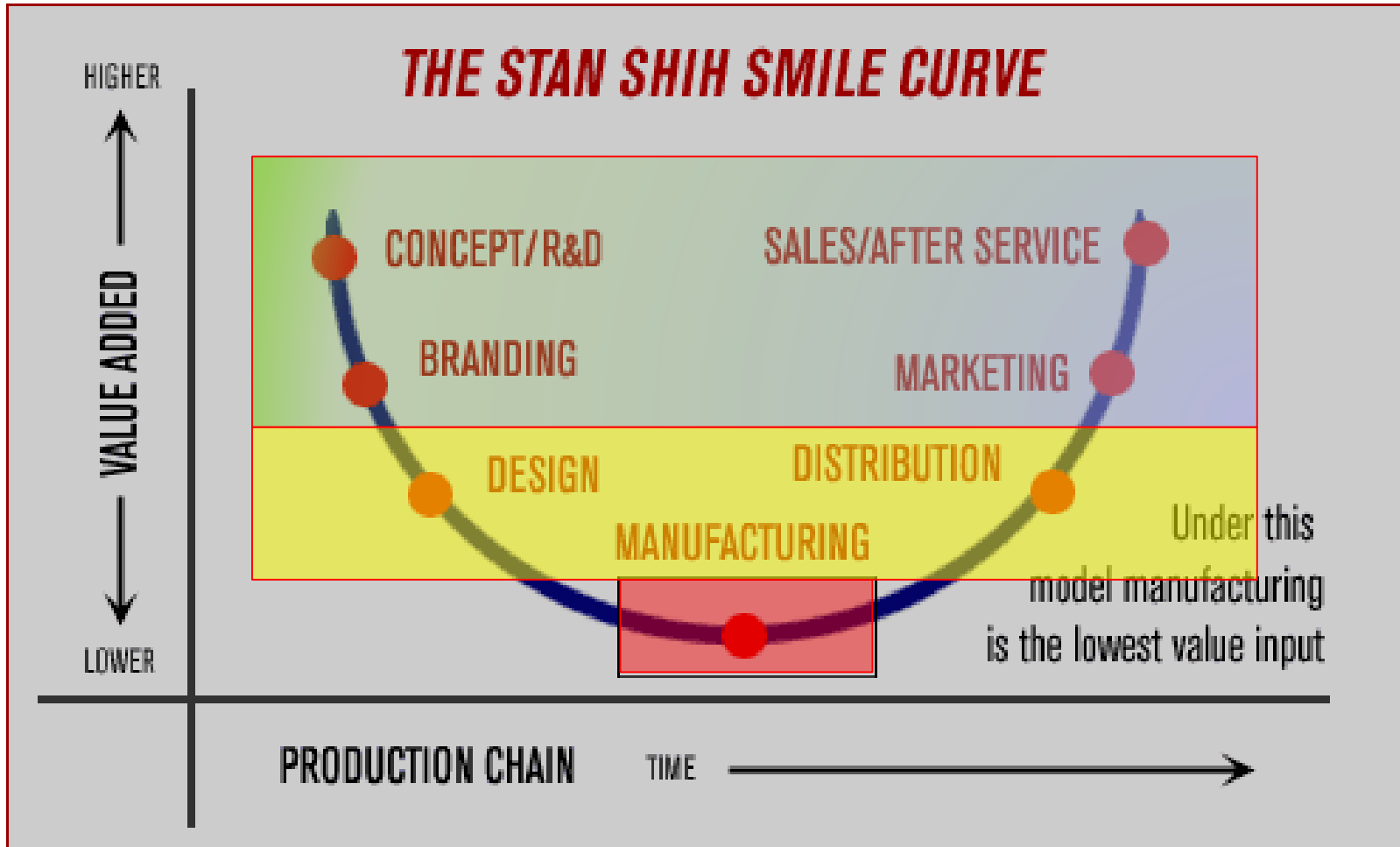


And the day after it was checked whether the company meets its ban

## **After:**

- A nearly empty exhibition stand that had cost approximately € 40,000 to establish
- A lawsuit of € 250,000 hanging over the head, and it took two years and cost about € 50,000 in legal fees to reach a compromise with the companies
- Lots of annoyance, lots of wasted time...

## The findings (described on the basis of Stan Shih's Curve)



- Research and development strong and based upon the CIS method
- Several patents and a strong branding (environmental, lead free etc.)
- All sales system with internet, brochures, BOMs etc. established

**Production: Still in China, but in a controlled company and process!**

## Summary



TEKNOLOGISK



"Roaring Reflections" is © 1996, Alan Whuk, Sausalito, CA

**There are similarities  
between Denmark and Tanzania, but..**

**Development have to be stimulated and  
proper stimulation leads to new ideas**

***Stage the innovation as a lateral  
proces instead of something in front***

**CIS – Creative Idea Solution  
*Step by step approach***

**A real case with markedintroduction  
of a new idea and IPR: Faucets**

**The smile curve!**

## Questions