

# KAÏNA-COM TRAINING CATALOGUE

## Generating enhancing and monetizing ideas

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## KIS001 – Generating enhancing and monetizing ideas

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**Reference** KIS001

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**Experience**

- Beginner
- Intermediate
- Advanced

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**Duration** Training Program:

- 2 days

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**Training Method**

- I: i-learning, individual training (web-based training)
- V: v-learning, virtual class
- C: c-learning, classroom training

**KAÏNA-COM**  
LE CARRÉ HAUSSMANN II,  
6 Allée de la Connaissance  
77127 Lieusaint - France

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**Price** 1.390,50 € HT

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**Prerequisite** None

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**Audience** Anyone who would like to understand patents or how ideas, that can be turned into technology, can be protected. This is both for the technical people but also marketing and management. It can bring the understanding of patents to the next level for all functions in the company and is expected to generate useful ideas as a byproduct. For inventors, start-up founders, technical people in companies, company management, and anyone that plans to invent, or does invent, this is essential knowledge. The presenter learned it, the hard way, by doing his own mistakes on his first few patents...

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## KIS001 – Generating enhancing and monetizing ideas, Continued

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### Objective

Many people have ideas. Usually they are aware of two options; getting them implemented, which takes a huge commitment of time and money, or doing nothing with them. This workshop teaches how to generate, evaluate, and enhance ideas, and then a number of options as to how to add value, and monetize them. The workshop pays special attention to what inventor should know about patents, and how to get value out of ideas using patents. Many possible mistakes can be made which are carefully reviewed. This workshop is expected to teach people how to create patents for the company, for start-up or for themselves, how to ensure that those patents are valuable, and to start people on the road to becoming inventors. Patents are a strategic asset with a clear business goal. The workshop will teach the people how to invent but also how to use the patent to ensure that the ideas protected are valuable.

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## KIS001 – Generating enhancing and monetizing ideas, Continued

### Course Contents

#### Course Contents :

The workshop has two parts – Part one is composed of lectures (One day), and part two, the second day, involving hands-on practice in teams of three or four.

**Table 1: KIS001 - Course Contents (Part#1)**

Chapter	Description
<b>Patents - what you should know</b>	<ul style="list-style-type: none"> <li>What is a patent, inventors and owners, the importance of the body and the claims, provisional patents, continuations, and continuations in part. What does it mean to infringe a patent? Patent examples and common mistakes to be avoided.</li> </ul>
<b>Patent ethics and aesthetics</b>	<ul style="list-style-type: none"> <li>Ethics of patents, pros and cons (and some silly patents) of the patent system.</li> </ul>
<b>Value from patents</b>	<ul style="list-style-type: none"> <li>A variety of options for making money from ideas – how ideas can be sold, as is, when it makes sense to patent them, how patents can be useful to companies and the reverse direction of generating patents specifically to increase the value of companies. Choosing which route to market makes more sense depending on the idea characteristics. What to do with ideas in academic settings. How patents can contribute to your career and possibly to your bank account.</li> </ul>
<b>Searching and inventing</b>	<ul style="list-style-type: none"> <li>Setting up the exercise part – how to get from problem to solution and why good problems are so valuable. How to find an area to invent in, how to find when an idea is not new, and how to expand ideas.</li> </ul>

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## KIS001 – Generating enhancing and monetizing ideas, Continued

### Course Contents, continued

Part two of the workshop is dedicated to practical work. In this part of the workshop, participants work in groups of three or four and go through a process in which they create a patentable idea, develop, search, enhance, and evaluate it. The main goal of part two is to generate several patentable ideas, and discuss, for each of them, how one would try to get value out of them.

In the process of the exercise, the importance of communicating the ideas and improving them is demonstrated.

**Table 2: KIS001 - Course Contents (Part#2)**

Chapter	Description
<b>Inventing</b>	<ul style="list-style-type: none"><li>• Create a patentable idea using brainstorming techniques.</li><li>• Discuss how much value it has, how you would go about making money out of it, and the preferred route to market.</li><li>• One person will move from the original group to another group for Exercise 2.</li></ul>
<b>Enhancing</b>	<ul style="list-style-type: none"><li>• The “immigrant” explains her original (inventing) group’s idea and the new (enhancing) group tries to understand the idea to refine it.</li><li>• Look at the value and route to market, try to improve.</li><li>• Write out the idea and route to market.</li><li>• Each enhancing group sends the summary to another group—the evaluation group—but does not talk to them.</li></ul>

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# KIS001 – Generating enhancing and monetizing ideas, Continued

## Course Contents, continued

Chapter	Description
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Understand the enhancing group's idea and try to improve it.</li> <li>• Look at the value and route to market, try to improve.</li> <li>• Decide and explain why you would take it (or not).</li> </ul>
<b>Summary</b>	<ul style="list-style-type: none"> <li>• Each evaluating group explains the idea they evaluated, its value and merits</li> <li>• Inventing and enhancing groups comment on any ideas they had the evaluation group did not understand. Each inventing group explains how they came up with the idea.</li> <li>• Instructor's evaluation of the idea, the process it went through and comments for the three groups involved in the idea.</li> </ul>
<b>The End</b>	<ul style="list-style-type: none"> <li>• Q&amp;A</li> <li>• Course's Evaluation</li> </ul>

