

Small Ideas That Lay Golden Eggs

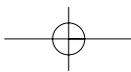


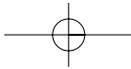
An invention can be created as simply as applying the law of nature to an existing theory or idea. An idea taken from an existing invention can also result in a surprising new noteworthy invention. The King of Inventions, Thomas Edison, stated that a continuous search of ideas repeatedly used by others is a good place to start for an inventor.

In principle, a technology which was known prior to the time of filing of its application is unregistrable for lack of novelty. Even if known, however, a new recognizable right can be allowed if new and better effect can be created by adding certain additional or enhancing features thereto.

In the slumping world economy, it is more prudent to take one's chances with small ideas that induce higher user satisfaction. One must be reminded that small ideas often lead to popular and successful products.

Walt Disney became a billionaire with a cartoon character named Mickey Mouse. His wife had come upon a wonderful idea after seeing a real mouse. He had decided to create a lovable cartoon character out of a mouse, an animal mostly visible to people of low income. Walt Disney, who enjoyed immense wealth and reputation throughout the world, often





recalled that he was a testament to the greatness which a great idea may bring, in discussing the secrets to his success.

A factory hand who became a billionaire from a pleated skirt

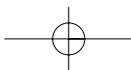
Mr. Matsushita was an owner of a run-down socket manufacturing company. He was unhappy with the screw-on sockets. One day, he developed a dual socket which allowed direct insertion. This brought on enormous success, and Mr. Matsushita became the chairman of Matsushita Electric Industrial Co., Ltd.

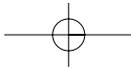
Joseph, an American farmboy of thirteen years, invented barbed wires from the thorny rose vines and became a billionaire. An eighteen-year old Ruth, a factory hand, developed the Coca-Cola bottle after seeing his girlfriend's pleated skirt and became one of the richest men in the world. Philip, a sixteen-year old teenager, invented the Philips Screwdriver and became the president of Phillips Corporation.

Sakurai, a Japanese woman, came up with an idea after observing irritated skin of grandson from a long underwear. She cut out various parts of the underwear, leaving only the most important parts covered, and thus inventing the bikini-style underwear. She also amassed fortune overnight from this creation. UK's Mary Quint created the mini skirt by shortening a long skirt, and based on this accomplishment, became the world's leading fashion designer.

Amos Co., Ltd., a domestic stationery manufacturer, is enjoying sales of tens of millions of US dollars annually from the lipstick-shaped glue. After pondering over ways to improve the existing glues which leaked and ran, and as a result, had to be discarded shortly after purchase, they invented a glue product that was solid and placed in a lipstick-like container. The disadvantages of a liquid form were eliminated with a solid form of glue!

It is not uncommon to find people who created successful products by focusing on the trivial aspects that most tend to readily





overlook. Another example of a success story in the world of competitive ideas is Mikodo Co.,Ltd., a stationery manufacturer who developed antibiotic notebooks and is now a dominant player in the stationery market. Taking advantage of the parents' concerns over their children's hygiene, they developed a new antibiotic notebook, which became an overnight sensation.

After inserting Braille points on the side of the Hite beer cans, Chosun Beer's beer sales increased dramatically. Not only did they receive a flood of calls praising their sensitivity from people with sight-related problems, this led to an enhanced corporate and product image for the company among the public. The unexpected positive response from the public has awakened this company as to the value of small ideas. This is just another example of how small ideas, which seek to increase customer satisfaction, can become popular and well-known even without any special promotions or marketing activities.

