



Training school

Business Development for Active and Intelligent Packaging

Idea evaluation

24th of September 2018

Grenoble, France

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Institut Universitaire de France (IUF 2016-2021)



agefpi



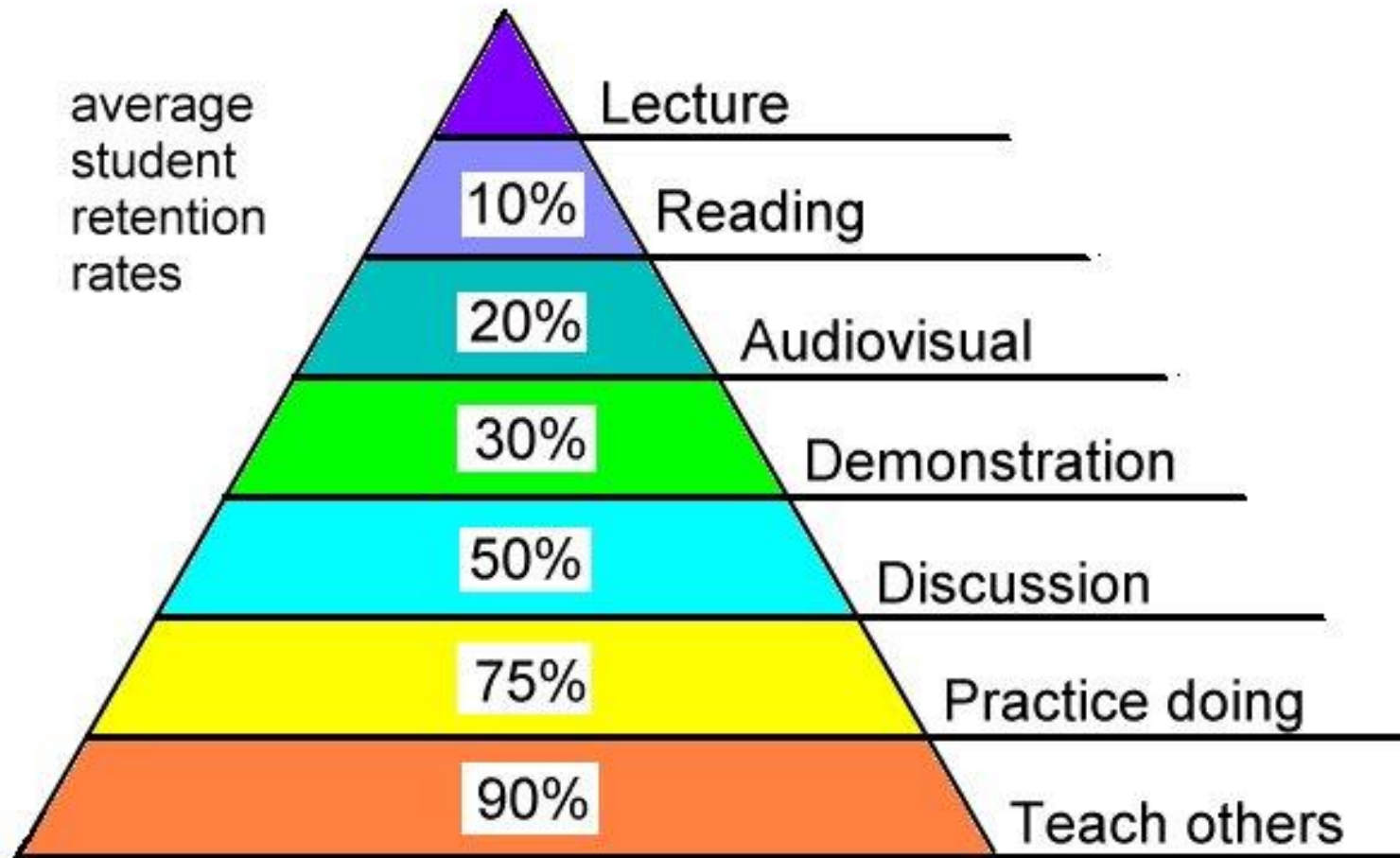
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de France



DAY 2 - How to design new packaging and to scale up its production?: from idea to business model

Tuesday, September 25 rd , 2018	Time	Event	Location
	9.00 – 10.15	- Creativity and idea evaluation – Julien Bras, Grenoble INP - Designer discussion: from idea to demonstrators /round table – Eric Romeo, Sistemi Moderni	Grenoble INP Pagora
	10.30 – 12.30	- Moving from an idea to the production : Anouk Dantuma, Schut Papier (Neth.) (1h) - Eco conception & sustainability, Agnes Boyer, Grenoble INP (30min) -What is a business model, Karine Samuel, Grenoble INP (20-30min)	Room D2
	12.30 – 14.00	Lunch – by your own	Room B116
	14.00 – 17.30	Value proposition of packaging demonstrator or their own project – Group (4pers) (K.Samuel, Pr Grenoble INP, J.Bras, Pr Grenoble INP)	
	18.30	City Tour	
		Dinner – by your own	

Learning Pyramid



Source: National Training Laboratories, Bethel, Maine

- ❑ Ideas generation

- ❑ Ideas evaluation

- ❑ Intellectual properties



Method 3 : Individual Brainwritting / Network of image

- Write randomly all key words on one A4 sheet
- Propose at least 10 ideas
- 1 day after : check, Read/add ideas , select

Individual technique

Example: Find the name of a project or product

Method n°2 : Group Brainwriting

BRAINWRITING GUIDELINES

- No verbal communication until a full cycle is completed
- Always aim to be visual - pictures, diagrams, models
- Advance, don't criticise ideas
- Modifications should build, develop, combining, add to, improve and refine the original idea

METHOD 6-3-5:

<https://www.seemy.com/fr/2016/03/generer-108-idees-30-minutes-grace-brainwriting.html>

<https://www.youtube.com/watch?v=d3OypR39kIY>



Method 1 : Brainstorming

- By Far: the most used technique
- Several possibilities
- About 40 to 100 ideas per session



Whatever the strategy, **2 steps**:

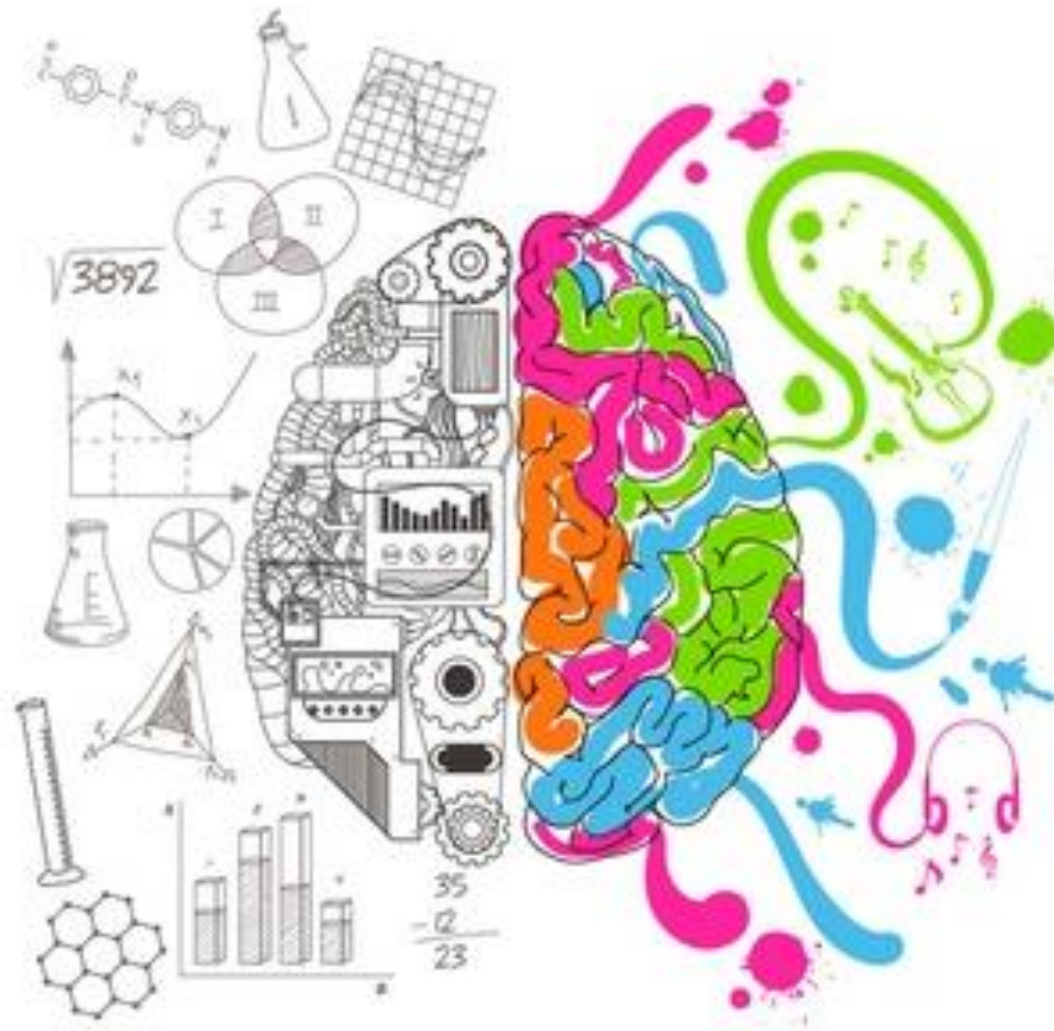
- Step 1 : Idea **Creation** (divergency)
- Step 2 : Idea **Evaluation** (convergence)

<https://www.youtube.com/watch?v=jNFB0BAAYuw>

<https://www.youtube.com/watch?v=YXZamW4-Ysk>

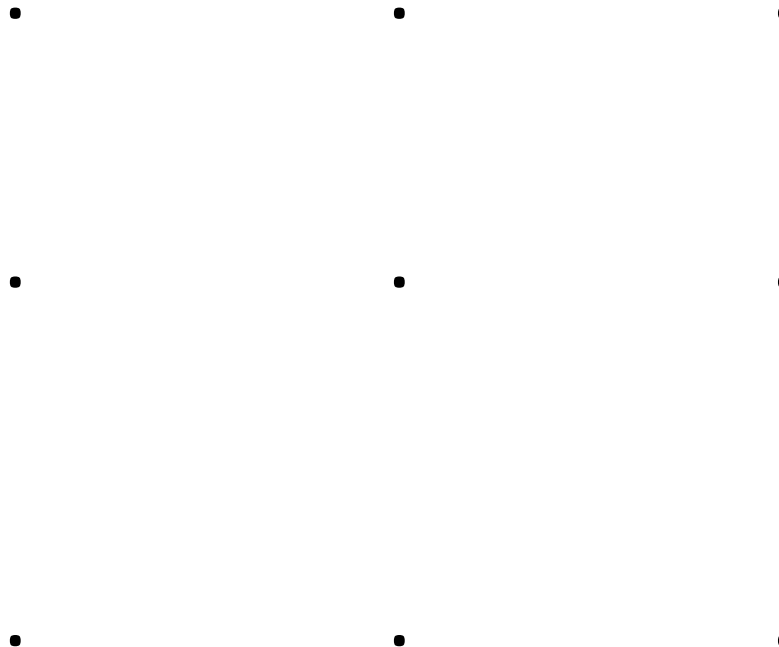


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designed by  freepik.com

- **How to link this 9 points with 4 continuous lines without move up the pen from paper**

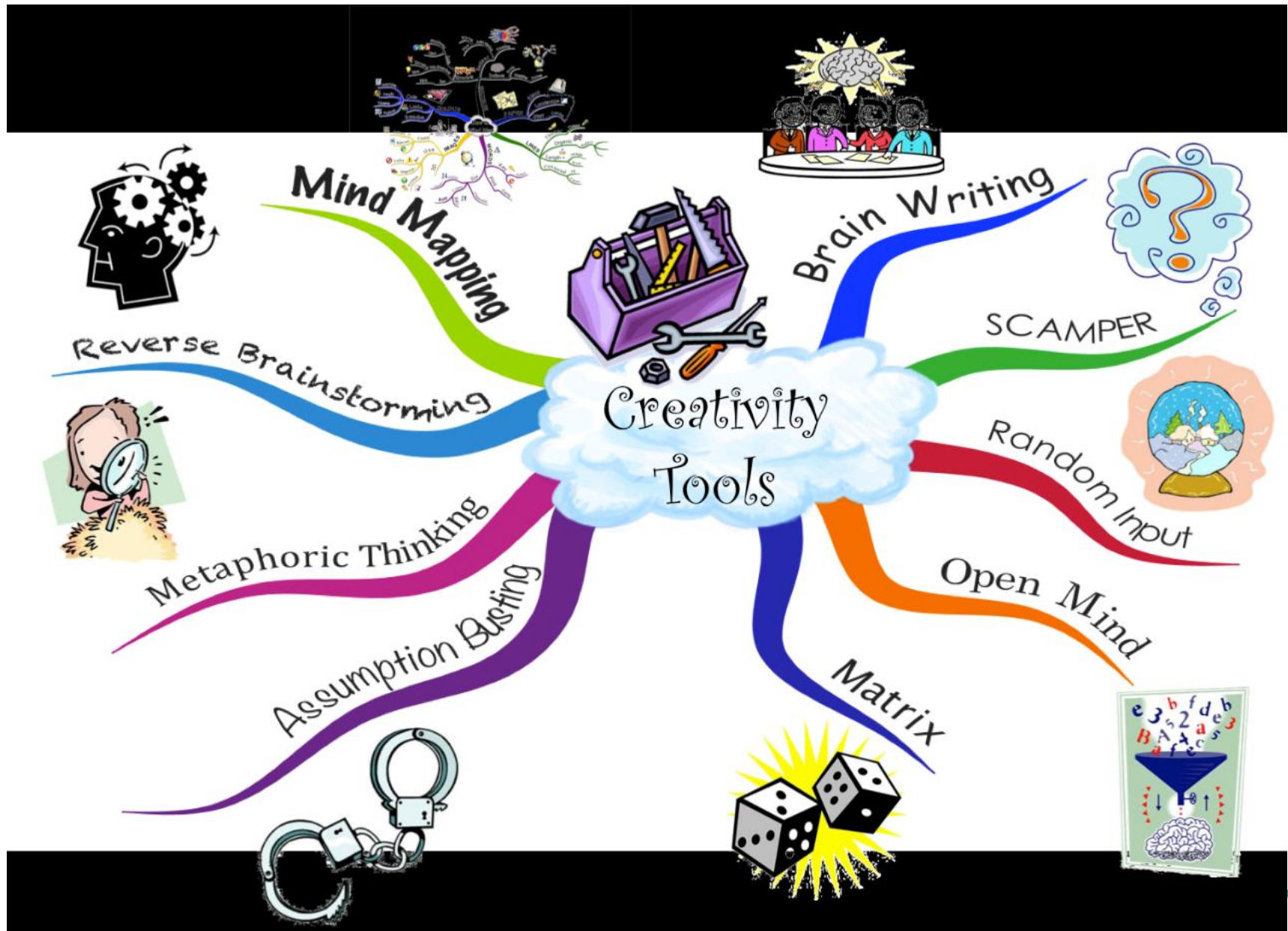




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<https://www.youtube.com/watch?v=yAidvTKX6xM>





LGP2

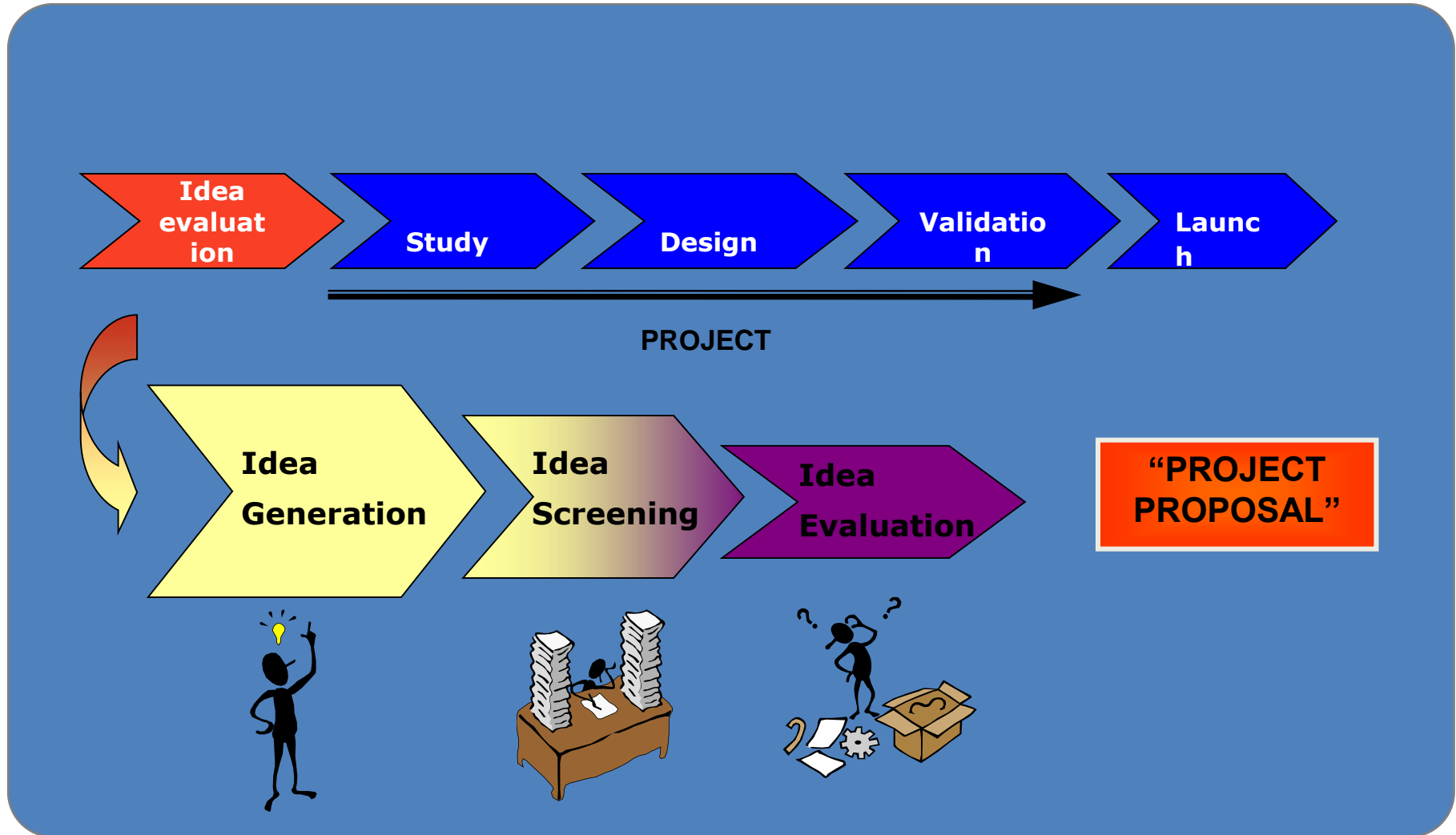
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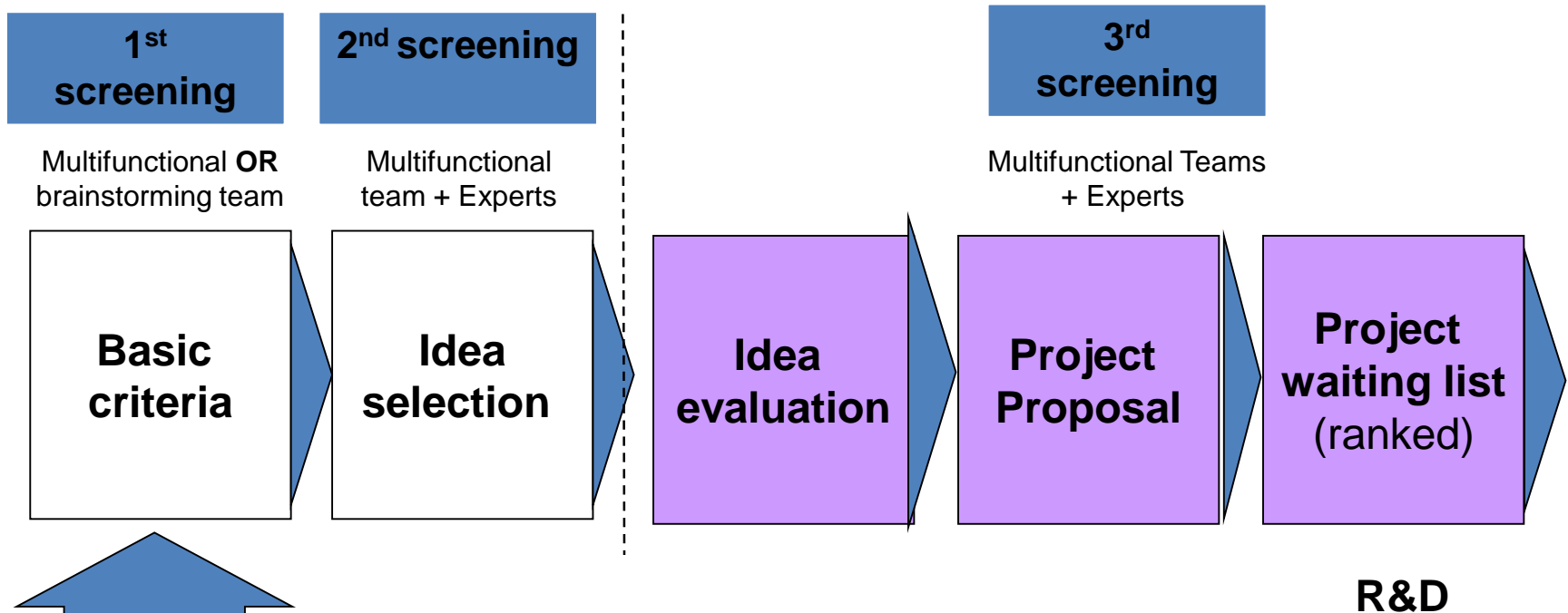


☐ Ideas generation

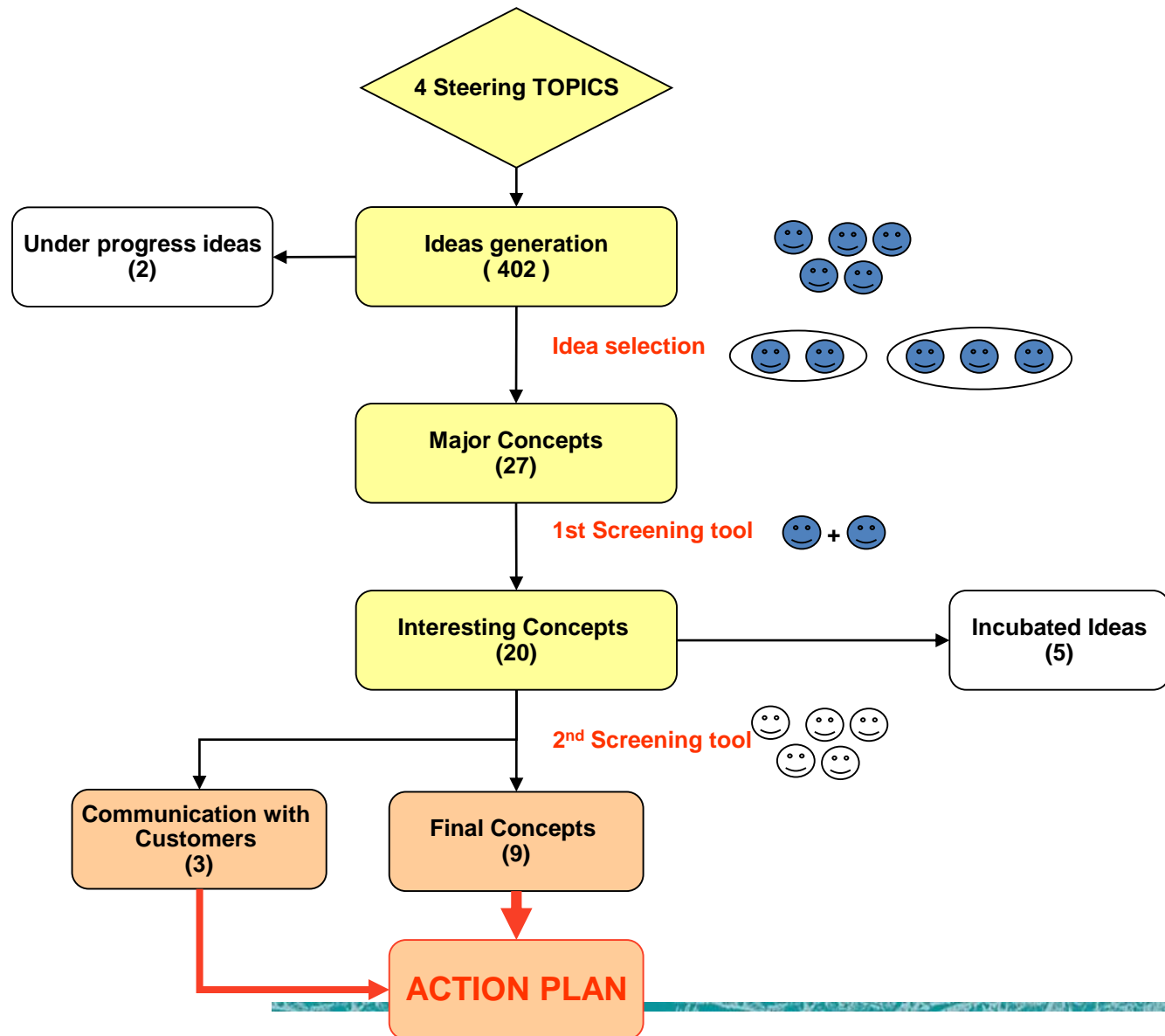
☐ Idea evaluation

☐ Intellectual properties





- Ideas from Brainstorming sessions
- Individual Ideas
- Closed / Rejected ideas from 1st and 2nd screening



Idea Screening on Sterilization

How Ranking? Top 5 ideas according to 5 different criteria including market interest.

Sterilization
Scale = from 0 (very poor) to 5 (very high)

		NOVELTY	FIT with AHLSTROM STRATEGY	INTEREST for END-USER	MARKET FEASIBILITY	TECHNICAL FEASIBILITY	TOTAL SCORE
Technology Projects							
1	Proof of package contamination Pathogen detection						0
2	Proof of contamination Control						0
3	Proof of wrapping material integrity holes indicator						0
	Self-generated response during sterilization Holes blockage						0
4							0
	Proof of sterilization step Wipes to detect blood or germs from instruments						0
5							0

- ❑ Ideas generation

- ❑ Idea evaluation

- ❑ Intellectual properties

DAY 3 - How to fill the gap between science and industry: from business model to business plan?

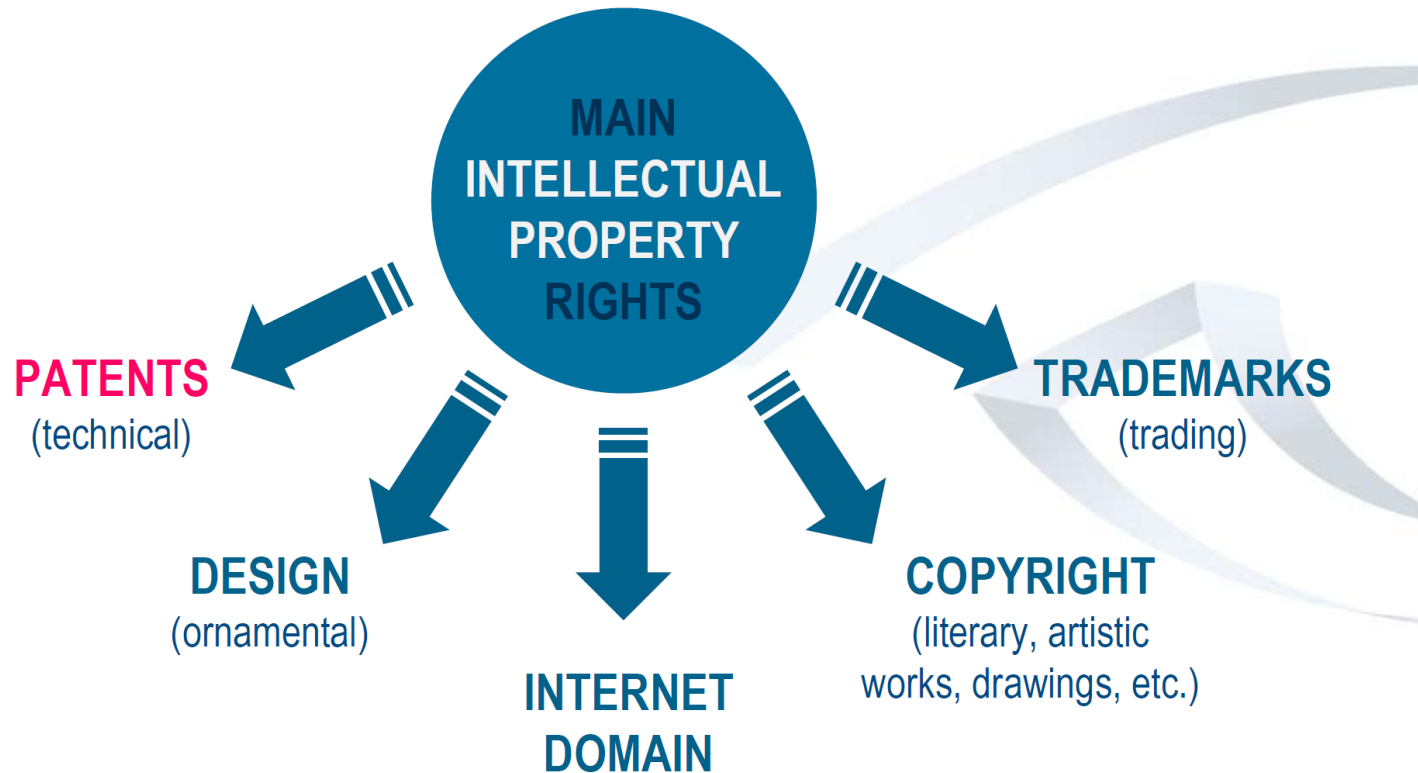
Wednesday, September 26 rd , 2018	Time	Event	Location
	9.00 – 10.30	Intellectual Properties advises – Julien Bras (30min) Technology transfer : an example in France –SATT Linksium – Gisela Schach (1h)	Grenoble INP Pagora
	10.45 – 12.30	How to sell your R&D solution to a company? Nuria Herranz, Itene (1h) How to launch a start-up – Karim Missoum (30min)	Room D2
	12.30 – 13.30	Lunch – by your own	
	13.30 – 18.30	Business plan elaboration of packaging demonstrator or their own project (Karine Samuel, Pr Grenoble INP, J.Bras, Pr Grenoble INP)	
	19.30	Gala Dinner - Bastille	



Intellectual properties



INTELLECTUAL PROPERTY (IP) RIGHTS



<https://www.youtube.com/watch?v=GvA1UMFGb3Q>

WHAT IS A PATENT?

➡ It is an exclusive right...



1. granted for a **technical invention** (product, process, use)



2. for **20 years** from the filing date



3. in **specific countries** (national right)



4. that **forbids** competitors from making, using, importing, selling... the claimed invention without authorization (patent owner's consent, specific licenses)

– To enforce these rights you may take legal action and seek an injunction, damages and other remedies



5. that may be **assigned** (i.e. sold), **licensed** or mortgaged

PATENTABILITY CRITERIA

1. Novelty

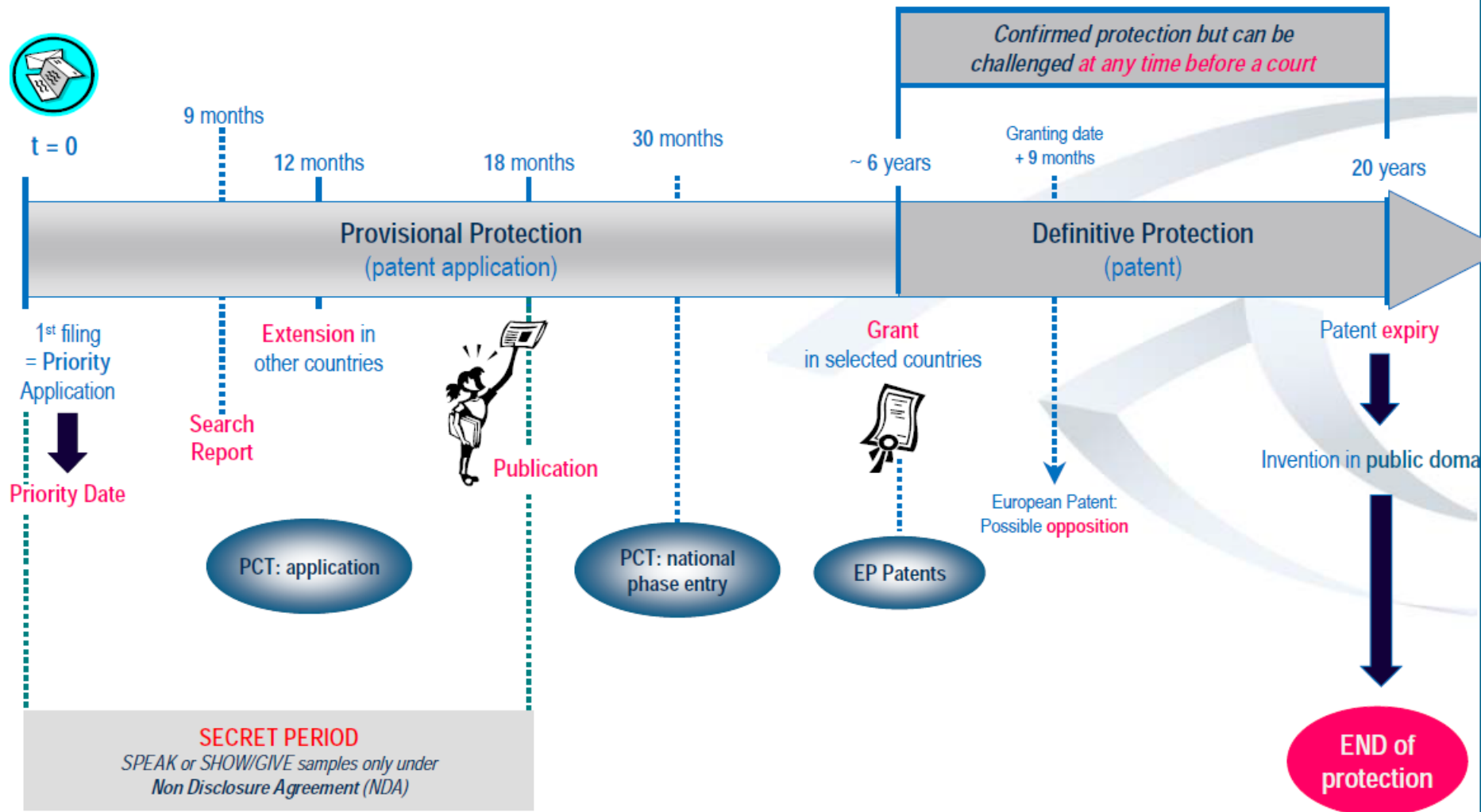
- Invention must be absolutely new i.e. never made available to the public in the world in any form (written or oral description, use...) before the priority date
- Novelty is anticipated by a **single document**
- *Nevertheless in some countries novelty is relative*
 - in the U.S.A. a prior public use of invention must take place in the U.S.A. to destroy the novelty

2. Inventive step (“activité inventive”)

- **Not obvious**
 - to a person **skilled in the art** (an ordinary practitioner)
 - regarding **the state of the art** composed of **several documents**

3. Industrial applicability

THE PATENT LIFE



At least 10 main reasons to file patents for a firm

1. To keep the technological research ownership safe
2. To add value to ideas and products
3. To increase the value of the firm's intellectual property
4. To give to the firm an innovative public image
5. To maintain the firm's durability
6. To reinforce brands and reassure our customers
7. To restrict the developments of competitors
8. To confuse competitors
9. To develop partnership relations
10. To increase negotiative force

How to search patent ?

<https://www.youtube.com/watch?v=vr5aMjUTVOc>

Crash course:

<https://www.youtube.com/watch?v=RrN7IxxvAJto>

Thank you for your attention



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Julien Bras

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Welcome in Grenoble
- Open for collaboration



tec21
the engineering
of complexity



Glyco@Alps
Univ. Grenoble Alpes



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