



# INVENTORS

THE MAGAZINE FOR IDEA PEOPLE >

DIGEST

April 2012  
Volume 28 Issue 4  
\$3.95

## A MILLION LITTLE PIECES

Breakers are  
Builders

## IGNORE THE RULES

What you Learned in  
Kindergarten doesn't  
Apply to IP

## COLORFUL HAIR &

Youth  
Innovation

## GENIUS AT WORK

Problem Solving  
Perspective  
by Jack Lander

## PARKER SALINAS

Founder of Cantibandz  
Eco-friendly Bracelets

Started her company to raise  
money for cancer research.



Scan with your smart phone's QR  
Reader to check out our content online!



# IN THIS ISSUE

ON THE COVER



18

The Keys  
To Kool  
Kid  
Kreations

## FEATURES

25: **Colorful Hair  
& Youth  
Innovation**

24: **A Million Little  
Pieces**

36: **The Pixelated  
World...**

Student's-eye view

## SHOWCASE

**Competitions  
Are  
Calling!**

Youth Competitions  
Directory

28

## DEPARTMENTS

10. Under the Radar

32. Tech Watch

38. ProBono

38. LanderZone



ON THE WEB

Read Inventors Digest on your  
iPad! Get it now at:

[HTTP://BIT.LY/INVENTORSDIGESTAPP](http://bit.ly/inventorsdigestapp)



## CONTRIBUTORS

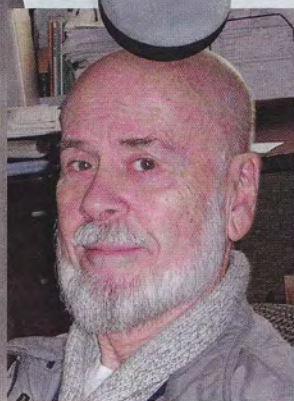


**EDIE TOLCHIN**, "The Sourcing Lady" (SM), "invented" EGT Global Trading in 1997, with a goal to link U.S. inventors with Asian manufacturers, to provide an exclusive import service for sourcing, quality control, production testing and safety issues, manufacturing, international financing, air/ocean shipping, customs clearance arrangements, and dock-to-door delivery.

[www.egtglobaltrading.com](http://www.egtglobaltrading.com)



**EMILY DILLINGER**, teacher-turned-marketer and PR professional, understands the crucial role education plays in developing the thinking, creative and solutions-oriented generation found in schools today. In this issue's article, *Colorful Hair and the Importance of Youth Innovation*, Emily writes from the perspective of a teacher who somehow landed in the world of tinkering inventors and mechanical dreamers.



**JACK LANDER**, our regular columnist on all things prototyping, licensing and inventing, explores the gap between inventor and entrepreneur. Jack, a near-legend in the inventing community, is no stranger to the written word. His latest book is *Marketing Your Invention – A Complete Guide to Licensing, Producing and Selling Your Invention*. You can reach him at [jack@karlaandjack.com](mailto:jack@karlaandjack.com).



# The Keys to Kool Kid Kreations

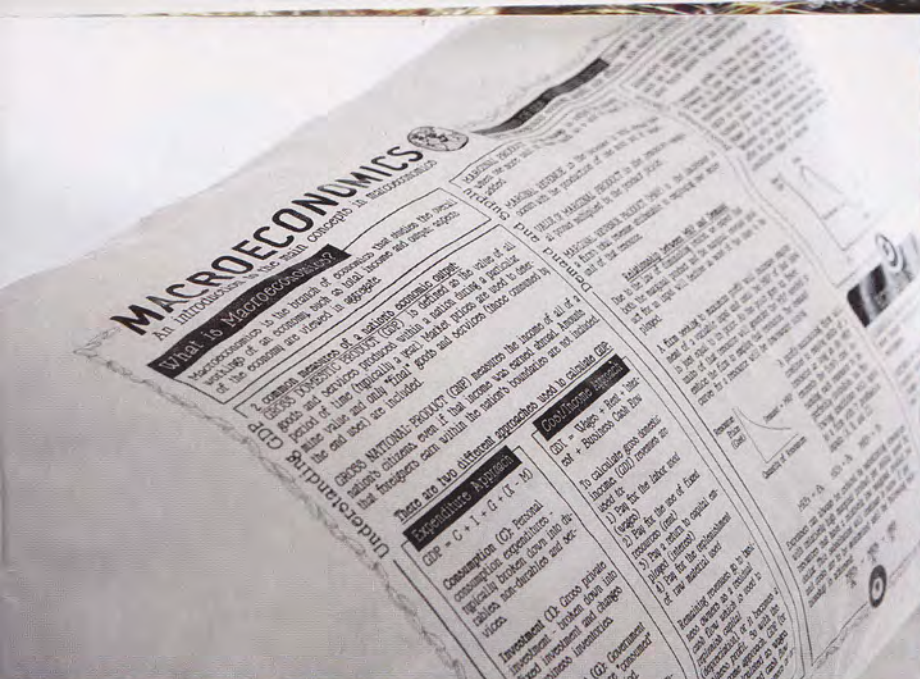
By Edie Tolchin

With the technology provided to children literally from birth, we now have a gang of groundbreaking Gateses, elementary Einsteins and junior (Steve) Jobses. Inventors Digest set out to find the inspirations, perhaps role models and/or the guiding forces behind these dynamic youth and their visions, as they prepare to make their marks on upcoming generations. What motivates these future Franklins or diligent da Vincis? Have their parents or teachers served as muses? Were they determined to solve an everyday problem? Did the adversity of others pique their imaginations to overcome a particular dilemma? Did they open their hearts to a cause? Or, did they develop early-on an entrepreneurial spirit? Let's learn the origins of these five new concepts, and you'll agree how very kool these kid kreations really are!

Flip a coin! Flipoutz™ was invented on a long car trip by Erin, Lachlan, and Jake Johnson, when challenged by their mom to come up with the perfect toy. The children, now 18, 16 and 13 respectively, though "twins" at the time, were hoping to create an interactive item with an internet component that was fun for kids their age but safe enough to satisfy parents. The idea behind Flipoutz™ is kids wear a one-of-a-kind bracelet and trade the five expressive coins that the bracelet holds. The coins feature customized artwork and meaningful messages. Owners are encouraged to trade, or "flip out," their coins.







Coins are assigned a unique serial number imprinted on the “flipside” of the coin, are registered on their website (see SIDEBAR), and a secure, trackable profile page is created for each coin. Swapped coins travel the world, which mom, Emily, says, is “like a message in a bottle or a note tied to a balloon.” Being featured on Shark Tank led to a partnership with established toy company Wild Creations. And you can now buy Flipoutz™ in over 150 independent retail stores!

Team Geek! An after-school science research club project at S.S. Seward Institute in (this writer’s hometown of) Florida, NY, turned into a challenge, offered via e-mail from the Lemelson-MIT program about InvenTeam, for high school students to come up with an invention that would help people in developing nations (see “Smarty Pants” – Inventors Digest, February 2012). Ernest VanderKruik, science teacher, club leader and ordained minister, had traveled in Mozambique and wanted his students to see what it is like to live in extreme poverty. They asked questions and brain-stormed ideas of what might be helpful.

Within several weeks, they settled on something medical and after some research decided that providing medical

care was a problem. The inaccessibility of electricity and medicine’s dependency on electricity to power its technology sparked the idea of a portable solar-powered autoclave - powered solely by the sun - that could sterilize medical and dental instruments, thus helping organizations such as “Doctors without Borders.”

The 13 students (two girls and eleven boys) involved in this team effort applied for a grant, and, says VanderKruik excitedly, “in October 2011 we learned we had won \$7,615 from the Lemelson-MIT Program!” The group is presently finalizing the design and buying components. They need to deliver a working prototype at EurekaFest end of June 2012. Go, InvenTeam!

Delicious AND useful! Kate Billesbach was 6 years old when that simple “aha!” moment occurred. She was eating a lollipop and doing homework at the same time. Proud at her discovery, Kate gushed, “I just thought it would be really cool if my pencil had a lollipop on the end, so I could suck on it while doing my homework!” Lollipencils are available on their website (see SIDEBAR) and in several stores in Colorado and Nebraska. To date, their biggest obstacle was the





food grade paper straw separating the candy from the pencil. However with persistence, mom and daughter located a helpful candy manufacturer. According to both Kate and her mom, Dawn, "homework has never been so sweet!"

Do a good deed! When her mom was diagnosed with breast cancer two years ago, Parker Salinas – then 8 years old – was profoundly affected. Although her mom is now 2.5 years healthy and cancer-free, she watched a neighbor lose her mom to the disease. She decided to do something to help so that, as Parker says, "no one else would lose their mom, wife, sister, aunt, neighbor or friend to the disease." She founded Cantabz For A Cure™ and began making Cantabz Eco-Friendly Bracelets™ from recycled soda can tabs. The cause she chose is Breast Cancer Research Foundation, an organization that uses 90% of its donations to fund research grants. All bracelets are handmade by Parker, now 11, and family. Sold in stores in Atlanta, GA, they are also available online (see SIDEBAR). She's sold over 1,000 bracelets and is well on the way to her \$5,000 donation goal!

Sleep on it! Here's a way to end student cramming fatigue... College student Barry Weinstein was 18 when he was struggling with studies for his financial accounting course. Two nights in a row he studied 8 hours straight. He not only failed the test, but fell asleep face down on his textbook, which left a frightening red mark over his cheek!

His discomfort and frustration led to the idea of making studying comfortable. He took notes from the semester, wrote



# The Keys to Kool Kid Kreations

them on his pillowcase, and reviewed the info for a few minutes each night before comfortably falling asleep. Pillowcase Studies was born!

Offers Barry, "for the rest of the semester, I saw the information before I went to sleep; and when my final came around, I pulled off an A and raised my grade to a B from an F. Not to mention that I never have to worry about that giant red mark on my face because my new textbook was fluffy!"

Barry, now 20, has been featured in Scientific American as well as CBS Money Watch. Barry's future aspirations, according to his YouTube video, are studysheets.com. We might call them "cheat sheets" for your entire bed!

So, what are the keys to kids' innovations? After all, the common threads we have found among these young inventors are simply ENTHUSIASM and PERSEVERANCE; and, like most adult inventors, a need to solve a problem or improve on an existing idea. It's elementary!

*Stay tuned for Part II of Kool Kids' Kreations...*

## Konnect with our Kool Kids' Kreations:

**Flipoutz™:** Trade and track messages among your friends - [www.flipoutz.com](http://www.flipoutz.com) on Facebook and YouTube

**S.S.Seward Institutes' Portable Solar-Powered Autoclave:** [www.sssewardinventeam.weebly.com](http://www.sssewardinventeam.weebly.com)

**Lollipopencils:** sweet-tasting writing instruments  
[www.lollipopencils.com](http://www.lollipopencils.com) on Facebook and YouTube

**Cantabz Eco-Friendly Bracelets™:**  
[www.cantabzforacure.com](http://www.cantabzforacure.com) on Facebook and YouTube

**Pillowcase Studies:** Homework you can sleep on  
[www.pillowcasestudies.com](http://www.pillowcasestudies.com) on Facebook

## 2 Critical Steps to getting your NEW PRODUCT "out there"

### 1 GET IT MADE!

Contact Edie Tolchin – "The Sourcing Lady" (SM) for sourcing, China manufacturing, product safety issues, packaging assistance, quality control, production testing, final shipment inspections, freight arrangements, import services and delivery to your door!

[www.EGTglobaltrading.com](http://www.EGTglobaltrading.com)

[EGT@warwick.net](mailto:EGT@warwick.net)

P. O. Box 231 - Florida, NY 10921

845-321-2362

### 2 GET A WEBSITE!

Contact Ken Robinson – While your order is being manufactured, you need to start working on your WEB PRESENCE! Get people talking about your product on Social Media (Facebook, Twitter, YouTube, Google+), get good search engine placement (SEO)!

[www.widgetsontheweb.com](http://www.widgetsontheweb.com)

[kenrbnsn@widgetsontheweb.com](mailto:kenrbnsn@widgetsontheweb.com)

614 Van Liew Court - Hillsborough, NJ 08844

908-963-2447

Get more BANG for your BUCK from two professionals with a combined total of over 60 years of experience!