

# **Next Two Days**

## ***Mindset Change***

***You will learn to view innovation  
through a very different lens ...  
... some questions to start***



***Why care about  
IP at all?***

*How do you know  
what to protect?*

***Are Invention and  
Innovation the  
same or different?***

***What is a Value  
Proposition?***

***"Don't see the  
economic value"***

***From the video... David Ramjohn  
(CEO of AlgEternal Technologies)***

***Can your idea be  
adopted without  
obvious economic  
value?***

***... what was the economic impact of the  
Barbados South coast boardwalk project?***

***What is the role of  
the regulatory  
environment? Good  
or bad for innovation?***



***Was anyone surprised  
by any of the items on  
Kiesha's list for  
acceptance to the  
accelerator?***

***Who am I?***



# *Blue & Green*





**Pedigree**

**Experience**

**Technology**  
**Entrepreneur *First***  
***and Foremost***

# The *Prequel*



**But First**

**History  
Lesson**



# 8<sup>th</sup> Century BC Homer's Odysseus

*Beeswax*



8th Century BC



1864 First Earplug Patent

1884 Canal Caps on Headband

1907 Ohropax



1914 Disposables Patented

1962 Moldable Silicone

1972 E.A.R. Memory Foam

1980s Non-Linear Electronics

2000s Adaptive Technologies





Our startup set out to  
change *an entire industry...*

We had a *much*  
*better way*

**LOCKHEED MARTIN**

NAV  AIR





HOLLYWOOD

The image shows the iconic Hollywood sign, consisting of ten large, white, block letters spelling out "HOLLYWOOD". The letters are mounted on a hillside covered in dense, green and brownish vegetation. The background features a clear blue sky with a few wispy white clouds. The lighting suggests a bright, sunny day, casting soft shadows on the hillside.





MARVEL

# THE AVENGERS

## APC-2G

Aegisound's 'cranial' head protector (HGU-95/P) is designed to meet ANSI Z89.1 construction hardhat impact and force transmissi ...



## DANR DHPC

The DANR DHPC represents Aegisound's top of the line product for combined communications and hearing protection for excellent p ...



## DANR DHP

Our patented Digital Active Noise Reduction (DANR) double hearing protector (DHP) is designed to be used in extreme noise envir ...



## CTE30X

art hearing protection for individuals working in harsh noise environment ...



***We built what they asked for***



**ARGONAUT DHP**

The Argonaut™ DHP is an advanced communications headset designed for maximum performance in ...

**DC2**

Our patented DC2 circumaural hearing protector represents a unique earcup/earcushion design that provides excellent safety for ...

**LPCCE**

The Low Profile Custom Communication Earplug tips are an alternative to standard foam earplugs for use with several of Aegisou ...

**FOAM and SEAL**

New acoustic foam inserts and custom earseals have been designed to improve the hearing protection performance of existing US ...

**ARGONAUT IC2 RSM**

The Argonaut™ IC2 Digital Noise Canceling Remote Speaker Microphone (RSM) is part of Aegisound's industrial ...

*This one is Less Expensive*

*This one is More Comfortable*

*This one is like our competition's*

*This one "fixes" the legacy product*

*This one is for a NEW MARKET!*

# **Portfolio Expansion**



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***And I can show you a \$50MM hockey stick for each one!!!***



# What Happened?

**15 Years  
\$35MM Later**

# GENTEX ACQUIRES AEGISOUND.



**15 years \$35MM later**



And Gentex has ***killed***  
the product line





And Gentex has ***killed***  
the product line

***Due to lack of customers...***

# The *Sequel*

**Innovation,  
business, and  
*Strategy Coach***

# A different type of *Retirement!!!*



...ers email while out of  
office  
...ing  
...are the live ones!

Job Statement = Verb + Object (noun)  
+ Context Clarifier

**3,500+** *Teams*

**20,000+** *Hours*

**Science and**

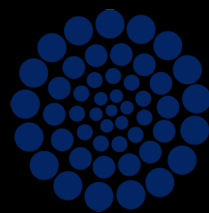
***Technology Focus***

**Focus on complex  
engineering, technology,  
social, regulatory**

***with long time to market  
and high risk***



**Startups and**  
***Transformational***  
***Opportunities***



WORLD INTELLECTUAL PROPERTY ORGANIZATION



Tecnológico de Monterrey



CENTRO DE INNOVACION UC ANACLETO ANGELINI



IDB

Inter-American Development Bank



ITESO Universidad Jesuita de Guadalajara



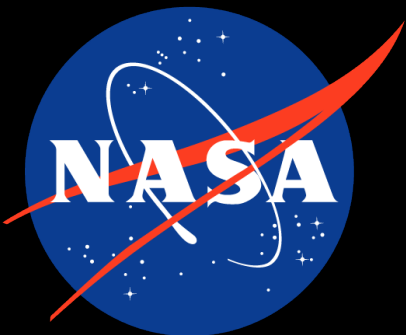
THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC



BRAiNCHiLE

BUSINESS • RESEARCH • ACCELERATION • INNOVATION

JOHNS HOPKINS UNIVERSITY



NATIONAL INST

And Fortune 500 clients we are not at liberty to name.

Tecnológico de Monterrey



Inter-American Development Bank

THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC



BRAiNCHiLE

JOHNS HOPKINS UNIVERSITY

BUSINESS • RESEARCH • ACCELERATION • INNOVATION

***Engineer***

***Investor***

***Advisor***

***Speaker***

***Teacher***

# **Next Two Days**

*Change of Perspectives*

*Understand my failure story...*

*Innovation vs Invention*

*Team and Instructor Interaction*

*Workbooks (why you have them)*

**Q&A**

