

Patent Business Translation

Magnaframe

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The WOW

Identify UNIQUE FEATURES of the Innovation. “If you’re not meaningfully unique, you better be cheap!”

1. In one sentence what is the innovation?

The innovation is a multi-framed system that is designed to make the handling and holding of ultra-thin delicate materials in a vertical orientation for such purposes as inspection and processing without introducing wrinkles or flaws in the material.

2. Technically, what is the most exciting thing about the innovation?

The most exciting thing about the innovation is the increased first pass yield of the manufacturing process. The multi-framed system dramatically cuts down on waste caused by wrinkles and flaws that are introduced during the handling and manufacturing processes of ultra-thin materials. The system provides a rigid framework to prevent folding and jamming of ultra-thin materials in any horizontal or vertical manufacturing and handling process.

3. Technically, what is novel and not obvious about the innovation?

The novel and not so obvious aspect of the innovation is the ability to secure the ultra-thin material without needing to manually pinch the material. Current methods have a high risk of causing wrinkles or creases to form which often time results in a flaw and subsequent rejection of the finished product. Additionally, the strategically placed fasteners are located in areas were a wrinkle or crease would not be critical to the finished product.

4. What product or service does your innovation enable that wasn't possible before?

The innovation provides a method for handling delicate material with a reduced risk of damage. Materials smaller than 1/100th of an inch or 10 mils are very difficult to move through the manufacturing process without handling and processing errors. Additionally, the innovation provides a mechanism for developing a vertical manufacturing process for circuit board manufacturing that utilizes ultra-thin materials which would increase the quality of finished product due to uniform spray processes.

5. What does your innovation enable that will most frustrate the competition?

The innovation will enable manufacturers that utilize ultra-thin materials in their manufacturing process a method to reduce waste which will lead to a greater throughput. The innovation will also make handling procedures for ultra-thin materials less critical for manufacturing processes. The innovation can provide an aspect of versatility that allows for its use in vertical and horizontal processes which allows multiple options for manufactures as to which method to implement. This versatility could provide a cheaper alternative to investing in state of the art processes for the sole purpose of increasing first pass yield.

6. What are you most proud of?

The most proud aspect of the innovation is its relative ease of design and concept. It is easy to use and implement into any process that requires the handling of ultra-thin materials. The innovation greatly reduces waste and increases throughput leading to lowered costs and greater profit margins.

7. What have you spent the most time on?

The most time spent on developing the innovation was the method for securing the ultra-thin material without introducing wrinkles and creases in both vertical and horizontal manufacturing processes.

8. How does your innovation enable GREEN ECONOMY opportunities? (i.e. sustainability, efficiency, recycle, reusable, etc...)

The innovation enables green economy opportunities by reducing waste. This innovation provides a method to utilize less copper materials in circuit board manufacturing due to greater throughput. Additionally where vertical manufacturing processes can be implemented, the materials will have less exposure to chemicals because the innovation allows for a lower pressurized or lower volume chemical spray to accomplish etching of copper materials.

Features to Benefits

Turn Features into Overt Benefits.

Explore potential Benefit promises

What is most unique about the Innovation is ...	Why should I (the Customer) care?
Switch over time reduction	Increased ability to trade out materials quickly, which will decrease manual efforts.
	Reduce time required to move through the manufacturing process.
	Provide a method for incorporating multiple materials in the form of print media or advertising.
Allows full access to the surface of materials (i.e. during processing or viewing)	Reduces the need to have duplicated processes or rework to ensure complete etching of material surface.
	Provides an efficient way to visually inspect material surfaces or view printed media.
Ease of handling thin material	Greatly reduces wrinkles and creases in ultra-thin materials which will result in less waste or damage.
	Reduces manufacturing cost while increasing throughput to potentially increase profits.
	Provides method for quick viewing of print media.
Allows implementation of vertical dipping and vertical conveyor processes	Manufacturing quality and first pass yield will improve.
	Reduces manufacturing costs by providing methods for more efficient and uniform processing.
	The first pass yield of vertical processes will be greatly increased leading to more efficient processes and procedures and a reduction in lost processing time and man hours.

Connect the Dots

Write overt benefits to a final decision maker.

Explore all potential final decision maker options.

The most exciting over benefit of the innovation is ...	Final decision maker who will find this benefit most valuable is ... (Customer, Consumer, Buyer)	
Increased ability to trade out materials quickly, which will decrease manual efforts.	Circuit Board Manufacturers	
	Process Engineers	
	Information Manager	
	Teachers	
	Supermarkets	
	Interior Designer	
	Home Decorator	
	Presenter	
Reduce time required to move through the manufacturing process.	Process Engineers	
	Circuit Board Manufacturers	
	Vertical Processing Companies	
	Provide a method for incorporating multiple materials in the form of print media or advertising (i.e. flip over charts)	Conference Presenter
		Information Manager
		Builder
		Business Owners
Reduces the need of having duplicate processes or rework to ensure complete etching of materials.	Circuit Board Manufacturers	
	Process Engineers	
	Vertical Processing Companies	
Provides an efficient way to visually inspect material surfaces or view printed media.	Circuit Board Manufacturers	
	Process Engineers	
	Vertical Processing Companies	
	Builder	
	Information Manager	
	Supermarkets	
	Interior Designer	
	Home Decorator	
	Teacher	
	Curator	
	Presenter	
Artist		
Greatly reduces wrinkles and creases in ultra-thin materials which will result in less waste or damage.	Circuit Board Manufacturers	
	Process Engineers	
	Vertical Processing Companies	
	Curator	
Reduces manufacturing cost while increasing throughput to potentially increase profits.	Circuit Board Manufacturers	
	Process Engineers	
	Vertical Processing Companies	

Manufacturing quality and first pass yield will improve.	Circuit Board Manufacturers
	Process Engineers
	Vertical Processing Companies
Reduces manufacturing costs by providing methods for more efficient and uniform processing.	Circuit Board Manufacturers
	Process Engineers
	Vertical Processing Companies
The first pass yield of vertical processes will be greatly increased leading to more efficient processes and procedures and a reduction in lost processing time and man hours.	Circuit Board Manufacturers
	Process Engineers
	Vertical Processing Companies

Prove It!

Help potential final decision makers to believe.

Explore potential methods to help final decision maker to believe.

Tell the Truth...	The Magnaframe provides a creative solution to handling thin film materials. The innovative solution to securing the thin film materials without creating wrinkles or creases is the increase in throughput and efficiency of the manufacturing process. Additionally, the Magnaframe allows for the development and utilization of vertical dipping and vertical processing methods to be employed which will increase the quality of the process and allow for a more uniform process development.
Testimonials	The attention to detail in handling of the thin film materials has been almost eliminated due to the use of the Magnaframe. The ability to handle thin film materials during the processes and between process stations has greatly improved.
Data/Test Results	First pass yield of circuit board manufacturing that utilizes thin film materials that have a thickness less than 10 mils has been improved by 70%.
Guarantee	<p>Guaranteed to increase the first pass yield of processes that require the handling of thin materials.</p> <p>Guaranteed to reduce the waste associated with the manufacturing of circuit boards by reducing the damage caused by handling and processing of thin materials.</p> <p>Guaranteed to improve the efficiency of the manufacturing process of circuit boards that require the use of thin film materials.</p> <p>Guaranteed to improve the ease of handling and moving thin film materials between processes and processing stations.</p>
Pedigree	Professional Engineer, Jason Ferguson of NSW Crane Division, has 10 years in board shop production.

Name Game

Identify brand names and product/services descriptions. Successful Brand Names are suggestive of the benefit

Explore other potential names and product/services.

Product/Service Name (Suggestive of Benefit)	Product/Service Descriptor
Magnaframe	Thin material handling system
MagnaFab	Circuit board intermediate layer handler
MagnaFast	Circuit board manufacturing enabler
MagnaDip	Vertical processing system for circuit board layers
MagnaEtch	Complete and uniform circuit board etching enabler
MagnaSpray	Magnetic enabler for vertical spray circuit board manufacturing
MagnaHold	Thin material handling system
MagnaArt	Magnetic picture frame system
MagnaFlat	Thin material holding system
MagnaPort	Magnetic thin material transport system
Full Frame	Full access vertical spray process enabler
TransMag	Magnetic thin material transporting system
FlexFrame	Versatile picture frame
TransFrame	Delicate material shipping system
DecorExchange	Flexible decorating solution
DocExchange	Employee Notification and Announcement Station
Delicate Touch	Non-Abrasive Shipping Container
Soft Touch	Sensitive Shipping Material Container
MagnaFold	Flexible Document Storage Solution
ProGo	Professional Document Carrying Display
MagnaAd	Magnetic Ad Holder
AdExchange	Easily Exchangeable Advertisement Holder

Keywords

Identify keywords that will help a stranger find the innovation when searching.

Explore other potential keywords.

Adjective/Verb (Improvement)	Noun (Name of Innovation)	Final Decision Maker (Use)
Easy to use	Holder	Circuit Board Manufacturers
		Process Engineers
		Information Managers
		Teachers
		Supermarkets
		Interior Designer
		Home Decorator
		Presenter
		Artists
		Curator
Faster	Transport System	Circuit Board Manufacturers
		Process Engineers
		Vertical Processing Companies
		Presenter
Reliable	Frame Holder	Circuit Board Manufacturers
		Process Engineers
		Information Managers
		Teachers
		Supermarkets
		Interior Designer
		Home Decorator
		Presenter
Quicker	Process mechanism	Circuit Board Manufacturers
		Process Engineers
		Vertical Processing Companies
		Supermarkets
Confident	Process Control	Circuit Board Manufacturers
		Process Engineers
		Vertical Processing Companies
Organized	Document System	Information Managers
		Teachers
		Supermarkets
		Interior Designer
		Home Decorator
		Presenter
		Artists
Curator		
		Builder

One Sentence

Describe the dramatic difference of the innovation in one sentence. (Use numbers and other overt benefits to describe innovation)

Explore other potential dramatic differences.

Dramatic Difference Sentence Statement
Delicate handling with a quicker processing time
Substitute documents on the fly
Handle materials with care
Neat and clean presentation every time
For when information is changing fast
Reliable processing with quality every time
Change your pictures with your mood
Decorating with options
Decorate for how you feel
Improved handling transportation without worries
Don't worry about damage, process with confidence
Decorative solution for the ever changing style
Affordable solution for material handling
Make vertical processing quality a reality
Presentation is everything

Successful Concepts - A

Final Decision Maker	Manufacturers
Concept Name <i>Descriptor</i>	MagnaHold Thin material handling system
Keyword Statement	A rigid carrier for transporting thin, delicate materials
Headline <i>One sentence to state the uniqueness of the offering</i>	Delicate handling with a quicker processing time
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	MagnaHold will improve manufacturing quality and first pass yield with ultra-thin, delicate materials by reducing the time required to move through the manufacturing process. Eliminating operator steps that cause wrinkles and creases in ultra-thin materials will result in less waste and damage, while increasing profits. Increase your ability to trade out materials quickly, which will decrease manual efforts and provide greater flexibility in the manufacturing process.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	MagnaHold reduces switch over time by eliminating the need to have duplicated processes or rework to ensure complete etching of the material surface. Prevent surface distortion by allowing easy handling of thin materials by operators. MagnaHold will also permit implementation of vertical dipping and vertical conveyor processes allowing flexibility in the manufacturing process.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineer, Jason Ferguson of NSWC Crane Division, has 10 years in board shop production. The ability to handle thin film materials during the processes and between process stations has greatly improved. First pass yield of circuit board manufacturing that utilizes thin film materials that have a thickness less than 10 mils has been improved by 70%.
Abstract <i>Six sentences or less description of concept</i>	Magnahold is a rigid carrier for transporting thin, delicate materials. This material handling system will improve manufacturing quality and first pass yield with ultra-thin, delicate materials by reducing the time required to move through the manufacturing process. Reduce waste and damage by eliminating difficult handling of ultra-thin materials by operators that cause wrinkles and creases.

Successful Concepts - B

Final Decision Maker	Information Managers/Teachers/Supermarkets
Concept Name <i>Descriptor</i>	DocExchange Employee Notification and Announcement Station
Keyword Statement	A document station for exchanging notifications and announcements easily
Headline <i>One sentence to state the uniqueness of the offering</i>	Substitute documents on the fly
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	DocExchange will improve the way you change your posted notifications and announcements. Spend less time and effort exchanging documents by having the ability to trade them out quickly. The station also improves the display by giving you an efficient way to visually inspect images or view printed media. Substitute your notifications and announcements on the fly with DocExchange.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	DocExchange works by allowing easy handling of notifications and announcements that are require frequent changing and clear visibility. By improving handling and exchange of documents, the station improves display and visual presentation for clear, professional, and efficient posting.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineer, Jason Ferguson of NSWC Crane Division, has 10 years in board shop production.
Abstract <i>Six sentences or less description of concept</i>	DocExchange is an employee/student/customer information, notification, and announcement station used to exchange documents more easily. Efficiently exchange notifications and announcements through a quick document exchange system. The Doc Exchange gives great access to visually inspect surfaces or view printed media. Substitute your notifications and announcements on the fly with DocExchange.

Successful Concepts - C

Final Decision Maker	Home Decorator/Interior Designer
Concept Name <i>Descriptor</i>	DecorExchange Flexible Decorating Solution
Keyword Statement	A decorating frame that provides quick and flexible exchanges
Headline <i>One sentence to state the uniqueness of the offering</i>	Decorative solution for the ever changing style
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Eliminate the hassle of exchanging your decorations with DecorExchange. Give yourself more decorating options throughout the changing seasons by using a frame that provides quick and flexible exchanges. Preserve the quality of your decorations by handling them with this reliable and easy to use decorating frame. DecorExchange is a decorative solution for the ever changing style.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	DecorExchange works by providing an easier way to handle delicate pictures or decorations. This not only reduces the time needed to exchange decorations, but preserves the quality by decreasing wrinkles, creases, and smudges common with them. DecorExchange also allows for your decorating taste to change with the season.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineer, Jason Ferguson of NSWC Crane Division, has 10 years in board shop production. Guaranteed to improve the ease of handling and moving pictures and decorations.
Abstract <i>Six sentences or less description of concept</i>	DecorExchange is a flexible decorating solution that provides quick and easy exchanges. Give yourself more options throughout the changing seasons by eliminating the hassle of exchanging your decorations. Preserve the quality of your pictures and decorations by decreasing wrinkles, creases, and smudges common with handling them. Exchanging decorations has never been so easy. Use DecorExchange as a solution for the ever changing style.

Successful Concepts - D

Final Decision Maker	Presenter
Concept Name <i>Descriptor</i>	ProGo Professional Document Carrying Display
Keyword Statement	An organized document system designed for a professional display
Headline <i>One sentence to state the uniqueness of the offering</i>	Presentation is everything
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Increase your ability to trade out materials quickly with ProGo. This professional document display allows you more time to prepare for your presentation while using less effort and time setting up. The ability to customize your own system gives you the flexibility to tailor your presentation for any situation. Spend less time worrying about technology and more time on your presentation.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	ProGo works by providing an easier way to handle presentation materials. The professional carrying display provides mobility by having the ability to fold up. The two sided display will decrease the time and effort you spend on managing the presentation. It also provides flexibility by letting you have the option to customize it for your specific needs.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineer, Jason Ferguson of NSW Crane Division, has 10 years in board shop production. Guaranteed to improve the ease of handling and moving of presentation materials.
Abstract <i>Six sentences or less description of concept</i>	ProGo is a professional document carrying display designed for the business person on the go. Having the ability to trade out materials quickly will allow you more time to prepare for your presentation while using less effort setting up. The ability to customize your own system gives you the flexibility to tailor your presentation for any situation. Spend less time worrying about technology and more time on your presentation.

Successful Concepts - E

Final Decision Maker	Curator
Concept Name <i>Descriptor</i>	Soft Touch Sensitive Shipping and Storage Material Container
Keyword Statement	The sensitive container provides an advanced way to package, store, and transport materials
Headline <i>One sentence to state the uniqueness of the offering</i>	Handle materials with care
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Transport, package, and store contents with the more reliable and safe Soft Touch. Long term preservation of your contents becomes easier and more reliable by minimizing their deterioration. Retrieval of materials becomes less cumbersome with a simpler process for exchanging materials. It also permits faster inspections, giving you more efficient use of your time. Use Soft Touch to handle your sensitive materials with better care.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	Soft Touch works by providing a more secure way to transport and store sensitive materials. Long term preservation is improved by decreasing the risks associated with deterioration of sensitive, delicate materials. Faster inspections are possible because it creates an efficient way to visually inspect material surfaces.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineer, Jason Ferguson of NSW Crane Division, has 10 years in board shop production. Guaranteed to improve the transport and storage of sensitive materials.
Abstract <i>Six sentences or less description of concept</i>	Soft Touch is an advanced container designed for packaging, shipping and storing sensitive materials. Long term preservation of your contents becomes easier and more reliable by minimizing the risks associated with deterioration. Retrieval of materials becomes less cumbersome with a simpler process for exchanging materials. It also permits faster inspections by creating an efficient way to visually inspect material surfaces. Use Soft Touch to handle your sensitive materials with better care.