

Read these two case studies of innovative start up companies then discuss the question below.

Case Study #1

A company in Panama, South America bottles fresh spring drinking water. The water is sourced ethically with no negative impact on the environment. Research was undertaken to ensure the water was safe to drink and that pipelines did not cause damage to the natural environment. Over two hundred workers are employed legally in the bottling factory where their working conditions meet government standards. The water is exported as a trademarked brand to nearby South American countries and the company continues to make profit. (see: <http://www.wipo.int/ipadvantage/en/details.jsp?id=3697>)



Case Study #2

A company based in the USA and Nigeria have produced an ingenious electronic gadget which looks like a football and captures kinetic energy when played with. This energy can then be used to power small electronic devices such as reading lamps or mobile phones. Research was undertaken to ensure children could play with the ball safely, especially in wet conditions. The raw materials required to manufacture the ball were sourced legally and with care for the environment. The product has created legal employment for people and an increasing number of people in the developing world have benefited from the electricity created. (see: <http://www.wipo.int/ipadvantage/en/details.jsp?id=3688>)

