



From left, I3D marketing director Yong Jun Park; managing director Peter Chang and communications director Wei Un Shong.

PHOTO: TED BAGHUST

Three Westlake boys are marketing a product which enables spectacle wearers to watch 3D movies in greater comfort.

It's a set of elegant Polaroid glasses, which clip onto your normal spectacles.

Meet the brains trust behind the company called 'I3Dee': Managing director Peter Chang, 17, communications director, Wei Un Shong, 17, and marketing director Yong Jun Park, 18.

The boys entered their idea in the Young Enterprise Scheme (YES), a school-based business programme which runs in New Zealand secondary schools and internationally at years 12 and 13.

The company they formed came up with such a good business plan that it won assistance to promote the new product.

This will come in the shape of a national award from The Edge FM, consisting of \$5000 worth of free radio advertising soon to go to air.

But it hasn't all been plain sailing for I3Dee.

Currently the company are working hard to iron out some issues over intellectual property, which they will have to resolve before marketing their product to cinema chains some time next year.

It all began about two years ago when Peter, who wears spectacles himself, went to see the near three-hour James Cameron movie "Avatar".

The cult hit ran for three hours, far too long for Peter, whose two sets of glasses became so uncomfortable that he got fed up and quit watching.

Peter got to thinking that it would be much easier if the additional 3D glasses required, could simply be clipped onto his normal spectacles.

Friends Wei Un and Yong Jun also thought it was a project worth pursuing.

The boys did their market research and designed some prototypes. Overseas suppliers advised that one design, which attached from the side, was not feasible, however an alternative, which clipped onto the centre, seemed quite viable.

But since then I3Dee has encountered a difficulty common to many fledgling companies which enter the 'dragon's den' of supposedly original ideas.

Another company seems to have come up with a similar product, which is now being marketed over the Internet.

"We hope to enter into negotiations with commercial cinemas to take our product, but at present we are not in full production. We have had to take a step back, and check out the intellectual property situation," says Peter.

If all goes well he believes that negotiations with cinema companies could

still take place next year.

But meanwhile the boys say they've had the best possible education in the challenges, successes and potential pitfalls of starting a company.

"The Young Enterprise Scheme gives students opportunities they would probably never gain any other way, it creates a pathway and offers tools to help young people turn dreams into reality, although it still demands a lot of hard work," says Peter.

Enterprise North Shore says the scheme gives young entrepreneurs the opportunity to form a company, create a business plan, and produce goods or services to sell. Students learn all aspects of running a business including budgeting, decision-making, identifying and managing risk, market research, marketing, selling, and annual financial reporting. Companies are liquidated at the end of the YES year.

It is a 'live' business experience, involving real money, taxes, product and profit. The companies created compete directly with each other, and all New Zealand businesses, for their market share.

Note: If you wear glasses and have encountered the same problem as Peter did at the movies, you may wish to find out more about the development and marketing of this new product. If so, simply log on to Facebook and search for 'I3Dee'.