



BUILDING YOUR IP STRATEGY: A CHECKLIST FOR START-UPS

EPO PATENT KNOWLEDGE WEEK
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Who am I?

- President, I3PM International Institute for Intellectual Property Management (www.i3pm.org)
- Founder, NextUp: Startup Program to promote diversity, inclusion and equity in deep tech (www.nextupdei.org)
- Cartier Women's Initiative Science & Technology Pioneer Jury Member
- Head of Innovation Protection, EssilorLuxottica a CAC40 company



What do I stand for?

Leader and scientist with over 15+ years of experience leading technical operations in both corporate and entrepreneurial environment

Skilled in both Deep Technology (PhD Chemistry, nanotechnology) and Law (LLM in IP Law and Management).

Fields of specialisation: Nanotechnology, Advance materials and processes, additive manufacturing, vision science, healthtech.

Loves to promote diversity, equity and inclusion

Connect with me on LinkedIn



Jamie Soon-Kesteloot (Ph.D, LL.M)

Building the bridge to connect
R&D, Intellectual property and Bu...



AGENDA



What is an IP Strategy and the link to business growth for deep tech startups?



How to build an IP strategy from scratch?



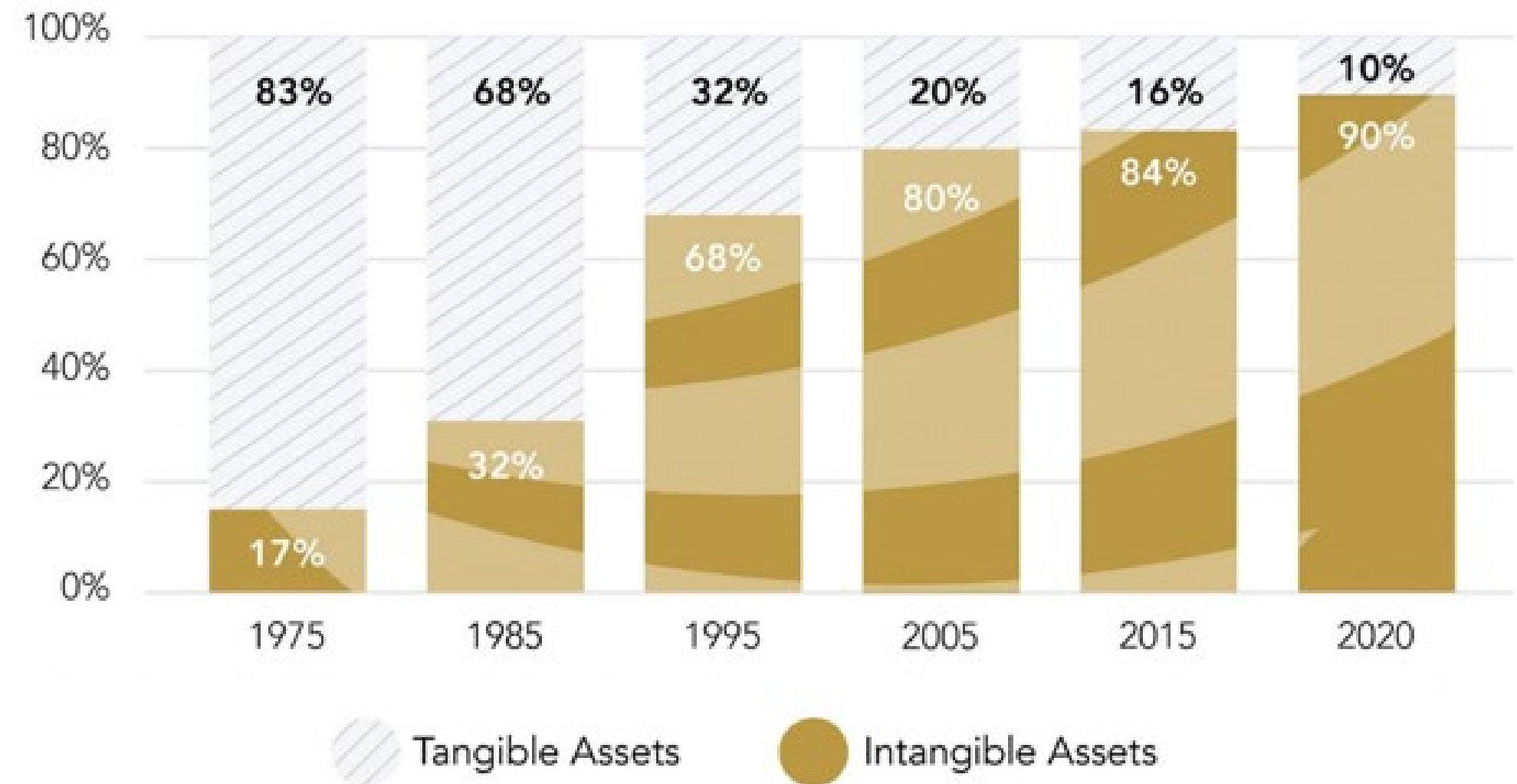
Checklist to grow from Founder to IP leader

The Rise of Intangible Assets

Between 1995 and 2015, the share of intangible asset market value increased from 68% to 84%.

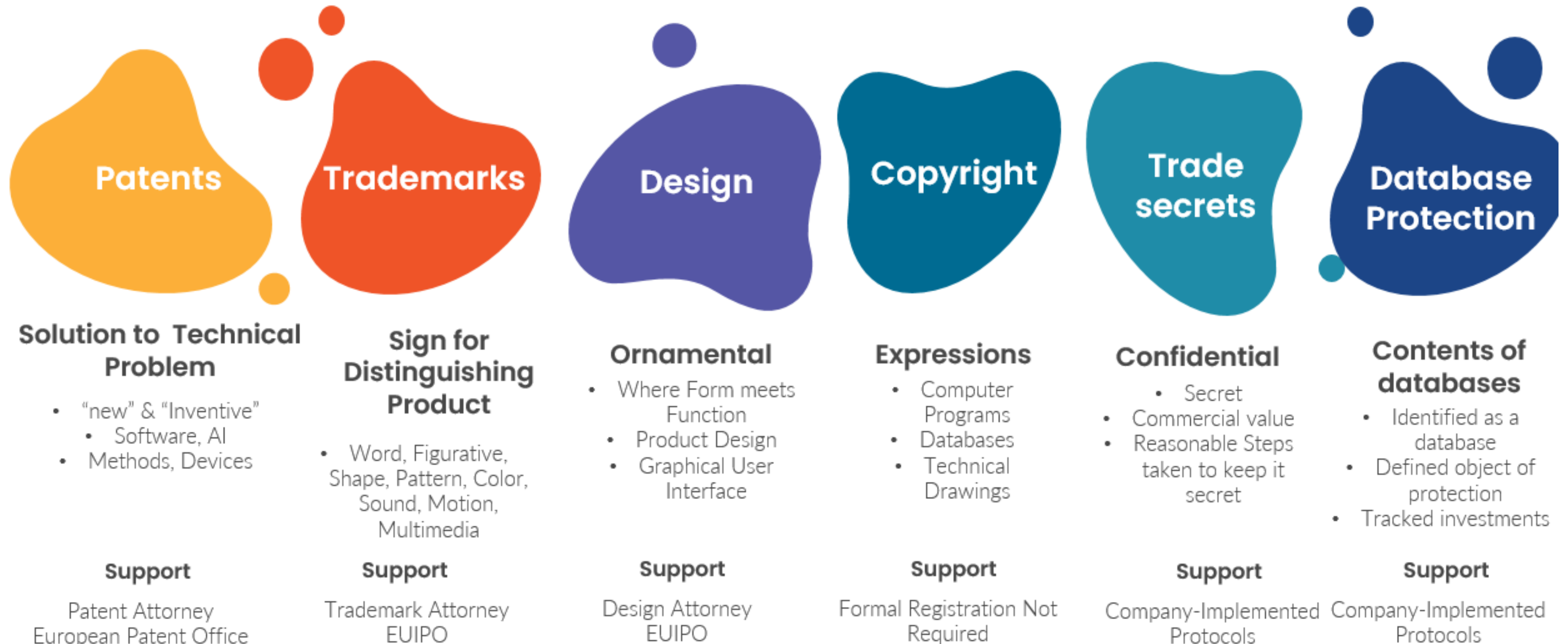
Intangible assets are now responsible for 90% of all business value.

COMPONENTS *of* S&P 500 MARKET VALUE



SOURCE: OCEAN TOMO, A PART OF J.S. HELD, INTANGIBLE ASSET MARKET VALUE STUDY, 2020

Intangible assets = IP Rights




IP Value Quantified

Type of IP	Median Value
Patents	\$500,000
Trademarks	\$150,000
Copyrights	\$50,000
Trade Secrets	\$250,000

*Statistics from National Small Business Association IP survey

IP Strategy for Business Growth

 *IP strategy is not about "Can we file?"
but rather about "Should we file?".*

*Does filing align with or help build up
our business vision?*

- Prof. Dr. Alexander J. Wurzer



IP Strategy for Business Growth



First to file on core technologies

IP rights like patents, trademarks, and copyrights help safeguard a startup's key innovations and core technology from being used and copied by competitors without permission.

BUSINESS IMPACT

Lead Time Advantage
Protection of USP
Command premium prices



Increase Valuation

IP assets demonstrate a startup's competitive advantage, making it more attractive to investors and potential acquirers, resulting in higher valuations.

Corporation
Incentive



Proactive anticipation of future IP

Curated based on mid/ long term business vision and linking it to R&D direction(s)

Lead Time Advantage
Early barrier to entry for competitors



Defensive

Filing IP on alternative technologies which could reap similar technical benefits to create a roadblock for competitors

Barrier to entry +
Cost to invent around for competitors

Many small business advantages leads to big competitive advantage

IP Strategy is Especially Critical for Deep Tech Startups



Focuses on complex engineering problems

Deep tech startups attempt to solve challenging scientific and engineering problems that require long R&D cycles before commercialization.



Long research and development cycles

Deep tech has longer R&D cycles, sometimes 10+ years, to develop core tech before building products.



Based on scientific discoveries or engineering innovations

Deep tech leverages fundamental scientific advances and engineering innovations as the foundation for new products.

In summary, deep tech focuses on developing complex engineering solutions based on scientific discoveries and engineering innovations, requiring long research cycles before commercialization.

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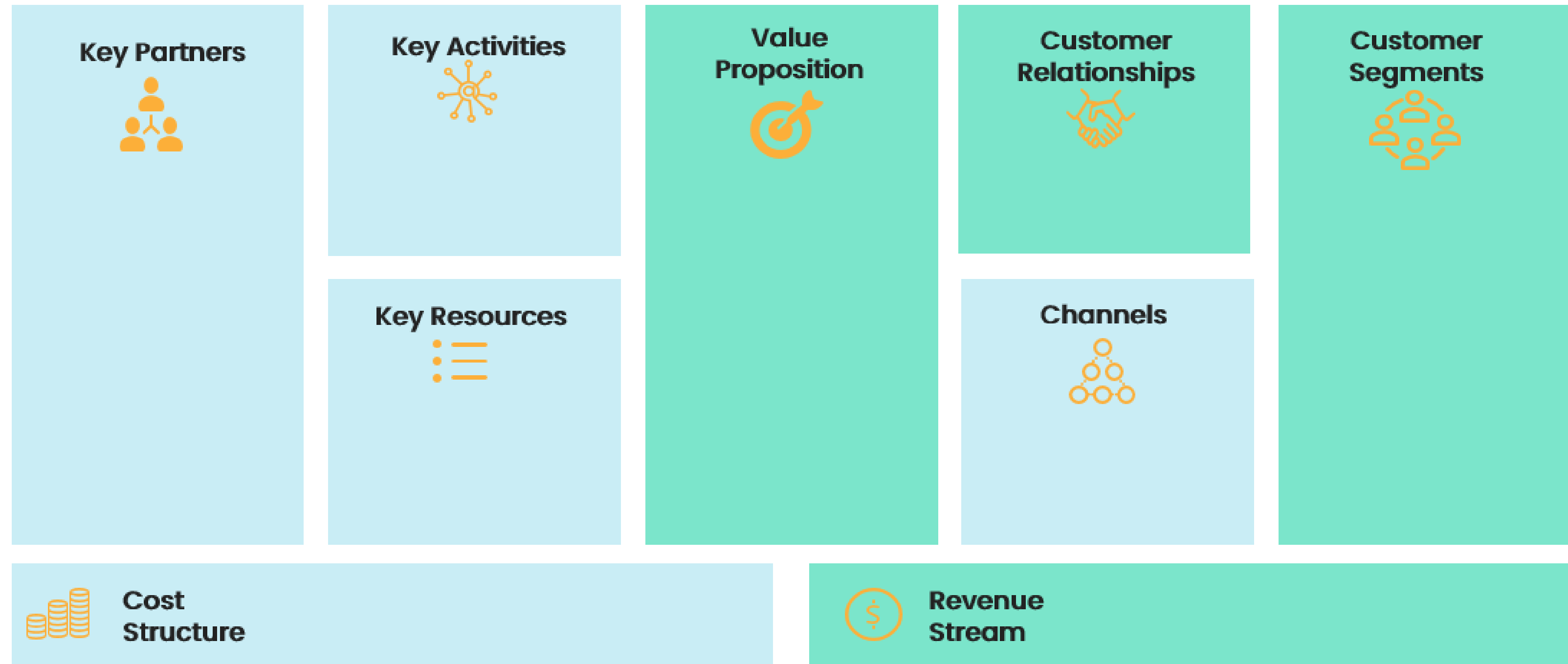
How to build an IP strategy from scratch?



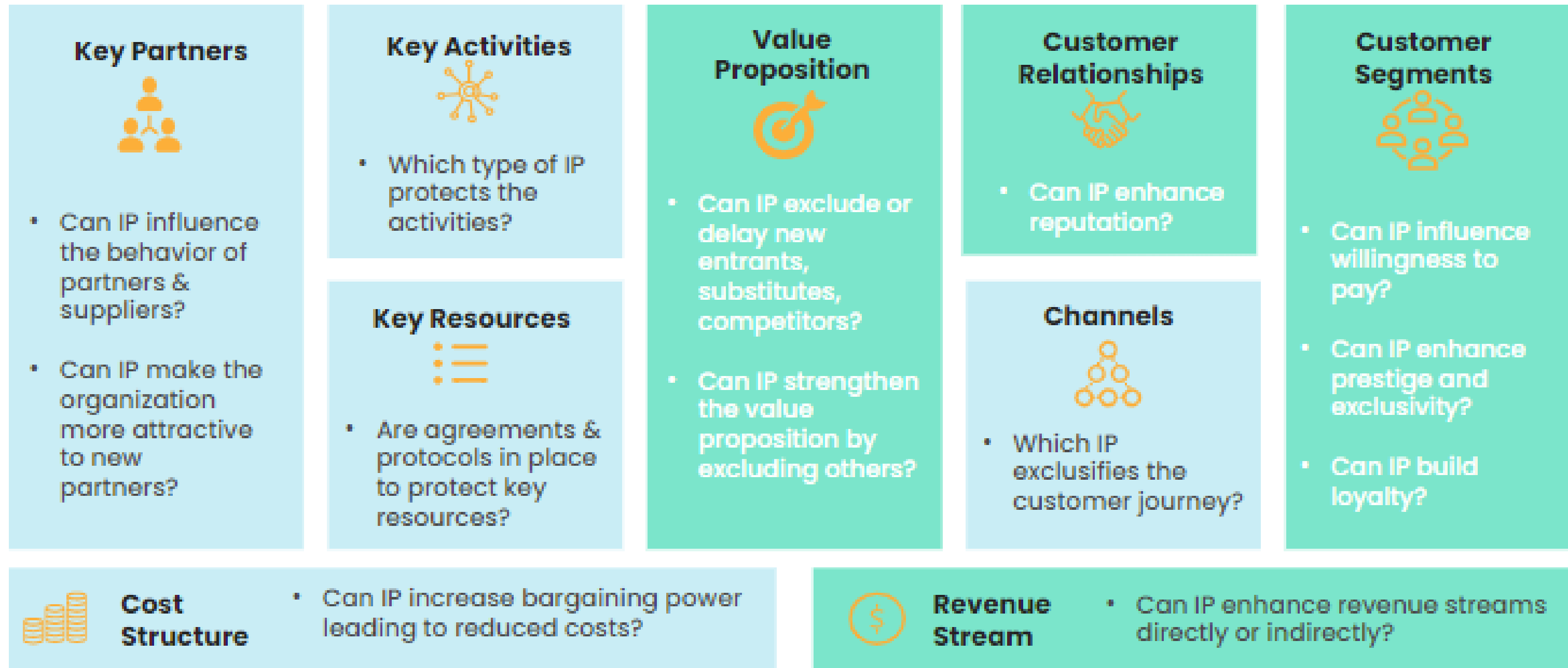
Checklist to grow from Founder to IP leader



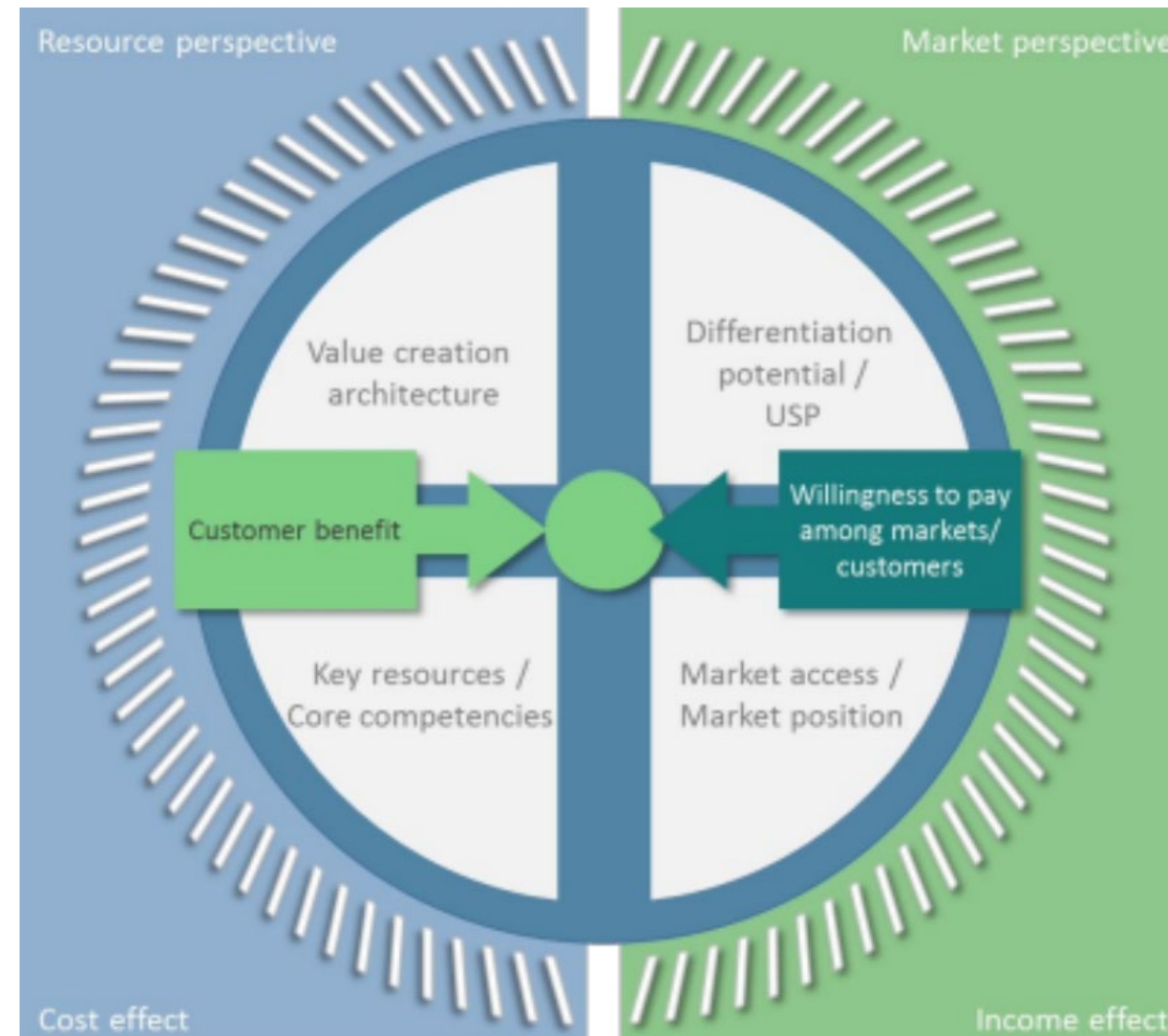
The Business Model Canvas



Step 1: From Business Canvas Model to IP Strategy



Step 2: From Business Canvas Model to IP Strategy



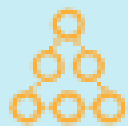
Step 3: From Business Canvas Model to IP Strategy

Key Partners



- Can IP influence the behavior of partners & suppliers?
- Can IP make the organization more attractive to new partners?

Channels



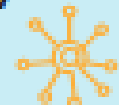
- Which IP exclusifies the customer journey?

Key Resources



- Are agreements & protocols in place to protect key resources?

Key Activities



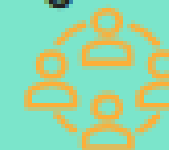
- Which type of IP protects the activities?

Value Proposition



- Can IP exclude or delay new entrants, substitutes, competitors?
- Can IP strengthen the value proposition by excluding others?

Customer Segments

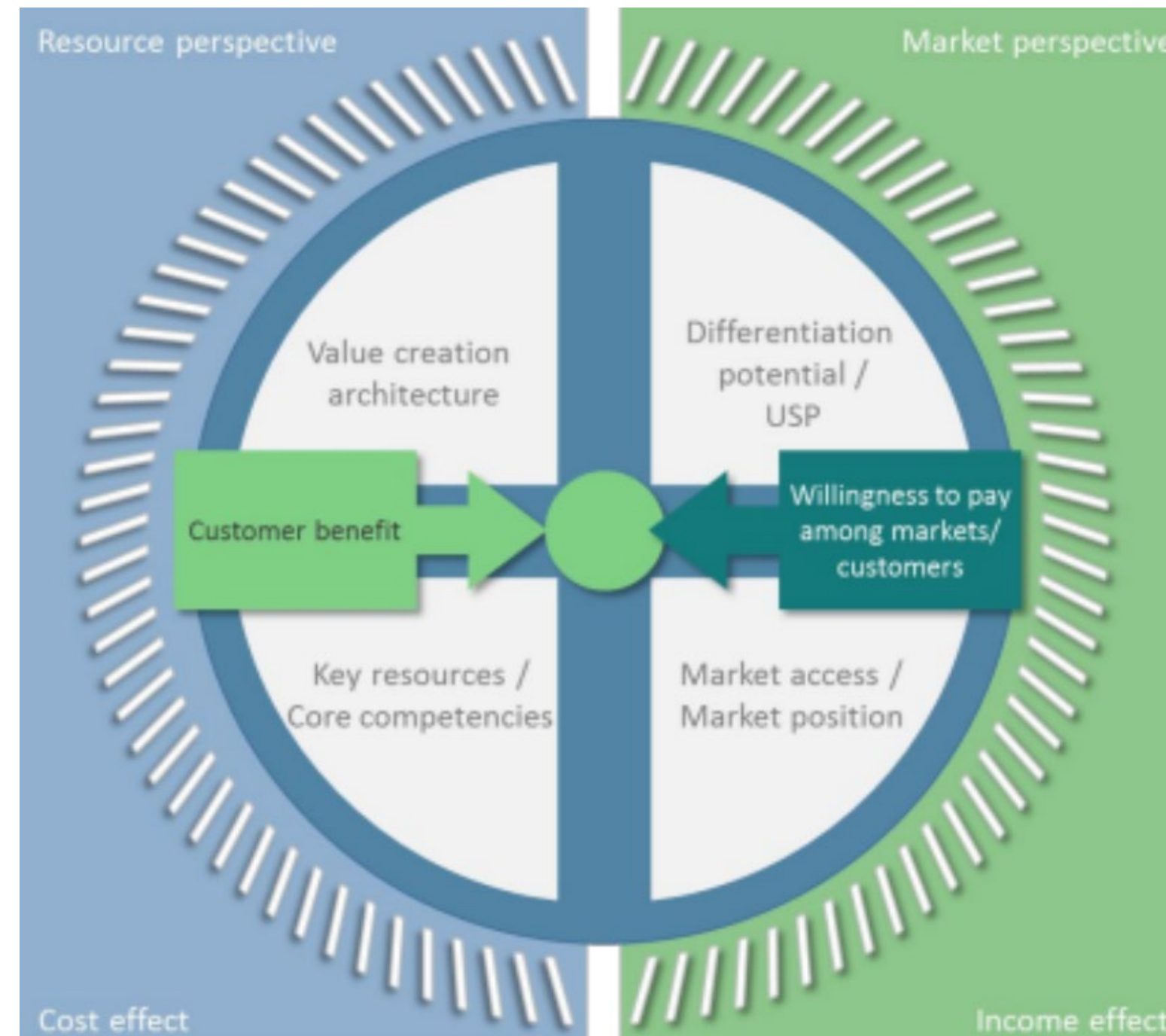


- Can IP influence willingness to pay?
- Can IP enhance prestige and exclusivity?
- Can IP build loyalty?

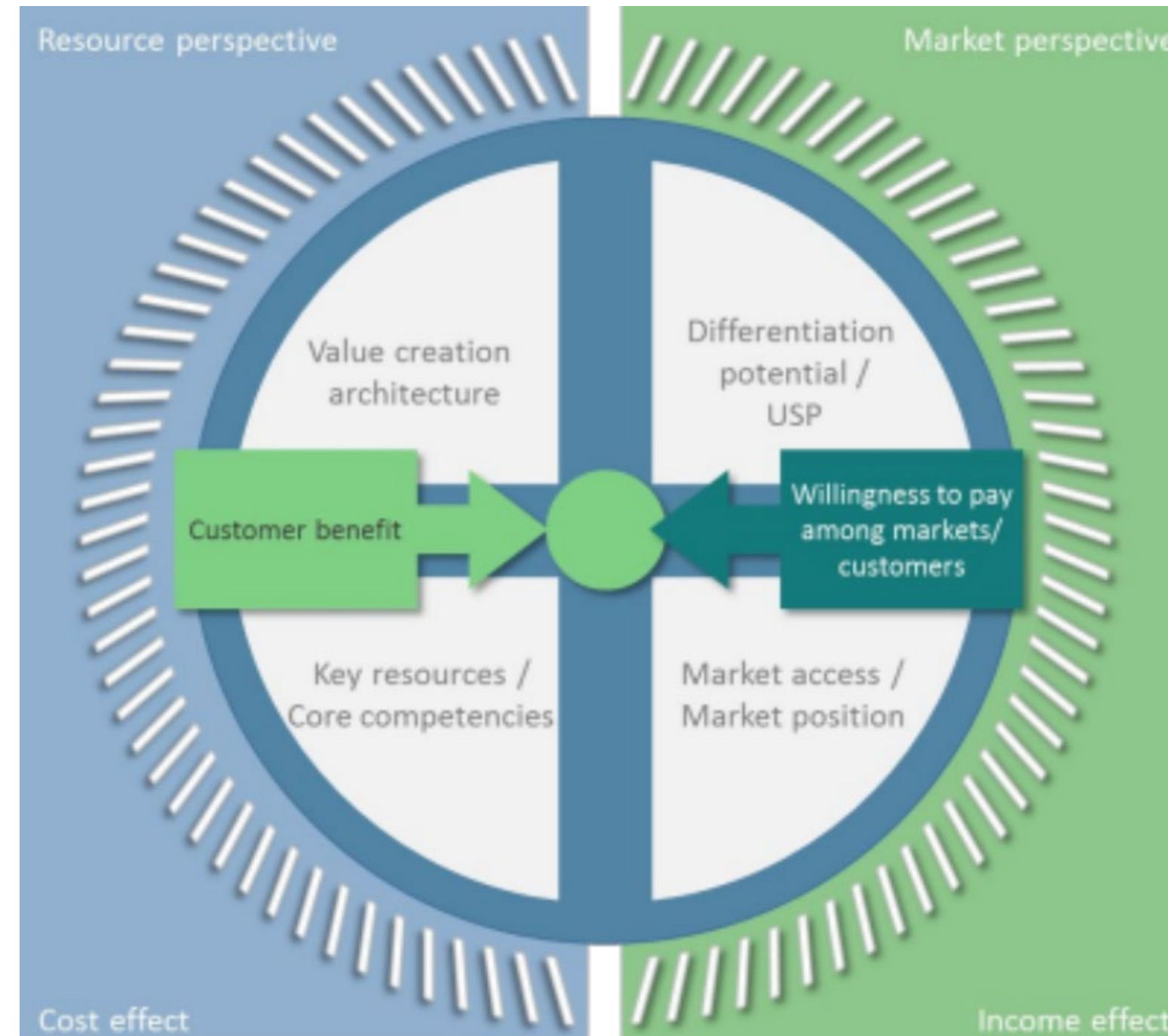
Customer Relationships



- Can IP enhance reputation?



Example : COSMED's IP Strategy



Value Proposition



- Positive Brand image: High quality and creation of positive impact on human health and life
- Penetration into new, previously inaccessible markets with premium – but competitive prices for select markets
- Seamless Customer journey: Marrying ICT solutions with effective product design to create user-friendly products

IP Strategy for Business Growth - Going Further



知己知彼，百战百胜

If you know the enemy and know yourself, you need not fear the result of a hundred battles.

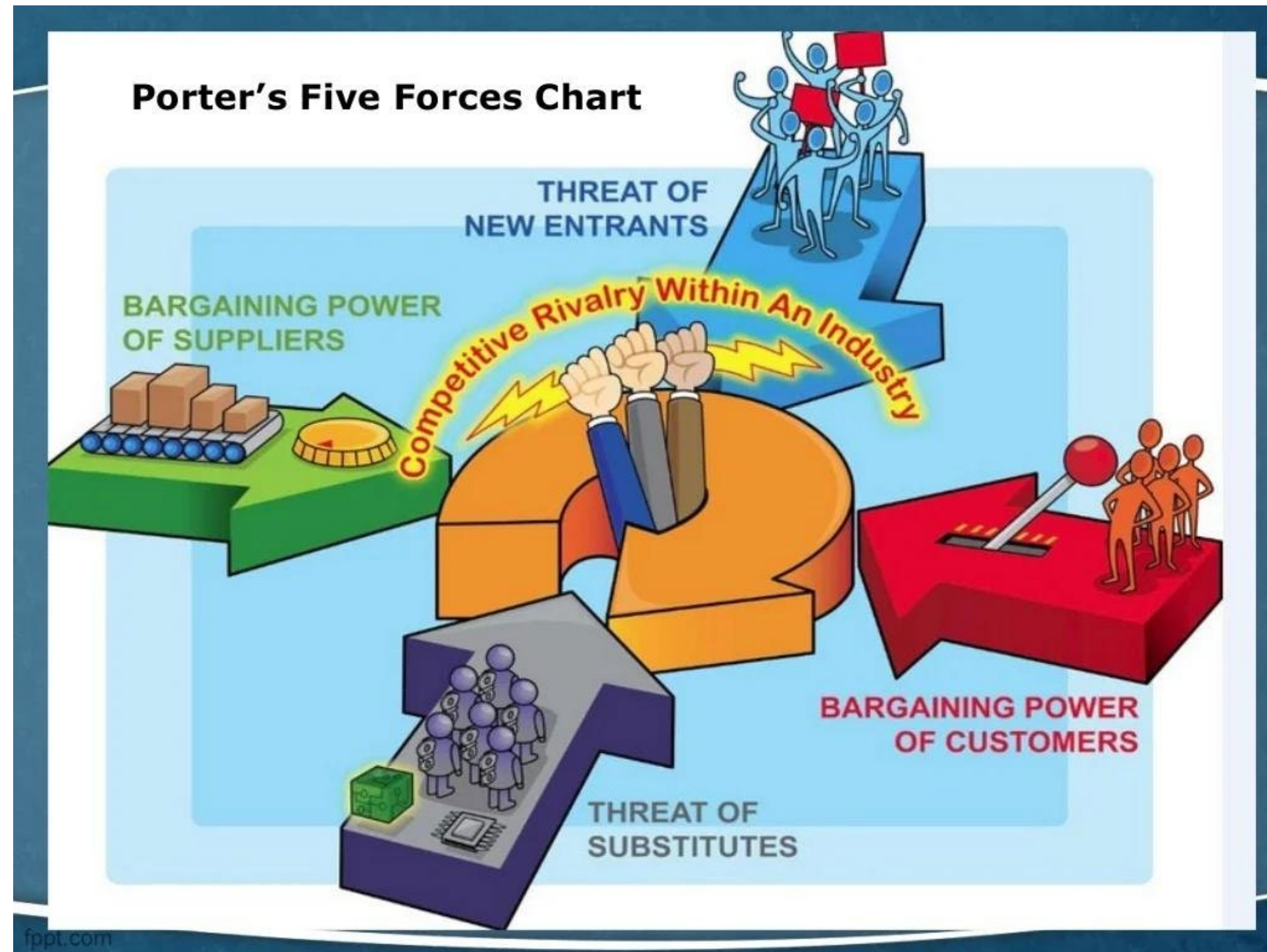
If you know yourself but not the enemy, for every victory gained you will also suffer a defeat

If you know neither the enemy nor yourself, you will succumb in every battle.

SUN TZU, The Art of War

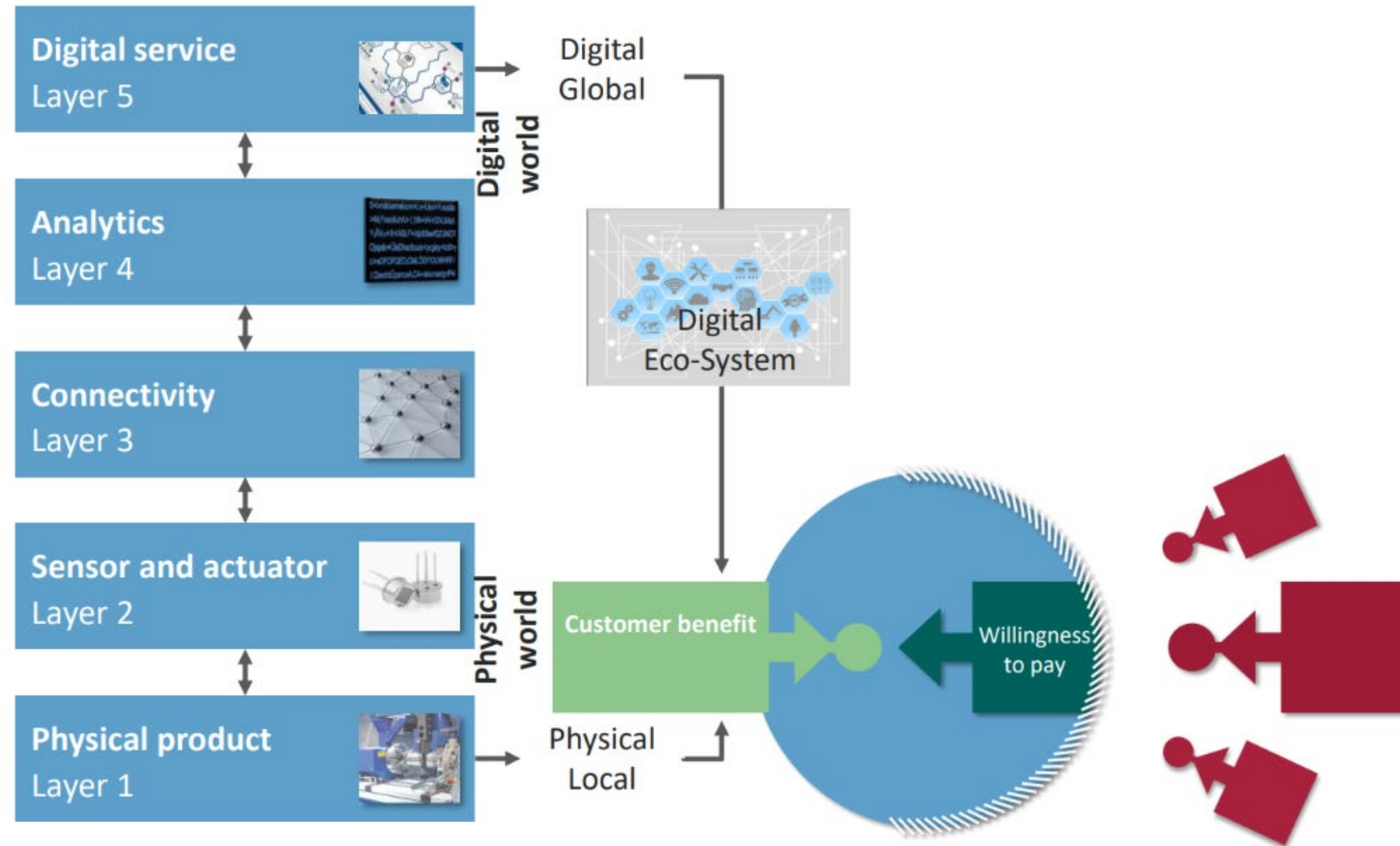


Step 4: Market Analysis



Source: Slideshare.net

What Exactly can we obtain IP Rights for?



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What is an IP Strategy and the link to business growth for deep tech startups?



How to build an IP strategy from scratch?



Checklist to grow from Founder to IP leader

From Founder to IP Leader

	Level 1 No formal Approach	Level 2 Reactive Approach	Level 3 Formal Systematic Approach	Level 4 Systematic Improvement	Level 5 Sustainable added economic value
Goal Definition	No differentiation between IP filing and IP strategy	No proactive strategy	Rigid strategy definition	Derivation from the innovation project	Derivation from business model
Risk Management	No systematic risk definition	Case-by-case risk assessment	FTO for invention or technologies	FTO for concepts and business activities	FTO/FTC for business model
Responsibilities	No defined/distributed responsibilities	Case-by-case responsibilities	Innovation and IP responsibility not coordinated in agreed goals	Responsibility for IP success (innovation)	Responsibility for IP success (business)
Formalization	No process documentation	No uniform tool landscape	No integration of IP and Innovation	Integration of IP and Innovation	IP strategy as part of the corporate strategy process
Process Quality	No systematic information management	Information management without data collection	IP KPIs are used as a basis for reporting	Innovation KPIs are used as a basis for reporting	Integrated Information System for all decision-makers
Consistency of Strategy Levels	No documented strategy	Case-by case	Separation of IP and Innovation	Innovation defined IP strategy goals	IP strategy goals are derived from corporate strategy
Budgeting	No separate IP budget	Not derived from innovation goals	No effect-oriented controlling	Effect-oriented controlling based on the innovation project	Effect-oriented controlling based on the business model

Reference: Structure of a maturity analysis performed by IP management with target requirements for the organizational implementation of a differentiation strategy. (Wurzer / Kraus- Industry Case Study Series on IP Management)

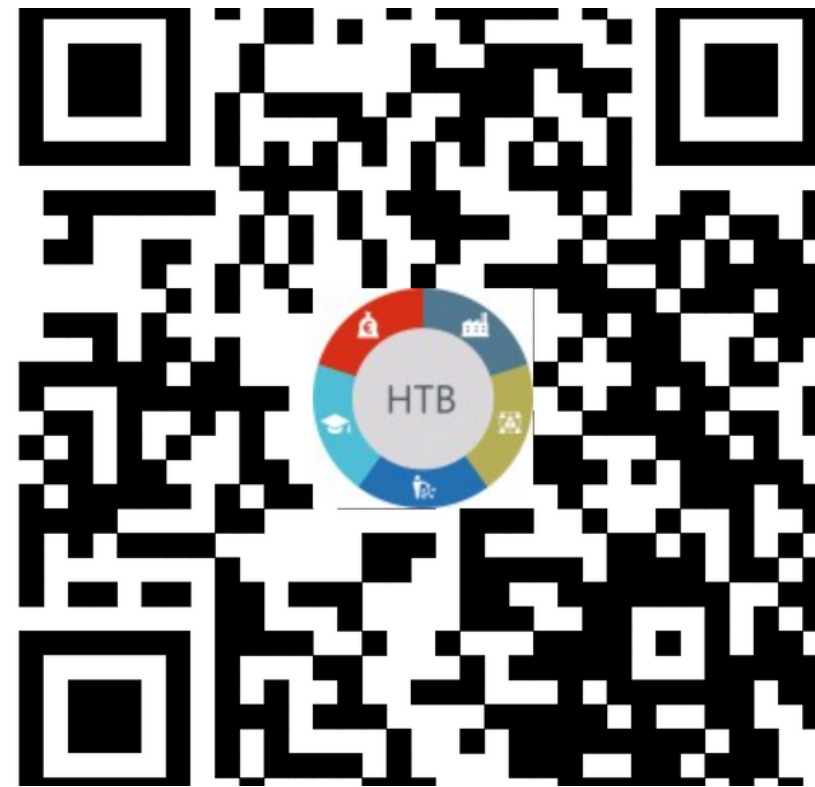
Beyond this lecture...



I3PM - International Institute of IP Management

Your inclusive and empowering community of international IP managers.

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High-Growth Technology Business Community

Our mission is to support business decision makers in technology driven businesses (especially in SMEs) by sharing how intellectual property can support their business.



IP Business Academy

The IP Business Academy is a global initiative of CEIPI to make IP management knowledge available to all interested parties.





Thank you!

Looking forward to questions and discussions