



ADDING VALUE TO YOUR IP

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Innovation Directory Appoints New Business Development Director

The UK's first showcase for innovative businesses and their intellectual property has appointed former Société Générale managing director Jerry Moore as business development director; to support a nationwide roll-out of its services.

The UK's first showcase for organisations and their intellectual property, www.inngot.com, has appointed former city finance executive Jerry Moore to the role of Business Development Director, to support the nationwide expansion of its services. Formerly the Head of Credit at Charity Bank, Jerry joins the Inngot team in an executive role.

With an extensive background in the city financial services sector, Jerry brings over 30 years of financial expertise to the Inngot team. Having worked earlier in his career at Midland Bank and Hill Samuel in various corporate banking roles, in 1993 Jerry helped establish one of the first TMT (Technology, Media and Telecoms) lending teams in the UK at Toronto Dominion Bank, specialising in arranging financing for the cable TV, telecoms, satellite, mobile and programming sectors.

In 2001, he joined the corporate and investment banking arm of Société Générale. In his role as Head of TMT Europe, he was responsible for arranging and syndicating major financings for private equity driven acquisitions. Leaving his position at Société Générale and the city in 2007 to turn his attentions to the charity sector, Jerry took on his most recent role as Head of Credit at Charity Bank before joining the Inngot team, taking charge of the provision of loans to charities and social enterprises.

Inngot provides a unique service aimed at organisations seeking to define and value the intellectual property and other intangible assets they hold. Its registration systems allow companies to explain their innovations and publish them on a searchable "innovation directory", showcasing their intellectual assets to potential customers, collaborators, investors and funding organisations.

These assets are pivotal to the financial worth of any knowledge-based organisation or SME, and require special focus when looking to attract investment or build partnerships. Jerry's appointment as Business Development Director will focus on developing Inngot's relationships with members of the investment and lending community.

Jerry Moore had the following to say about his new role as Business Development Director:

"I am delighted to be joining the Inngot team to further develop our relationships with the financial community. As banks and finance houses have traditionally lent against fixed assets such as property, equipment, stock and receivables, innovative companies have found accessing finance challenging when up to 75% of their value is represented by intangible assets. Inngot allows a company to identify, classify and value its intellectual assets, providing lenders with an essential tool to assess the overall security value of the company. As such, we believe Inngot could be transformational in unlocking additional funding for SMEs."

He continued:

“In addition to assisting lenders in assessing potential opportunities, Inngot also offers attractive features to venture capital firms and business angels in reviewing and valuing investment opportunities.”

Co-Founder and CEO of Inngot, Martin Brassell, also had the following to say:

“Inngot’s approach has the potential to unlock a significant new source of asset value for lenders. Jerry is well versed in credit policy and understands what banks and investors look for when it comes to security, and we are delighted he is part of our executive team.”

ENDS

LINK: <http://www.inngot.com>

If you require any further information please contact Emma Kent of 10 Yetis Public Relations on emmak@10yetis.co.uk.

Editor’s Notes

- Inngot is based at Technium Digital in Swansea with a sales office at Milton Park in Abingdon, Oxfordshire.
- The website offers a service that provides the structures needed for businesses to unlock the value in their intellectual assets through fundraising, licensing, collaboration and sale.
- Basic membership is free: full membership costs £60 per annum: a Sollomon indicative valuation costs £195 (all prices exclude VAT).
- Inngot launched its first pilot programme in the South East in mid-2009 and added the Sollomon IP value indicator, developed with specialist input from leading business advisers Grant Thornton UK LLP, at the end of 2009.
- Inngot, Goldseam and Sollomon are all registered trademarks of Inngot Limited.
- **Testimonial** - *"The valuation process with Inngot was remarkably smooth and straightforward, especially given the number of variables in an IP valuation. This was in large part because of the excellent telephone support. The valuation we received tallied reassuringly closely with previous valuations we had already made and was extremely useful as an independent second source. I would therefore recommend Inngot to any firm looking to quantify the value of their IP assets."* **Peter Brewin, Director, Concrete Canvas** www.concretecanvas.co.uk

Case studies are available on request.