



ADDING VALUE TO YOUR IP

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“Directory of innovation” goes national, to help businesses unlock the value in their intellectual property

Following successful pilots in the South-East of England and Wales, the UK’s first showcase for innovative businesses and their intellectual property (IP) has launched its services to organisations nationwide, with basic membership completely free of charge.

Innovative organisations across the country can now maximise the value of their intangible assets and intellectual property (IP) with the help of www.inngot.com. Initially made available to selected businesses in the South- East of England and Wales, Inngot has expanded to enable businesses all around the UK to define and value their intellectual assets and showcase them on its “innovation directory”. Initial registration for the service is free.

While numerous studies have shown that up to 75% of a business’ value can lie in its intangibles, these assets often go unrecognised and unexploited. The Inngot service, first piloted in 2009, aims to enhance business value by identifying the intangibles that underpin each knowledge-based organisation, and determining what they may be worth. The results can be used to formulate strategy and support negotiations for debt and equity fundraising, licensing and joint ventures.

Inngot’s online service captures not just registered IP, but also copyright, trade secrets, proprietary processes and a range of other intellectual assets. Its profiling system, known as “Goldseam”, also examines the development stage, knowledge make-up, benefits and market applications of a particular innovation, to build up a comprehensive picture of what makes it different and special.

Inngot membership has two levels. Organisations can register their profile (in five minutes or less), search the Inngot directory and download useful documents like non-disclosure agreements without charge. This free basic service can be upgraded to full membership at any time, enabling businesses to register and promote specific innovations and get an indication of their value using Inngot’s “Sollomon” methodology, developed with specialist input from Grant Thornton UK LLP.

Co-founder and CEO, Martin Brassell, explained the thinking behind Inngot’s services. “Intellectual assets are central to every knowledge-based organisation. They are vitally important when looking to attract potential investors and funding, license technologies and know-how, collaborate with other organisations, or just formulate an effective business strategy. Inngot provides a platform to unlock the

value in these assets by recording them accurately, finding out what they might be worth, and helping interested parties to find and understand them.”

Having an indication of value is particularly useful for any business seeking to exploit IP and intangibles. Inngot’s Sollomon system is intended to provide what Mike Thornton, Partner for Valuations at Grant Thornton UK LLP, called “a starting point for discussions.” He added: “We were interested in working with Inngot because we know that many businesses are considering ways to derive greater financial benefit from their intangible assets. While a value indication of this nature cannot replicate individual expert analysis, it represents a significant advance on other online methods available.”

Martin Brassell concluded: “Intellectual assets are of vital importance to any business in this tough economic climate, as no source of business value should go unrecognised. We have intentionally made our services low in cost in order to encourage organisations throughout the UK to unlock financial and investment opportunities that might otherwise lie dormant.”

ENDS

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

If you require any further information please contact Emma Kent of 10 Yetis Public Relations on 01452 348211 or e-mail 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 - *“Before we were introduced to the Inngot system we would struggle to explain to investors and other interested parties how our intellectual property was structured and valued. Having followed the very simple on-line steps we now have a document that clearly sets out the various elements of our IP and independently values it. We believe that the company will find Inngot very useful in securing funding and investment for future growth.”* Nick Beckett, Director, Symltech Ltd

Case studies are available on request.