



ADDING VALUE TO YOUR IP



IP research

Your policy questions answered
by thought leaders in

INTELLECTUAL PROPERTY

Global organisations, government departments, innovation agencies and professional bodies all trust Inngot to deliver authoritative research

- ▶ Specialists in issues surrounding IP identification, valuation, commercialisation
- ▶ Experts in the use of intangible assets to facilitate access to finance
- ▶ Experienced in conducting primary and secondary research
- ▶ Regular speakers at conferences and exhibitions
- ▶ Skilled in licensing and the commercial contracting of IP assets

Research and analysis from Inngot

As well as helping individual enterprises make the most of their IP, Inngot also helps inform the framework within which these companies operate, by conducting top-level IP policy research for global organisations, governments, IP offices, innovation bodies and international business groups.

IP and intangibles are now key to 21st century economies. We live in a world where businesses invest one-third more in 'soft' intangibles than they do in 'hard' intangibles; where 75-90% of listed company value is no longer attributable to physical assets on the balance sheet; where between 30-40% of business sale values are routinely attributed to identifiable intangibles (before considering goodwill); and where IP licensing incomes in growth economies are rising by billions of dollars annually.

The Inngot team, led by CEO Martin Brassell, a recognised expert on the use of IP in finance, has experience of advising businesses and organisations on IP. With real-world experience in running IP-rich businesses, the team is uniquely positioned to help clients research the intersection between IP, intangibles and finance. This means Inngot can help governments, NGOs, professional bodies and business groups formulate more effective IP-related policies that better stimulate innovation and growth.

Past Inngot customer IP research projects have included: accounting for IP and intangibles; leveraging IP for finance; using IP and intangibles as collateral for funding; creating guidelines for universities looking to exploit research they fund; and whether law and regulation are keeping pace with innovation.

If you are looking for a world-leading research partner to investigate top-level policy matters relating to IP and intangible assets, look no further than Inngot.

Research informed by real-world IP experience

- 1 Senior team with experience advising IP rich companies and organisations
- 2 Real-world hands-on business experience, including start-ups, scale-ups, and enterprise companies
- 3 In-depth research projects conducted for multiple clients into how to unlock 'hidden value' of IP and intangibles
- 4 Extensive network of contacts across the IP and IP-based finance eco-system
- 5 Clients include WIPO, OECD, UK IPO, IPO Singapore, ACCA, international banks, charities, government departments, and companies



Inngot's team has over

100 years

combined experience in IP management and valuation



Martin Brassell FRSA Co-founder and CEO

Martin is a thought leader on IP finance and the identification and valuation processes needed to facilitate it. Martin is a former journalist and has delivered primary research projects across the IP5 (European Union, Japan, Korea, China, and the US) as well as for NGOs including the OECD and WIPO. He has first-hand experience of creating, registering, enforcing and licensing IP over a 15-year period prior to co-founding the company in 2007. As a high growth business coach, he has assisted multiple start-ups with fundraising and IP creation. Martin is a frequent speaker at international conferences and events.



Dr Ian Goodyer Head of IP services

Ian has a PhD in molecular biology and a post-graduate qualification in IP law. He was a Senior Post Doctoral Fellow at the Wellcome Trust Centre for Human Genetics and has worked for a FTSE 100 organisation in R&D and commercialisation of innovation. He has delivered policy work across Europe and Asia for clients including NGOs and national IP agencies. Ian also works with and advises universities and UK government agencies on IP issues as an expert in the field of IP commercialisation.



Nicholas Page Market researcher

Nick is responsible for sourcing and reviewing market intelligence information at Inngot and has worked on a number of the company's influential research projects, including the Hidden Value report for UK IPO. Nick supports the team in producing reports by providing IP-based research and analysis for bespoke projects, including patent landscaping, trade mark database searches, company data analytics and IP strategy support. Nick is a graduate from Swansea University with first class honours in International Business Management.



Liam Swinn Market researcher

Liam works alongside Nick to source and collate market intelligence information at Inngot. He supports the team in producing reports by assisting with IP-based research and analysis for bespoke projects. This extends to market research when required for market and/or income-based technology valuations. He has also contributed to research undertaken as part of Inngot's recent Innovate UK grant-funded project to determine sources of recoverable IP value.



Recent research publications



Fostering the Use of Intangibles to Strengthen SME Access to Finance (OECD, 2019)

Explores how SMEs might use intangible assets for external funding; challenges and opportunities; rationale for policy intervention; policy trends internationally; case studies. Research covers China, Japan, Korea, Malaysia, Singapore, France, Italy, UK, and US. Written by Martin Brassell and Kris Boschmans of the OECD's Centre for Entrepreneurship, SMEs and Local Development



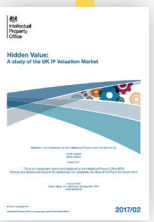
Hidden Value (UK IPO, 2017)

Investigates why few companies understand what their IP and intangible assets markets are worth; the IP valuation market; drivers for IP valuation; barriers and potential solutions. Co-authored by Inngot CEO Martin Brassell and Dr Jackie Maguire of Firm Advantage, formerly CEO of Collier IP Management



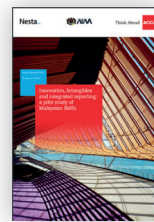
Accounting for Innovation (ACCA, NESTA, AIM, 2016)

Analyses a pilot project by the Malaysian Innovation Agency (AIM) to help SMEs quantify investment in IP and intangibles, launched following an earlier report commissioned by ACCA and delivered by Inngot and Nesta.



Banking on IP? (UK IPO, 2013)

Investigates the role of IP in facilitating business finance. Co-authored by Inngot CEO Martin Brassell and Kelvin King of Valuation Consulting, it explores how to improve SMEs' access to capital



Innovation, Intangibles and Integrated Reporting (ACCA, 2015)

Documents a pilot study of Malaysian small and medium sized enterprises establishing their capacity to identify investment in innovation. The report was co-authored by Inngot CEO Martin Brassell and Dr Benjamin Reid of Nesta, the UK's innovation charity

Special research projects

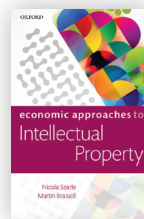
Knowledge Exchange Hubs (2013-15)

Inngot provided ongoing intellectual property support for the experimental business models being developed by four university consortia, sponsored by the UK Arts & Humanities Research Council, all aimed at establishing new ways for businesses and academics to co-create

The Beacon Project on Intellectual Property and Open Source (Creative Industries Knowledge Transfer Network, 2011)

This six-month research project examined the role of IP in the digital context, and how it supports direct and indirect methods of value creation. Information gathering involved a combination of expert interviews, small and large workshop gatherings and a large online survey, analysed by the Inngot team. It was launched to coincide with the publication of Digital opportunity: A Review of Intellectual Property and Growth, otherwise known as the Hargreaves Review

Notable publications



Inngot CEO Martin Brassell co-authored a work for Oxford University Press, published in Spring 2016. Economic Approaches to Intellectual Property was written jointly with Dr Nocilo Searle of Goldsmiths, University of London, formerly a member of the UK Intellectual Property Office's economics team, and investigates the effect IP has on markets and society



Inngot co-founder Professor Iwan Davies has published a number of articles and books on secured financing. His 2006 paper for the Oxford Journal of Legal Studies, Secured Financing of Intellectual Property Assets and the Reform of English Personal Property Security Law (Volume 26, Issue 3, pp 559-583) analyses the key steps for using IP as security for financing