



ADDING VALUE TO YOUR IP



IP valuation

Identify the hidden value in your

INTELLECTUAL PROPERTY

A custom IP valuation is an in-depth assessment of your IP and intangibles, exploring their current and future value in your market sectors

An Inngot valuation supports fund raising, transfer, sale or licensing. It also all you to make informed strategic decisions and manage your IP more effectively

Discover the hidden value of your assets

Our custom IP valuations start by getting a deep understanding of your assets, based on our team's 100 years' worth of combined experience in dealing with all types of IP. We focus on where and how your assets drive value in order to ensure these are clearly expressed in your report.

Inngot's IP valuations focus on the intangible assets that can only be reflected on your balance sheet at cost, if at all. We can articulate their value taking into account their market importance and revenue generation potential.

For many trading businesses, our online Sollomon® tool is the ideal choice, especially when seeking debt finance. Our custom valuation service comes into its own in more complex situations, such as: when your IP or your company is at an early stage of development; your portfolio is particularly large or diverse; your organisational structure is more involved; your market applications are still being determined; or you are contemplating a transaction that is specialist in nature.

Our dedicated full-time researchers are adept at finding the information required to put your IP asset value into context, and are complemented by our consulting team with considerable experience in dealing in commercial IP matters.

When choosing Inngot for your custom valuation, you benefit from our access to the latest information from a range of specialist industry sources, including licensing, investment and M&A activity as well as proprietary patent landscaping tools and proprietary databases.



How we value your IP



Income

The most commonly used method of IP valuation. Income approaches generally value your IP assets on the basis of their potential to create future economic returns, expressed as a present-day value



Market

Our custom valuation reports include searches for relevant precedents in publicly announced IP sales and M&A/ investment data. While IP's value lies in its uniqueness, relevant historical transactions useful context



Cost

This expresses the present value of the investment made in creating your assets to date. Where appropriate, we also consider their replacement cost



We usually apply at least two methods in a custom valuation report, subject to data availability

What can you do with an IP valuation?

- 01 Facilitate equity investment or to assist grant applications
- 02 Show how expenditure has driven IP and company value to stakeholders
- 03 Discuss IP sale or licensing
- 04 Shape strategic management of IP for growth and optimal value
- 05 Inform decisions regarding allocation of resources for ongoing IP development
- 06 Investigate the potential for growth through commercialisation
- 07 Assign a value to asset bundles for estate planning and probate
- 08 Illustrate the business case for your existing or new IP protection
- 09 Support IP portfolio management
- 10 Justify IP value for transfers within companies or groups
- 11 Evaluate exit options

What we need from you

Inngot's custom IP valuation reports are prepared in conformance with the principles and methods set out in International Valuation Standard 210 for intangible assets, and (where applicable) ISO 10668 covering monetary brand valuation.

In addition to your historical accounts, we need four basic sets of information to produce a representative range of IP values:

- ▶ A schedule of all the assets whose value needs to be considered
- ▶ A copy of your business plan setting out your commercialisation and growth objectives and routes to market
- ▶ Detailed financial forecasts for at least three years
- ▶ Copies of any market intelligence you have already gathered

If you are missing any of the above items, contact us to see how we can assist.



Inngot's team has over **100 years** combined experience in IP management and valuation

Discovery

Kick-off with a discovery meeting or conference call to discuss your requirements

Proposal

Objectives and budgets are defined and finalised based on initial discussions



Information review

A valuation can be conducted to cover all company IP, or segment assets by markets served, business unit, or location



Method selection



Independent research

Tailored research for the assignment is conducted, covering market growth trends and activity, key competitors and their IP profiles, licensing and more

Information received is reviewed and any gaps are identified with suggestions and an action plan to address them



Benefit from access to a dedicated Inngot expert to support the entire valuation process

The purpose, information review and independent research generally determine the most appropriate valuation method(s)

Report drafting

A draft report is compiled using the information gathered; this drives the calculation process



IP valuation and final report



Our report sets out the valuation requirement, market context and methods selected, showing and substantiating how the value range has been derived

