

Innovation Profile Summary: Test company for valuation demonstration



Name of Innovation

Test company for valuation demonstration



Description

Test entry to show layout of report only. A description of the invention and its uses would normally appear here



Organisation Details

Details of the organisation or party that owns the profile

Full name:	Demo Account
Location:	GB
Type of organisation:	Limited Company
Registered number:	06426697

Activity Sector

What the organisation does

Registered super-sector:	ENVIRONMENTAL & HEALTH
Registered sector:	Environmental technology



Know-How

Technologies & expertise employed

Within the category:
The organisation utilises know-how in

Chemistry
Electrochemistry

Within the category:
The organisation utilises know-how in

Earth sciences
Hydrology

Within the category:
The organisation utilises know-how in

Engineering science
Digital systems
Electrical engineering
Materials engineering
Mechanical engineering
Metallurgy

Within the category:
The organisation utilises know-how in

Physics
Aerodynamics
Electricity & electromagnetics
Waves



Benefits

Unique selling points

The organisation claims the following **Absolute** benefits (Quantifiable, inherent performance improvements):

Durability - Higher strength leading to improved lifetime value

The organisation claims the following **Relative** benefits (Benefits that are measurable, but are by nature comparative):

Process efficiency - A new and improved way of achieving an existing process outcome

Energy efficiency - A means of achieving an existing outcome at lower energy consumption

Environmental impact - A process which reduces environmental damage or provides environmental benefits

Sustainability - Reduction of waste by-products or increased use of renewable resources

The organisation claims the following **Abstract** benefits (Advantages that may not be scientifically measurable):

Understanding - An educational benefit



Market Sectors

Current or potential target markets

Current Markets

Target Sector:

Construction & built environment

Target Sector:

Environmental technology

Target Sector:

Infrastructure & utilities



Development Stage

From idea to established offering

This innovation is currently classified as:

Established

Within this category, its stage is:

Early - Multiple customers have purchased and used this innovation. The company has the capacity to deliver it predictably on a repeat basis. An income stream is being established.



Registered Rights

Patents, Trademarks and Designs

Patents not linked to a family

Registered Number	Date	Status	Title
GB12345678	2015-07-01	GRANTED	Sample Patent.

Trademarks

Registered Number	Date	Status	Description
UK98765432	2019-06-05	REGISTERED	Sample Trademark. Classification: 2



Intellectual Assets

Inventory of Intangibles

Within the category of:

The assets being claimed are:

Copyright

Software code - Original and unique computer program(s) or 'firmware' developed or acquired and owned by your organisation which support its day-to-day operations and/or sales

Database(s) - Selection and arrangement of content into a system created by your organisation to facilitate future retrieval and interrogation, e.g. definitions of fields, data types and data interrelationships

Website (informational) - A website used to promote your organisation and attract customers

Process documentation - Documentation developed or commissioned and owned by your organisation relating to products, services, processes, business models or solutions. Includes manuals, drawings, flow charts/ diagrams, manufacturing specifications, tables and templates

Within the category of:

The assets being claimed are:

Contracts

Licensee - Agreements permitting your organisation to use technology, creative works, brands and/or other non-physical assets originally developed by a third party (for which royalties may be payable)

Employment contracts - Signed documents setting out your organisation's rights of access to employee intellectual capital and ownership of knowledge outputs

Non-disclosure agreements (NDAs)/ confidentiality undertakings - Agreements which require secrecy to be maintained between your organisation and one or more third parties, for one or more specific purposes

Domain names - Contracts or subscriptions providing the organisation with access to specific URLs (domain names) relevant to its activities

Social media accounts - Right to use a specific social media account name or 'handle'

Within the category of:

The assets being claimed are:

Resources

Proprietary data - Usage, performance or results data generated internally as a result of your organisation's development activities or operations (e.g. test results)

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Know-how (specialist & technical) - Specialist technical knowledge (i.e. not generally available) which contributes to your delivery of products, services, processes, business models or solutions that are distinctive in their marketplace

Proprietary algorithm(s)/AI - One or more sets of rules or ways of interpreting data (e.g. using machine learning) that are used to perform calculations and complete tasks that are unique to your organisation

Proprietary process/technology - One or more novel and distinctive methods of delivering an outcome associated with your organisation

Unique service format - One or more services which are distinctive by virtue of their ability to meet a set of customer requirements, backed by knowledge of how to deliver them in a variety of circumstances

Unique user experience - A unique, distinctive and scalable way of interacting with customers (in person or online) that has been developed by your organisation and is fully documented

Within the category of:

The assets being claimed are:

Relationships

Corporate social responsibility - Your organisation is publicly committed to pursuing policies that are socially and/or environmentally conscious

Customer/market knowledge - Unique, preferential or specialist insights into customer needs and decision-making processes

Supplier knowledge - Unique, preferential or specialist knowledge of materials, products or services needed to underpin customer value and/or maintain competitive advantage

Within the category of:

The assets being claimed are:

Recommendations

Tax credit recipient - Receipt of credits against taxes otherwise payable, e.g. due to qualifying R&D expenditure, creative activity or 'Patent Box' eligibility