



Patents Matter

Understanding the relationship between Intellectual Property and your core business

Strategic Commercialization Opportunities

The Power of Patents

Utility patents provide their owners with a limited monopoly including the right to exclude others from making, using, offering for sale, or selling the claimed invention within a jurisdiction

You may license or transfer that right to others as you choose



The Value of Patents

Back your company with a patent portfolio that covers your products and opens up new business development opportunities

Increase your company's value

- Provide a barrier to market entry to guard against competition
- Asset base: patents are often highest valued in new companies



Increase your acquisition value

- Map and protect your current products and future state of the industry
- Create leverage in merger or acquisition discussions, boosting your exit

Leverage your patents to reduce equity dilution

Licensed assets may boost your valuation, thus reducing dilution



Create an early revenue stream

- License your patents and collect royalties
- Build subsidiary companies that will create solutions in secondary markets

Early Revenue Stream

- Offsets other company activities
- License your patents
- Build sub-companies that will create solutions
- IP is a differentiator in closing deals with large multinational entities

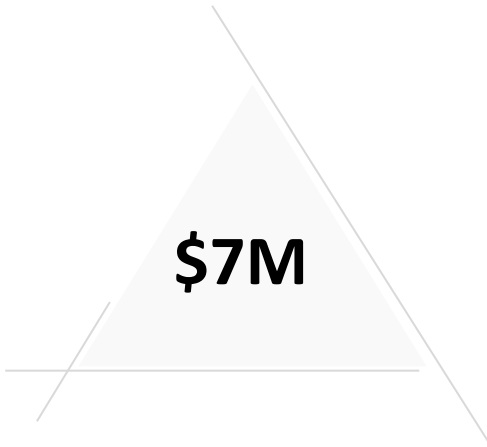


Protecting against infringement

Companies that have access to patent portfolios are less appealing as patent infringement targets due to the risk of a countersuit being filed; also provides cross-licensing opportunities

Patent Strategy for Technology Startups

An empirical study. Patents are more than just paper.



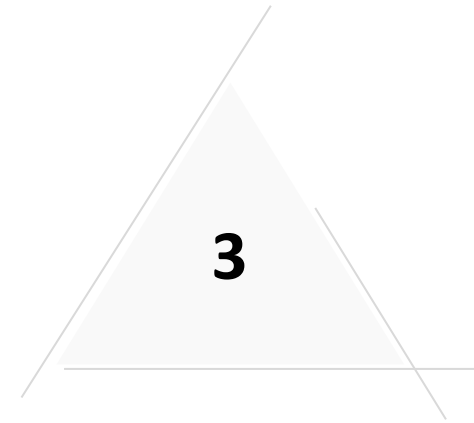
Raise More Capital

Companies with patents raise \$7M more than competitors that do not



Value of Each Issued Patent

On average, each issued patent is worth \$530k



Peak Patent Value

Patents have the greatest impact on funding in the first 3 rounds

(1) The Bright Side of Patents, USPTO Economic Working Paper Series, Office of Chief Economist.

(2) A New View of the Kew: A Quantitative Assessment of the Quality of American Entrepreneurship. MIT



The Real Impact of Patents on Business

Patents increase the chance of building a successful business

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51% Sales:

“The effect on sales growth: a 51 percentage-point increase” (1)

x35 Successful Start-Ups:

“Start-ups that file for patents are 35 times more likely to be successful than those which don’t” (2)

36% Likelihood of Growth:

“approval of a startup’s first patent application increases its employment growth over the next five years by 36 percentage points” (1)

Broad Strokes: A Deal with Rapid Alpha

What can you expect to get out of a deal with α ?



Aligned interests



Creative financing so we can start fast



Due diligence support in capital raises



Patent portfolio management



Market share growth with deal support



Continuous IP support as you scale



Rapid business intelligence support to further drive growth





Realizing these benefits takes more than just filing patents.

Contact us at ip@rapidalpha.com to create
and implement your custom winning plan.
