

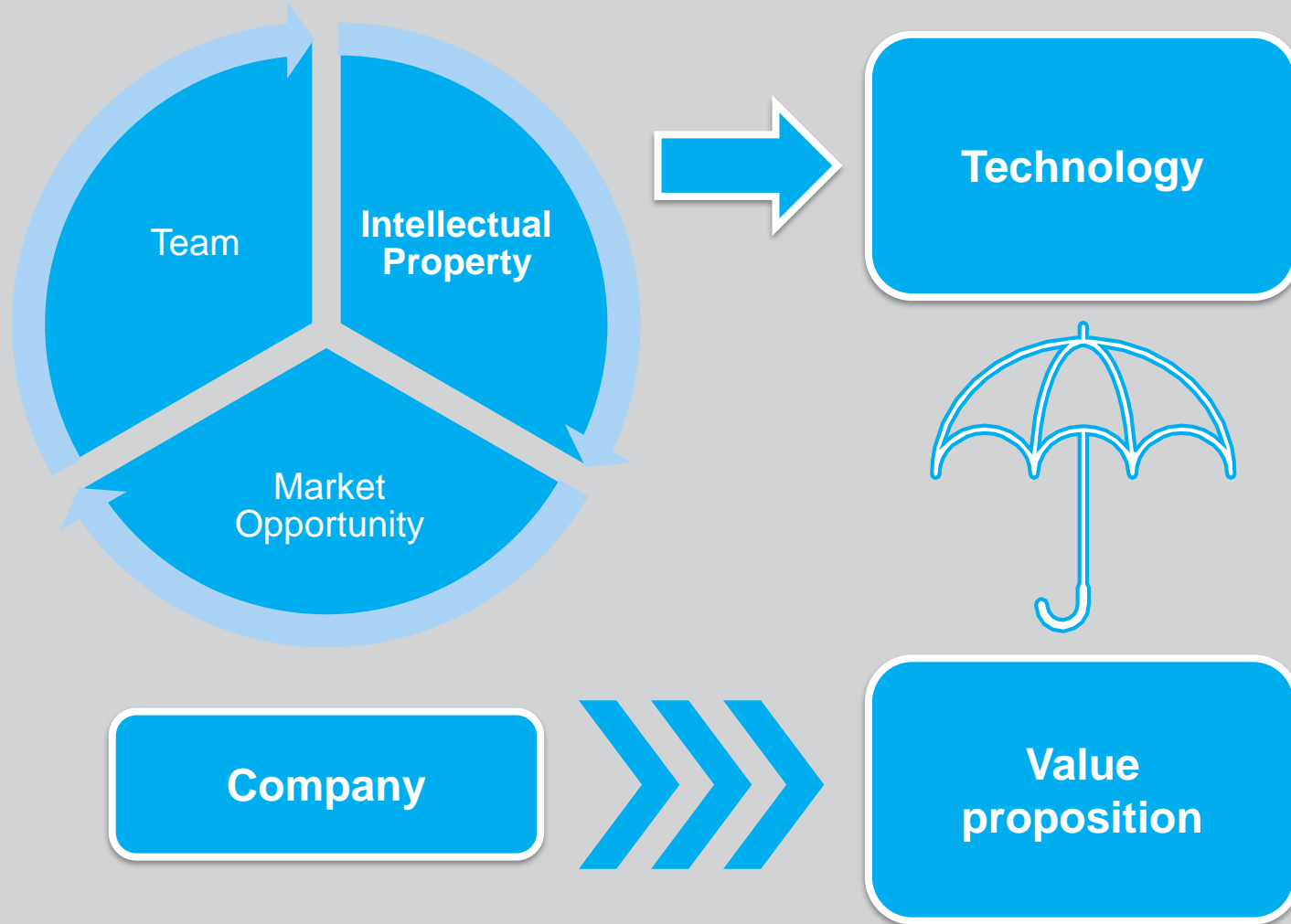


Invest Europe & EUIPO webinar

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Intellectual Property aspects in funding



Intellectual Property vs Intellectual Property Rights

IP

- Machines
- Process
- Software
- Ancillary Services
- Package model
- Names, Logos, Symbols, Slogans

IPR (example)

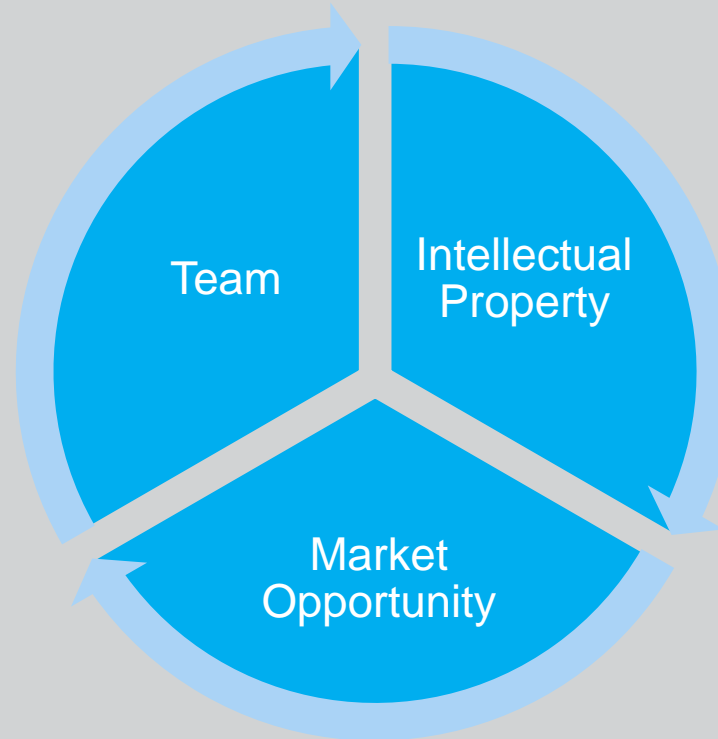
- Patent, Utility Model
- Trade Secret, Patent
- Copyright, Patent
- Trademark, Trade Secret
- Design Protection
- Trademark, Trade Name, Design Protection

- Company should have an ownership to IP and IPR needed in its business
- At least the company shall have the right to use (license) the IP/IPR
- In case someone has a right to pull back the IP/IPR, company becomes un-fundable
- Assess the IP importance to the value proposition and business opportunity

Takeaways

Investment Readiness

- Get your ducks in line and know what you have (or need)
- Is there a big enough market (potential) for your service / product?
- Product, business model and differentiation

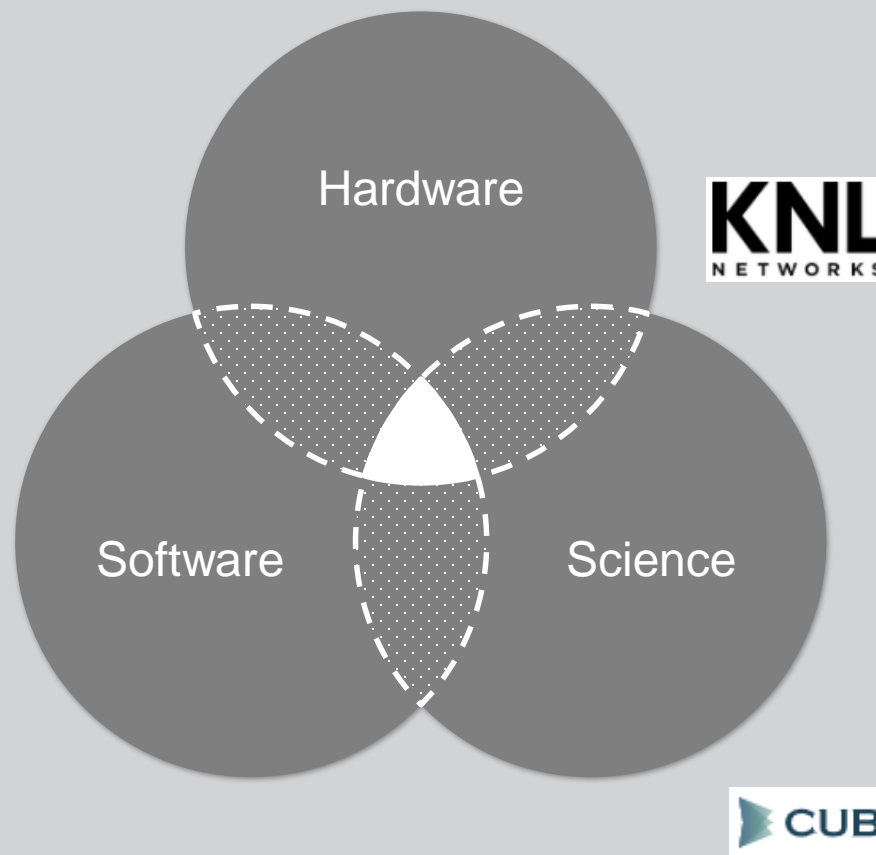


Intellectual Property aspects

- Differentiate IP and IPRs
- How valuable is your IP to your business opportunity?
- What could take away your business?
- How can we protect it and does it provide sufficient protection?

We focus where the interesting stuff happens

Software driven hardware:
Typically assembled from mostly off the shelf components, relies heavily on software to deliver the value, extends existing functionalities and provides new business models, software replacing the need of more complicated hardware parts.



Hardware deep tech: Science based driven hardware technologies, that typically fundamentally change how things are done and what is considered possible.



Software deep tech: For example artificial intelligence and other such software that either provides the interpretation of the physical world and phenomena we observe or controls systems and devices we rely on.



“We continue to believe that the biggest breakthroughs happen at the intersection of AI, software and hardware”

Sundar Pichai / CEO, Google (May 7th 2019)



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