

The golden rules of valuing and commercialising IP

A venture capitalist's perspective

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- Value is in the “package” not (just) the IP



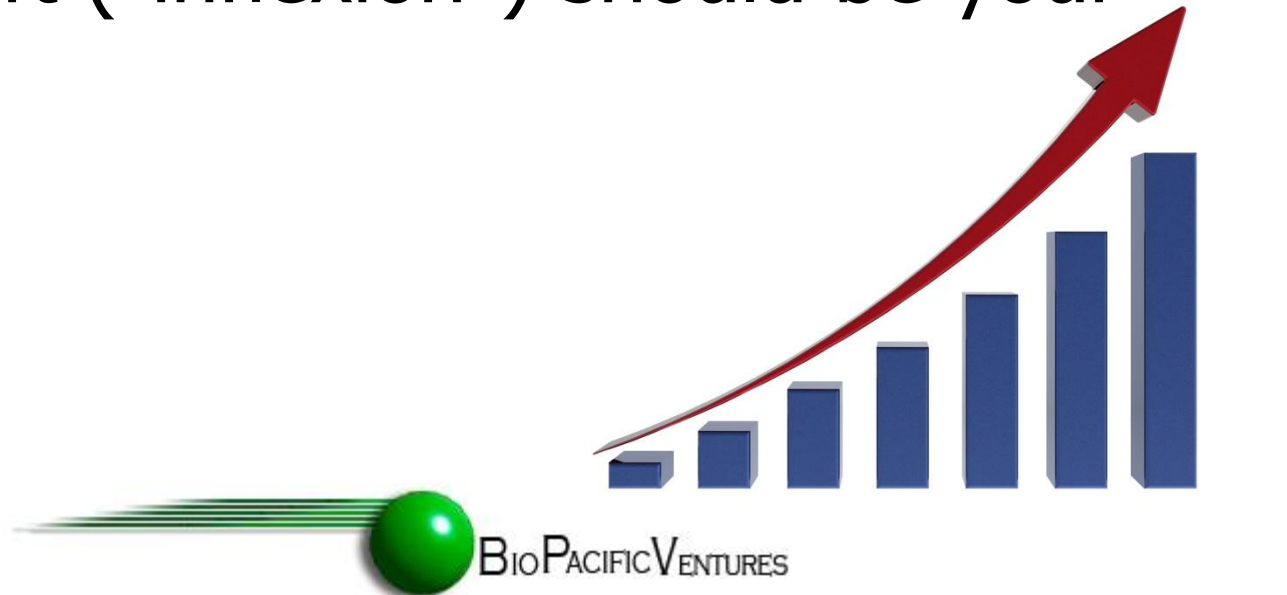
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A hand is shown at the top, holding a red ribbon that is tied in a bow around a brown cardboard gift box. The box is being held from below by two other hands, one on the left and one on the right. The background is a plain, light color.

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- Value is in the “package” not (just) the IP
- Value is flexible – it changes over time
- Value up-lift (“inflexion”) should be your focus
- To get the most out of it, put the value in the “next party’s” hands