



## So, what's so special about this intersection of opportunity?

Left path leads to [Intellectual Property IP Opportunity Analysis](#) | Right path leads to [Marketing and Sales Opportunities](#)

We help you capitalize on your latent business opportunities. Opportunity Analyses are monetization's founded on technology-driven road-mapping. How firms find new business opportunities based on their technological capabilities and Intellectual Property assets.

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## ABOUT

### What is **Opportunity Analysis OA** all about?

Patent licensing, Intellectual Property IP sales, and joint venture development of innovations have become more lucrative than ever. But lucrative intellectual property management is challenging, and requires specialized expertise and focused effort.

IP opportunity analysis is used to identify and maximize business potentials with firms that would be interested in your IP for purchase or licensing arrangements – and to detect patent infringements and generate backward licensing agreements. IP OA, when applied bilaterally, can also find valuable joint-venture partners.

Product life cycles are becoming shorter, and R&D investments are growing. Business planning and IP management are often compartmentalized – but structured business opportunity analysis of technology IP maximizes monetization synergies and adds strategic assets to your organization.

### **Benefits of competent opportunity analysis**

- Both sides of the deals put together from IP opportunity analysis – the licensee or seller, and the licensor or purchaser, or both sides of joint-venture deals – benefit.
- Maximize your IP ROI, while minimizing the time and effort taken from your core business activities. Make strategic decisions with confidence, and complete monetization deals in weeks or months rather than years.

- Have more confidence that your IP protection, prosecution and management are handled correctly, profitably, and cost-effectively.

## **Advantages of working with Opportunity Analysis for your IP OA needs**

We are businessmen, inventors, technologists, and deal-makers who are adept at the synthesis of complex multi-faceted value propositions.

A value proposition that works is one that results in increased ROI.

We are experienced in understanding your potential licensees, customers, and partners — and proficient at targeting a value proposition to their goals, needs, and priorities. Indeed, the licensees we target often become colleagues, not adversaries, and have asked us to bring more IP to them for their consideration.

The value proposition is the key to successful ROI on innovation. Our value propositions appeal to the strongest applicable decision-making drivers.

Both companies and individual inventors benefit from our expert planning and execution of a monetization roadmap for inventions, patents, and technology.

### **Scope of vision and attention to detail**

A partner that apprehends the big picture and that can look after all the details: with our background as successful executives with startup, private equity and joint venture accomplishments — and our balance of business, technical and legal expertise — you can be assured that valuable breadth of strategic information is extracted from your IP and technical know-how.

We bring an international scope and offer a risk-balanced roadmap for maximizing returns from your technology and IP assets.

## Services

Opportunity Analysis offers a full spectrum of services to support individual inventors and companies in:

- licensing or selling inventions, patents, and technology
- developing joint-venture partnerships with other companies
- detecting infringement and monetizing via retroactive and ongoing licensing.

We have the full range of tools needed to develop and then execute a plan to monetize our clients' IP assets.

Our core services break down into the following primary categories:

- Qualify target businesses
- Due diligence
- Infringement analysis
- Prior art and forward reference analysis
- Construct claim charts
- Formulate value propositions
- Prepare a licensing or sales plan for and with prioritized targets
- Help negotiate and prepare license agreements with licensees.

The first step in our business development, sale or licensing program is to assess the markets, technologies and IP of our client, and the competitive landscape regarding global IP, products and companies, to identify opportunities, strengths and weaknesses.

**IP due diligence** – IP due diligence is a fundamental step in the process. We perform IP due diligence to assess the strategic value of the patent portfolio. The strategic value of a company's IP portfolio includes its value to the company's core business, and potentially also to:

- potential licensee companies

- joint-venture partners
- IP purchasers.

Keep in mind that a company's IP assets are not limited to patents but may also encompass budding innovations and a wide range of technical know-how and trade secrets.

**Infringement analysis** – Infringement analysis is the next step, because knowing or unwitting infringers are likely among your first licensors. Infringement analysis includes:

Product tear-downs: a process to reverse engineer a product to prove infringement.

**Claim charts** – Construction of claim charts is another aspect of infringement analysis — and a standard step for proving infringement, and for “soft” selling or licensing of patents.

**Qualifying target businesses** – A daily part of our work is helping businesses find and evaluate target companies for the sale, license or joint development of their IP.

Normal licensing targets as well as any infringers identified in the steps above need qualifying to guide the best value proposition and licensing terms that are developed in subsequent steps.

**Value proposition** – We formulate value propositions and prepare licensing presentations with proposed licensing term sheets.

**Roadmap a licensing, sale or joint-venture plan** – We develop a licensing or sales plan with prioritized targets.

**Prepare agreements** – License, sale, or joint-venture agreements are then drafted and negotiated with target companies.

Direct face-to-face meetings are scheduled and completed with all high priority licensee targets.

**Other Services**

- We provide data to allow attorneys and investment bankers to monetize their client's assets through joint development and licensing programs
- Create a strategy for new and foreign filings; monitor on-going prosecution cost and effectiveness.
- Forecast the value and cash-flow of patents.

## **Format for reports, presentations and other documents**

Study results may be provided in spreadsheets, word documents, PDFs, and PowerPoint presentations.

## **Assets that OppAnalysis brings to customers' IP Management**

**International Scope** – We have many years' experience as leading service providers for intellectual property monetization and research on a global scale. Our IP monetization roadmaps work.

**Results-oriented practical know-how** – We are comfortable navigating effectively through changing business environments. Our backgrounds with startups, private equity, joint ventures and emerging technologies provided a foundation which we've continued to develop by integrating technological and commercial perspectives to identify promising new business opportunities.

**Comprehensive document administration** – We develop the entire range of support documents necessary for a successful program.

## **Who should use our services?**

- Technology companies
- Licensing executives
- Startup companies and entrepreneurs
- Inventors
- Bankers
- Venture capitalists
- Patent attorneys
- Patent Monetization companies

Others we help include patent agents, investors, investment bankers, and loan officers.

Please let us know if you have any questions or comments.

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# Contact Us

## How to contact us for the next step

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