

A dark blue rectangular box with a white curved border at the top right, containing the 'this issue' section header and a list of article titles and page numbers.

this issue

Innovate or Die P.1

World Innovation Data P.2

ipCapital's Innovation Services P.3

Who We Are P.4

The word 'innovation' in a large, white, italicized sans-serif font, centered on a blue background with a world map and binary code patterns. A hand is visible on the left side of the image, with fingers spread, as if reaching towards the text.A yellow rectangular box with a dark red curved border at the top left, containing the 'NEW INNOVATION TOOLS' section header and a paragraph of text.

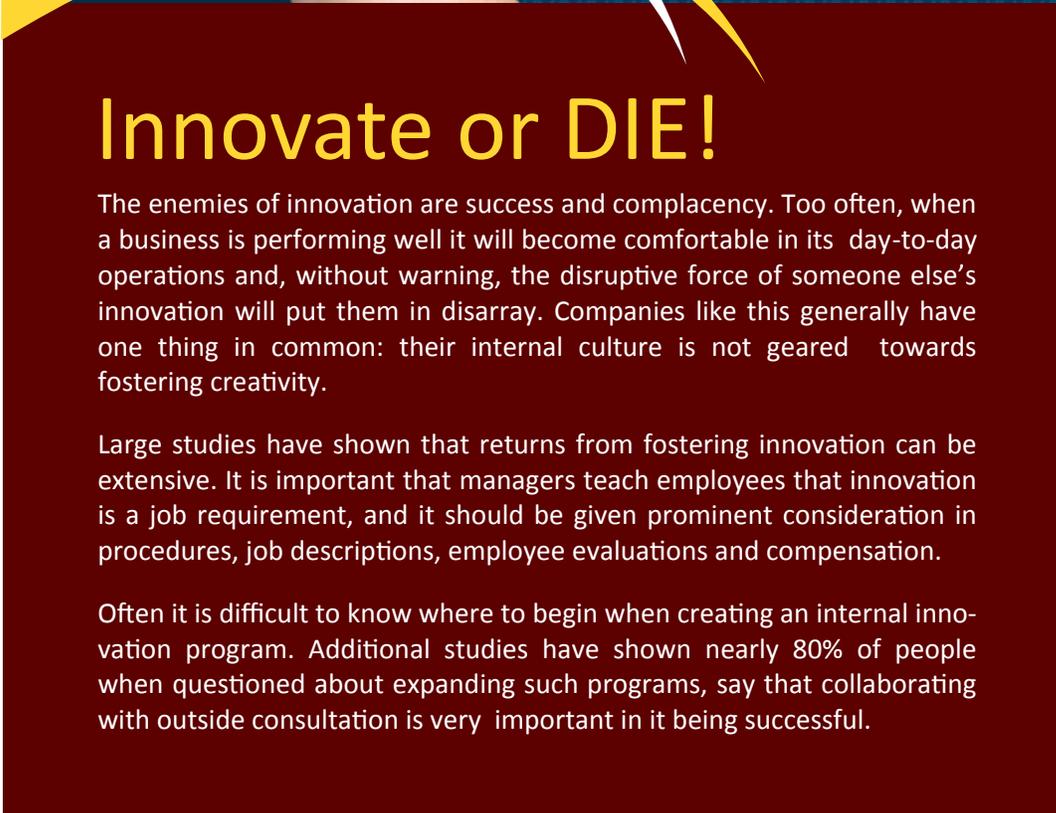
NEW INNOVATION TOOLS

ipCapital Group has found that 95% of the companies that we have worked with have no innovation tools outside of simple post-it notes or loose e-mails. We have developed powerful sets of tools and services that can be used in any industry to not only start innovation programs, but expand intellectual property capital as well.

A yellow rectangular box with a dark red curved border at the top left, containing the 'BEST PRACTITIONERS' section header and a paragraph of text.

BEST PRACTITIONERS

For over 17 years ipCapital Group has acted as a partner and trusted advisor to over a thousand companies around the world. Our strategic alliance with ipCreate and Article One Partners, both leaders themselves in the world of innovation and intellectual property, has allowed for us to build extensive invention portfolios as well as assist businesses to formulate, extract and monetize the intellectual property they already have.

A dark red rectangular box with a yellow curved border at the top left, containing the 'Innovate or DIE!' section header and three paragraphs of text.

Innovate or DIE!

The enemies of innovation are success and complacency. Too often, when a business is performing well it will become comfortable in its day-to-day operations and, without warning, the disruptive force of someone else's innovation will put them in disarray. Companies like this generally have one thing in common: their internal culture is not geared towards fostering creativity.

Large studies have shown that returns from fostering innovation can be extensive. It is important that managers teach employees that innovation is a job requirement, and it should be given prominent consideration in procedures, job descriptions, employee evaluations and compensation.

Often it is difficult to know where to begin when creating an internal innovation program. Additional studies have shown nearly 80% of people when questioned about expanding such programs, say that collaborating with outside consultation is very important in it being successful.

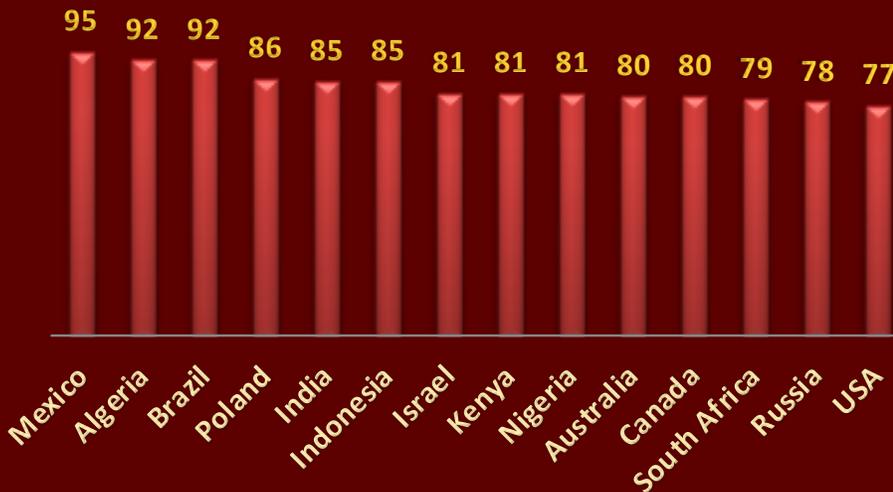
Innovation Around The World

Data from around the globe shows an ever increasing positive attitude towards innovation collaboration

According to the most recent *Global Innovation Barometer Study* conducted by GE, when respondents from around the world were asked whether working collaboratively with external business partners was important to be able to innovate successfully, here's how many out of 100% replied, "Yes".



Percent Responding Positively



EYE ON AUSTRALIA

According to the 2014 Annual Australian Innovation System Report, businesses that invest in innovation are:

46% More likely to increase profitability;

2X More likely to report increased productivity;

31% More likely to increase income; and

3X More likely to increase range of goods and services offered.

Global Innovation Index - Correlation of innovation w/GDP per Capita

These are the top 10 countries with respect to innovation according to the 2014 *Global Innovation Index* or the GII. This is a yearly survey of 143 economies around the world, using 81 indicators.

Cornell University, INSEAD and the World Intellectual Property Organization are the reports co-publishers.

As you can see from the list while the United States made it in to the top 10 it is being outperformed by smaller countries with much smaller GDPs



#1 Switzerland - 64.78



#2 U.K. - 62.37



#3 Sweden - 62.29



#4 Finland - 60.67



#5 Netherlands - 60.59



#6 U.S.A - 60.09



#7 Singapore - 59.24



#8 Denmark - 57.52



#9 Luxembourg - 56.86



#10 Hong Kong (China) - 56.82

ipCapital Group's Suite of Innovation Tools

Forward ScanSM

Protect Your Existing Innovation

Facilitated invention process designed to produce **invention concepts**. We "scan" your technical experts using proprietary invention extraction methodology. This service differs from our standard ipScan®, in that it utilizes forward invention, in light of the America Invents Act (AIA) regulations to help you get to the patent office first!

The Forward ScanSM generates between 50-100 partially-to-fully enabled **invention concepts**. Your patent counsel will then **prioritize, draft and file patent applications** for the selected invention concepts. ipCapital Group can also assist at this stage by drafting invention disclosures.

Invention on Demand (IOD®)

Create New Innovation

Proprietary process which is designed to assist in the **discovery of new potential inventions**, in strategic areas of interest.

The tools leverage creative thinking and continuous improvement thinking, and are generally conducted with small groups of participants.

The IOD process generates between **20 and 50** partially-to-fully enabled **invention concepts**.

Your patent counsel will then **prioritize, draft and file patent applications** for the selected invention concepts. ipCapital Group can also assist at this stage by drafting invention disclosures.

Concept to Invention (CTI)SM

Leverage Your Top Ideas Immediately

Complete service to transform **your invention concepts** into **enabled invention disclosures**.

Our team of expert enablers will work with you to prioritize, rate and select the top invention concepts. We will then perform a high level prior art enablement search. If necessary, we will perform invent-around and invention improvement. We will also solicit assistance from a subject matter expert, as needed, from Article One Partners.

The CTI service results in a well-written invention disclosure ready for patent counsel drafting.

Invention ExpressSM

Create Strategic Innovation Portfolios

Packaged service which assists clients in rapidly creating a focused **portfolio of enabled invention disclosures**.

Comprised of our Invention LandscapeSM, Invention on Demand®, and Invention Disclosures Integration services. Optionally, Article One Partners will conduct a crowd-sourced global prior art search.

The Invention ExpressSM process generates between 8 and 10 invention disclosures, which your patent attorney will then draft into patent applications and file.

1+2+3+4=

A Quality Intellectual Property Portfolio

Your innovation needs to be protected by patents, trade secrets or defensive publications, so that you can ensure their value.

What is the relationship between your business strategy and your innovation goals?

Do you want to:

- Add Incremental benefits to existing products & services?
- Reduce costs of goods sold?
- Create greater value for the customer?
- Change a business model to one that creates greater value?
- Create the next "new big thing"?

ipCapital Group®

Benefits of our Innovation Services

- We deliver highly focused quality results.
- We help you to: Increase your ROI (Return on Innovation)
- We provide an expert team of inventors and disclosure writers
- Our proprietary processes are effective and have been “road-tested”
- All rights are assigned to YOU

- Our partner, Article One Partners, provides:
 - Prior-art diligence through a crowd-sourced, global literature search
 - Crowd-sourced Subject Matter Experts (SME's)



Our Founder: John Cronin



John Cronin is Managing Director and Chairman of ipCG. John spent over 17 years at IBM and became its

top inventor with over 100 patents and 150 patent publications. He created and ran the IBM Patent factory which was essential to helping IBM become number one in US patents and was part of the team that contributed to the start of and success of IBM's licensing program.

ipCapital Group....at a glance....

- Intellectual property (IP) strategy consulting firm, established in 1998
- We advise on the IP lifecycle - from creation to monetization
- We are trusted advisors who serve corporations spanning a wide range of industries
- We have worked with over 1000 clients, including over 15% of the Fortune 500
- Our process + your expertise = **strategic insights to maximize IP returns**

 ipCapital Group®

426 Industrial Avenue
Williston, VT 05495

802.859.7800

info@ipcg.com

www.ipcg.com