

# **WBTshowcase Presenter Training**

## **Licensing / IP**

**Charles J. Brez**

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# Background and Experience

- **Monsanto Chemical Company, Fisher Controls Company**
  - Business Management, Strategic Planning, New Business Development, Acquisitions, Product Management, Project Operations
- **ABB, Bailey Controls Company**
  - SVP/GM \$100 million Business Unit, VP \$250 million Global Sales
- **NineSigma, Inc**
  - Innovation Sourcing Innomediary Startup
  - VP Sales & Marketing, VP Innovation Alliances
- **Business Performance**
  - Transform Entrepreneurial Ideas Into Business Reality

# Funding Alternatives

- **Grant - don't pay back, no equity**
  - National, State, Local government
  - Economic development; job creation
- **Loan - pay back, collateral, no equity**
  - Low interest rate; favorable payback terms
  - bank terms
- **Investment – equity**
  - Family, friends and fools
  - Angels; pre-seed
  - Venture Capital
  - Corporate Venture Capital



**Valuation depends on perceived risk / reward**

# Monetize Technology



**COMMITMENT**  
**POTENTIAL IMPACT**

**Observation**

**Licensing (nonexclusive)**

**R&D Contracts**

**Equity Shares**

**Co-Development**

**Licensing (exclusive)**

**Joint Ventures**

**Acquisitions/Mergers**

**Window**

**Access**

**New Product**

**New Business**

# Business Dynamics

- To get growth in a market you must add value
- Value creation is based on improved performance
- Sustainable advantage is earned by fit-for-purpose performance at a competitive cost
- Differentiable advantage results in increased financial benefit
  - revenue
  - profit
  - share gain

# **Presentation Suggestions**

## **Outside In vs. Inside Out**

- **Product – Describe technology and benefit**
- **Service – Define structured work process**
  - **Modules / Deliverables**

## **Common Elements**

- **Why better than currently available**
- **Credibility**
  - **Proven performance; case studies; testimonials**
  - **Credentials; track record; expertise; experience**

# Thank You



**Charles J. Brez**

**Phone 1 440-799-3851**

**Skype chazbrez**

**[chazbrez@roadrunner.com](mailto:chazbrez@roadrunner.com)**