

Intellectual Property Canvas

Answer as many questions as you can as fully as you can

For: _____

By: _____

On: _____

Version: _____

1

Business Value Concept

Source of Value

The Problem

What could be done better?

The Solution

What is the solution to the problem? What is our idea? What is the value proposition to the customer (why would they want it)?

Magic Sauce

What is the "unique new thing" behind the solution? What is the unique source of value? (E.g. technological invention, design, assets, brand, creativity, etc.)

Potential of Value

The Market

How big is our target market? Who are the key customers? What are the market trends? Is the timing right?

Competitive Positioning

Who are our main competitors? What is our USP and how does this position us versus competitors? What products and/or services would we displace?

Business Model

What are the key activities we will undertake in the early stage? What work will we do? Who will be our suppliers, customers and partners? How will we make money?

Realisation of Value

Plan

What is our roadmap to market/profitability? What are the milestones that will create value? What resources will we need? What are the critical next steps?

Team

Who is in our team and what are their roles? What are their skills? Where are the gaps? What other resources will we need? How will we develop and utilise our network? Who is responsible for IP currently?

Finance and Funding

What are our forecast sales, costs, income and cash flow? When will we break even? How will we finance our business?

2

Intellectual Property

Our IP Rights

What special or unique elements, know-how etc. do we have? E.g. Special Brand; Patent; Cutting Edge technology; Know-how; etc. Do we already own IP rights? If so, which? Do our competitors protect their IP rights? If so, how? Which IP rights are crucial for us and which are nice-to-haves?

Freedom to Operate

Do we depend on know-how or products of third parties (Licenses, contracts, etc., ...)?

Which countries do we need our IP rights to be protected in? Which IP rights do we need in order to guarantee full operability?

Strategy (future)

What are the future possible developments in our core market? E.g. related to technology, marketing, competitors, distribution, products. In which areas should we focus our attention to in order to remain competitive? What are the consequences for IP?

Third Party IP Rights

Might we infringe the IP rights of third parties through our activities? (Brands, TMs, Patents, etc.). If so, what action could we take? Might third parties infringe our IP rights now or in future? If so what action could we take? Do we need a monitoring service? Do we have the resources (time, HR, know-how)?

Finance

Revenues: Are our IP rights crucial to securing and growing our revenue streams? If so, how? Could we license our IP rights (patents, designs) to third parties? If so, to whom and at a advisable price (competition)?

Costs: How many trademarks/designs/patents do we have to file protection for? What are the costs related to filing and keeping up our IP rights? (time, time as well as money)! What would be our annual IP budget?

Next Steps

Which IP rights should we secure first? How long will it take and what are the special deadlines (e.g. patent filing dates)? Do we need to set up periodic meetings to review our strategy? If so, how frequently? What are the next steps and who is responsible for each of them?