

## SUBSTANTIATE THE VALUE OF YOUR INTELLECTUAL PROPERTY!

▶▶▶ **FIRST PRINCIPALS INC. (FPI)** focuses its experience in market and industry analysis, technical and competitive intelligence research, and market economics to provide documented valuation of intellectual property, from single patents to entire portfolios. FPI's valuations are used in capital development, debt financing, asset management, and in intellectual property donations.

▶▶▶ **FPI** develops its valuations in a three-step process which provides the reference materials required to substantiate the valuation, and also allows the patent owner to terminate the valuation project at an early stage if the patent's potential is weak:

### ▶ OPPORTUNITY ASSESSMENT



- ◆ Identifies fatal patent, technical or commercial flaws ("Go/No Go")
- ◆ Evaluates SWOT (Strengths, Weaknesses, Opportunities, Threats) issues
- ◆ Identifies significant industry participants and related intellectual property
- ◆ Provides strategic commercialization recommendations and significant risk reduction assurance

### ▶ COMMERCIAL COMPETITIVE ASSESSMENT



- ◆ Forms the basis of the Business Plan and related documentation
- ◆ Provides corroboration of the IP value proposition
- ◆ Provides third party substantiation essential to raising business development funds

### ▶ PATENT VALUATION



- ◆ Competitive Factors
- ◆ Projected Market Segmentation and Market Penetration
- ◆ Ramp-up and Product Life
- ◆ Projected Revenues
- ◆ Risk Analysis
- ◆ Risk-adjusted DCF NPV

FPI's valuation process creates a logical basis on which we support the Discounted Cash Flow Net Present Value of a technology opportunity protected by intellectual property. FPI's pricing structure offers flexible options depending on the level of detail required, number of patents and applications, timing, and other issues. In addition, when a Patent Valuation is performed, the cost of previous Opportunity Analysis and Commercial & Competitive Assessment (C&CA) is credited toward the cost of the Valuation.

▶▶▶ **FIRST PRINCIPALS, INC.** has performed PATENT VALUATIONS for startup, corporate and non-profit organizations alike. We are also prepared to implement our strategic recommendations by assisting with capital development, alliance formation, startup implementation, licensing, or other commercialization initiatives.