



## ARE YOU AN INVENTOR OR ENTREPRENEUR?

As inventors and entrepreneurs ourselves, we've been exactly where you are. That's why we are dedicated to helping you realize the full value from your ideas.

Our **Innovationedge** team helps clients bring their ideas to market, strengthen their intellectual asset strategy, develop marketing plans and make the necessary connections with others to achieve success. We customize our approach for each client, drawing upon our experience in innovation and strategy, and upon our networks of partners and peers.

We also know the struggles and challenges in getting your idea to market. And while you can be invigorated to see your work valued and used, those complex barriers can create what we call "innovation fatigue." Our goal is to help inventors and corporations overcome many of the fatigue factors that limit the ability to realize value from their ideas.

## WHAT WE OFFER INVENTORS

**Innovationedge** is different. We work to get the concept to leaders who can help deliver success if there is a fit with their business needs. The Roadmap to Market process builds on years of experience in product development and on extensive connections with industry leaders in multiple segments. We'll create a unique roadmap for you that delivers:

- Analysis of potential market spaces for the invention
- Identification and prioritization of potential partners for commercialization
- Building partnerships for success
- Exploiting disruptive potential: Adjusting the business model
- Guiding the product to market
- Pipeline planning: Building a sustainable business plan
- Intellectual asset generation: Protection of your inventions
- Access to key decision makers: Leveraging our extensive networks

While you may be focused on your idea or invention, we don't want you to miss the opportunities for series of solutions for unmet needs in the marketplace. We believe that pipeline planning is a critical part of our work. We recognize that most external partners are more interested in building a pipeline rather than in just finding a single new product. Our **Innovationedge** approach to pipeline planning will increase your chances of a successful partnership in bringing the product to market.

Building a strong Intellectual Asset Strategy and Asset Portfolio is critical to maintain a prolonged competitive advantage with a product or service. Inventors are often surprised to find that just filing a patent is not enough to secure competitive advantage. We offer a broad array of intellectual asset solutions including tools for success you may not be aware of.