

What does iP2Biz do?

- We partner with large businesses, discovering promising intellectual property on their behalf and **co-investing** with them to assess its commercial viability, validate the technology and manage its further development. Through this proprietary process which combines our iPScout™ and ProofCo® products, we reduce the uncertainty inherent in new technologies and help our clients launch breakthrough products without disrupting their internal operations or existing priorities.
- We can also help you **evaluate your early-stage innovation ideas**. In our ten years working with Fortune 500 companies, we've developed a proprietary process with an output that dramatically reduces the uncertainty inherent in innovation. An iP2Biz Opportunity Assessment delivers a fixed-price, 30-40 day project that rapidly and inexpensively sorts the innovation wheat from the innovation chaff, allowing you to commit resources and move forward with confidence.

iP2Biz can assist when you . . .

- Want to discover early-stage technologies you can develop into breakthrough products.
- Want to find new markets for your existing technologies or products.
- Want a comprehensive analysis of a market or technology space to determine if it is attractive and available for innovation.
- Want an independent analysis of your IP development portfolio.
- Want customized assistance with your company's innovation agenda.

Does iP2Biz have a specific industry focus?

No, and our people represent a wide range of engineering and scientific backgrounds. Sometimes knowing everything about an industry sector can limit your vision, and we take pride in being technology generalists but innovation specialists. We attack every problem with fresh eyes and an open mind, and we often find early-stage technologies where the experts would never have been willing to look.

Does iP2Biz have a specific engagement focus?

- Yes. We partner with you to manage the **Front End of Innovation** (FEI). FEI is the essential work that must occur to evaluate a new product, process or market before an accurate business plan can be developed, budgets can be set and ROI can be calculated.
- All of our engagements are fixed-rate (including expenses); there will be no surprises on your invoice.

Why can't we just manage FEI on our own?

Partnering with iP2Biz ensures anonymity, delivers an independent, objective assessment of risks and opportunities, leverages our expertise in the discovery of new technologies, increases velocity, saves money, and avoids interfering with properly functioning internal operations and priorities.

What kind of projects has iP2Biz worked on?

This list is representative, not exhaustive. Whatever your industry, if your company makes things, we can assist.

- | | |
|---|------------------------------------|
| ▪ Carbon fiber replacement | ▪ Magnetic refrigeration |
| ▪ Wound measurement device | ▪ Heat transport at power plants |
| ▪ Electroactive polymers | ▪ Transformer insulation |
| ▪ Novel antimicrobials | ▪ Free form optics |
| ▪ CO ₂ Recycling | ▪ Water recovery technologies |
| ▪ Mechanochemical synthesis of new compounds. | ▪ Ferro-electric energy harvesting |