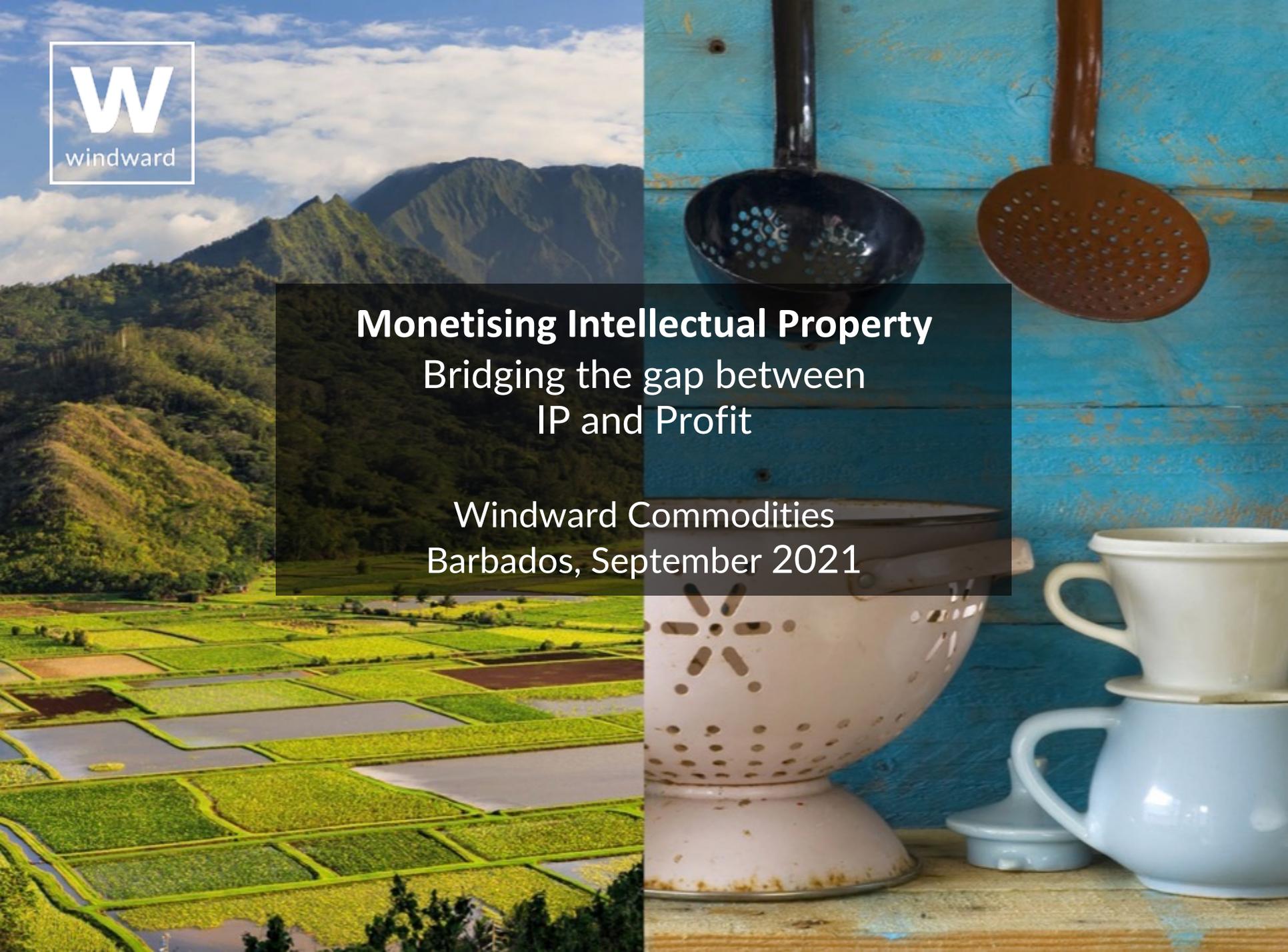




Monetising Intellectual Property

Bridging the gap between
IP and Profit

Windward Commodities
Barbados, September 2021





Introduction; Windward Commodities – Intellectual Property





Intellectual Property

“an intangible asset that is the result of creativity and can be legally protected”

A brand

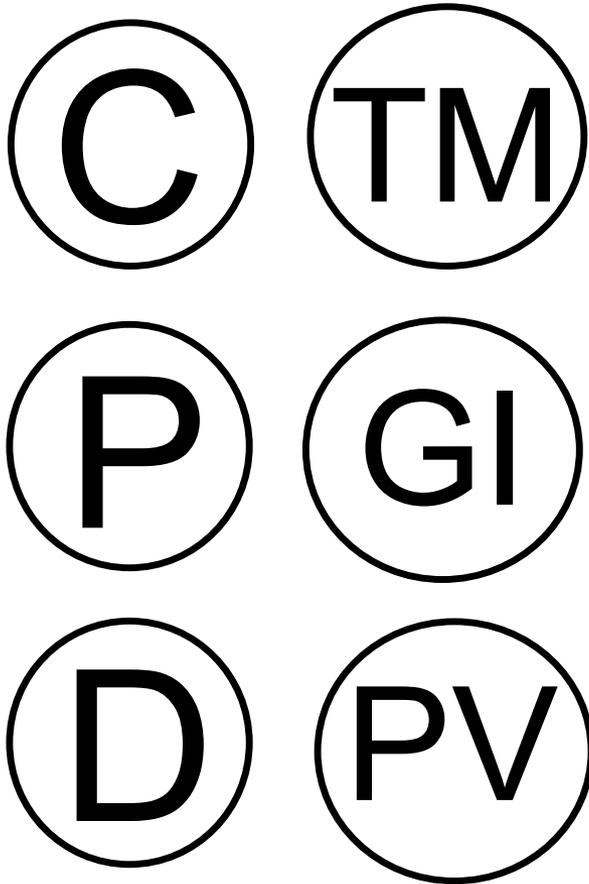
“intellectual property that distinguishes one product from another to the end customer”

A commodity

“a primary agricultural product typically traded in bulk with minimal processing”

Introduction: Types of IP and types of product brand

Intellectual property



certification marks TM



geographical indicators ^{GI}



product brands TM



varietal brands TM





Problem: Intellectual Property does not have intrinsic value





Approach: Four core strategies for IP monetisation

<p>revenue maximisation</p> 	<p>brand licensing</p> 
<p>IP sale</p> 	<p>IP collateralisation</p> 



Revenue maximisation

Branding Barbados Sugar
case study

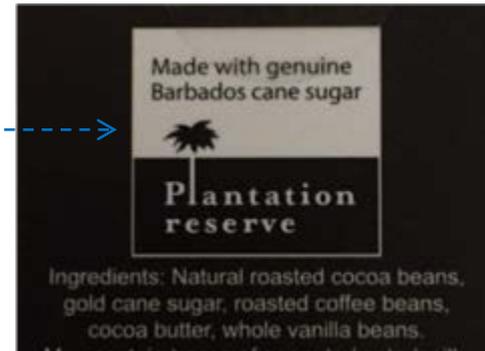
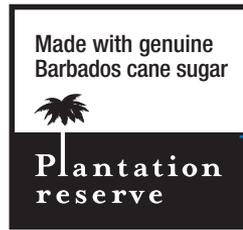


Revenue maximisation: Creating an integrated Barbados brand





Revenue maximisation; ingredient branding and tourism links





Brand licensing

Zimbabwe smallholder chillies
case study

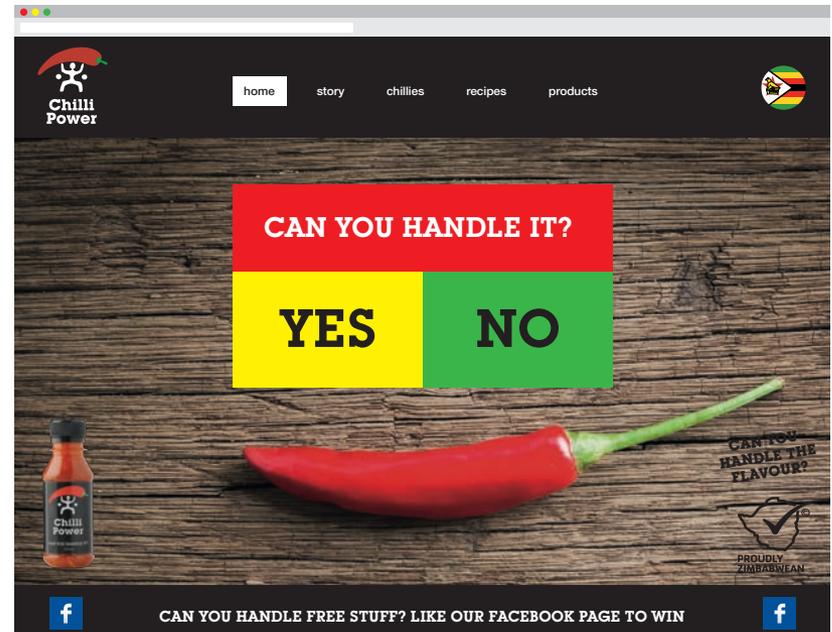


IP licensing; A common commercial model





IP licensing; empowering smallholder chili farmers





IP sales

Mexican co-operative coffee
case study





IP sales; developing IP for Mexican co-operative coffee





IP sales; sale to Ecom Trading



INICIO NUESTRO CAFÉ ▾ NOSOTROS  DÓNDE COMPRAR NOVEDADES ▾ CONTACTO

Orgánico

Lo mejor del amor es que es natural.

Embriégate con sus notas dulces y acarameladas que saben a tierra de café, relajan tus sentidos y te inspiran a construir un mundo mejor.

Granos orgánicos de pequeños productores de Chiapas.

Tostación media alta.

Presentaciones disponibles: Frasco de 100 grs y sobres de 2.5 grs

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Cost approach

Value based on costs associated with the internal development or external purchase of an IP asset

Market approach

Value based on similar transactions of similar IP assets in similar markets.

Income approach

Value based on current and/ or expected income streams from IP assets

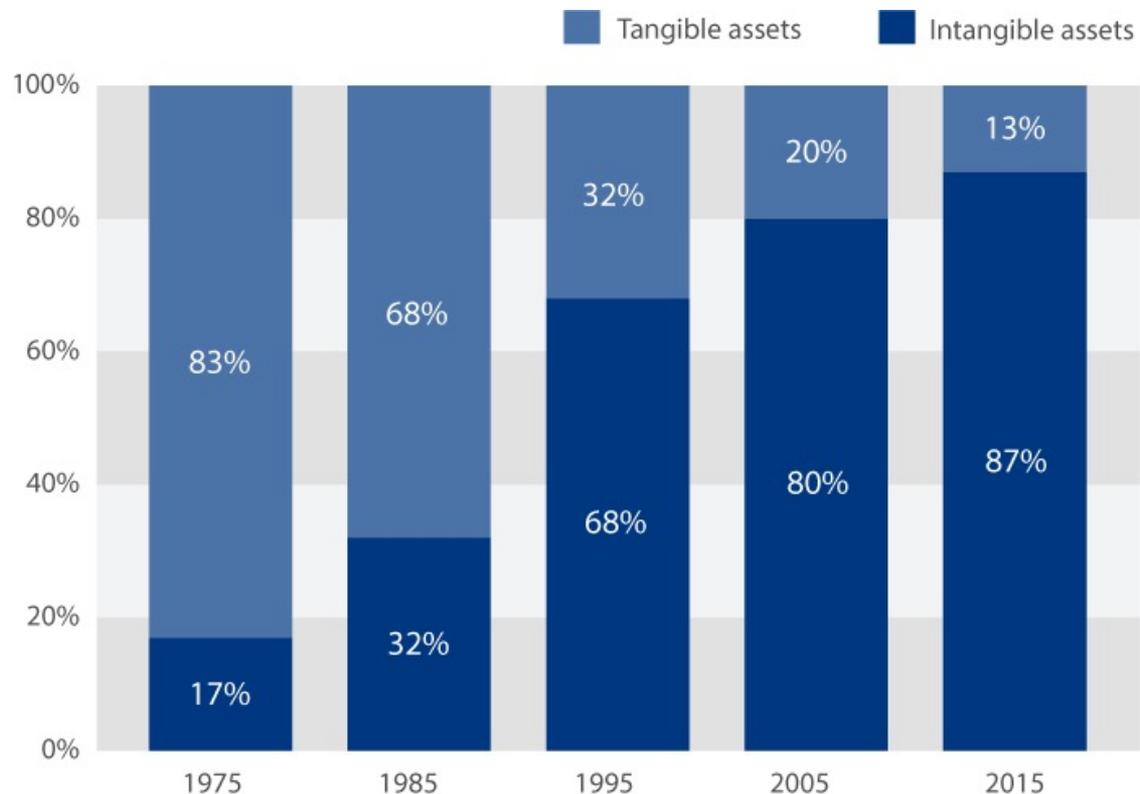


IP collateralisation

Corporate cases studies for
trademarks, data & patents



IP collateralisation; the future is intangible



Alphabet





IP collateralisation; (in)tangible asset management

(in)tangible asset management

‘making intangible assets work for you’

Barbados-based company with an international remit and a Caribbean focus. We help SME’s unlock finance from their Intangible assets and revenue streams including Intellectual Property, Social and Environmental Impact and Data. We have two products under development with insurance, banking & fintech partners for launch in 2022:

- **(in)tangible collateral**

An insurance product directed at the international banking sector that de-risks intangible assets, allowing SME’s to use them as collateral in order to secure debt financing for growth.

- **(in)tangible investments**

A fund that invests to acquire equity stakes in companies across the Caribbean whose primary revenue streams are based on intangibles



Thank you

Questions, queries or comments ?

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