

IP for Business

IP Management Clinics (IPMC) for SMEs/Startups Program

IP for Business Division
IP and Innovation Ecosystems Sector

Program Purpose



Enabling SMEs to better manage and utilize IP as part of their business strategy

A four-month program to support SMEs/Startups from IPRs intensive industries, who already make use of IP in their work, to use their intangible assets (IA)/IP more strategically to grow their business

Program Components

All clinics follow the same methodology, including these four components

Mentorship



one-on-one mentorship (minimum 3) with IP and Business expert(s)

Training



Training opportunities, with access to practical tools and resources (including IPBD tools and lectures by selected experts and WIPO DL Tutors)

Networking



Access to public events, networking opportunities

IP Roadmap



companies receive roadmap of IP strategy development with recommendations

One-on-one mentorship



*Evaluating and
strategizing around
SMEs' intangible
assets*

Experts tasks:

- Helping to take stock of company's IP
- Formulating an IP strategy
- Providing actionable recommendations

Expertise of experts:

- Advisory on IP issues in overseas markets
- IP monetization
- IP intelligence and audit
- IP strategy and IP portfolio management
- IP valuation and financing

Features

- Confidentiality
- Flexibility in setting out meetings, e.g., date length, virtual /in-person
- 3 sessions minimum

Training

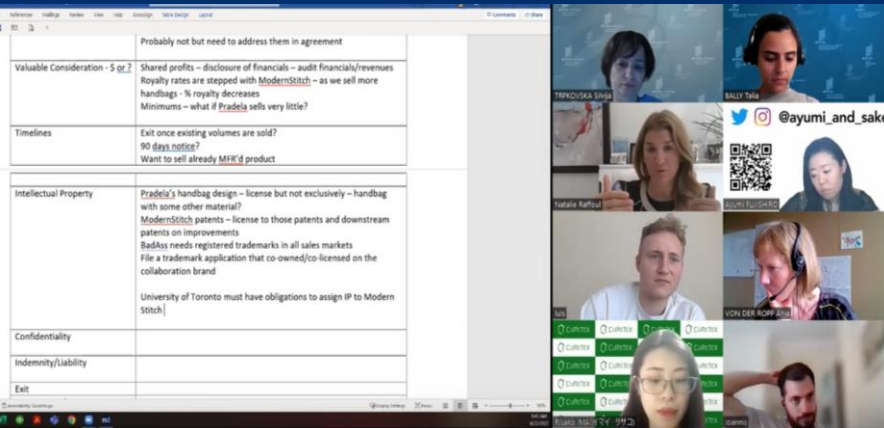


***Strengthen SMEs
understanding of IP
and its strategic
implications***

Various training opportunities to upskill and certify SMEs IP knowledge:

- Workshops (live virtual or in person workshops, conferences) on topics of interest for the companies
- eLearning modules and curated class with private tutor online by the WIPO Academy
- Use of IPBD Tools and Resources for Business

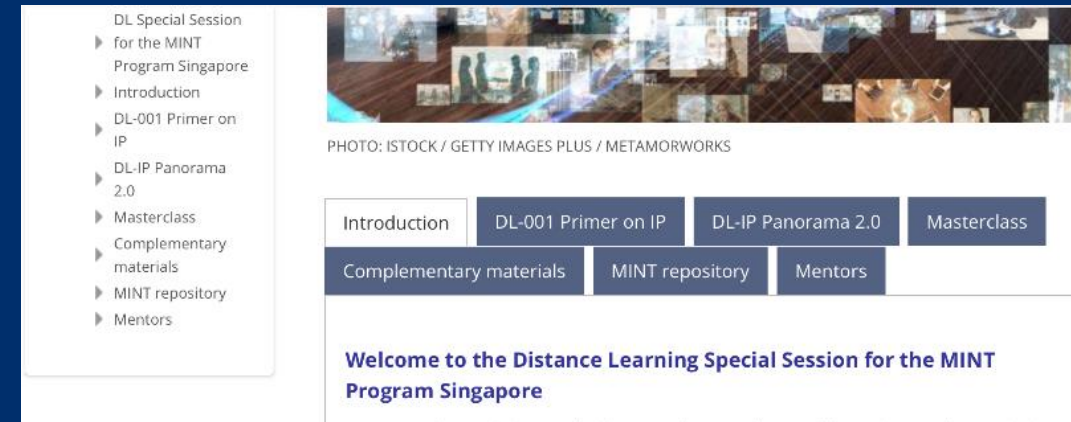
Training



**Hands on sessions
with IP experts**



**Interactive
discussions with
Industry experts**



**Digital learning modules such as:
self learning DL courses and live
lecture (Masterclass) led by WIPO IP
Expert DL Tutor**



Training Tools and Resources

2024-2025 editions:
targeted and cost effective
training content

Current
editions

- IP Diagnostics
- IP Business Moments
- IP for Business Guides

- IP Strategy checklist
- Practical Resources
- Recordings
- Case studies and success stories

Topic based Articles
Assets/articles with
practical knowledge for
enterprises on IP challenges
they commonly encounter

Industry and Product-
based analysis
use of IP in specific industry
and products so as to
illustrate IP at work

IP Roadmap



*roadmap of IP
strategy
development with
actionable
recommendations*

Report with the following structure:

- SME business model general description
- Competitive landscape
- IP and IA identified (Use of IP searches)
- Assessment of status of IP strategy
- IP portfolio & business model fit
- Main IP issues and actionable recommendations

Participants, Experts and Co-organizers



Participants

15-20 companies seeking to enhance their IP strategies

- Possess an innovative product and/or technology and/or new services
- Have a clear business model
- Possess portfolio of intangible assets/IPRs



Experts

- IP Managements Experts (WIPO and external) with expertise in the specific sector or industry where the companies are active
- Additional experts addressing issues beyond IP which are relevant to the selected businesses

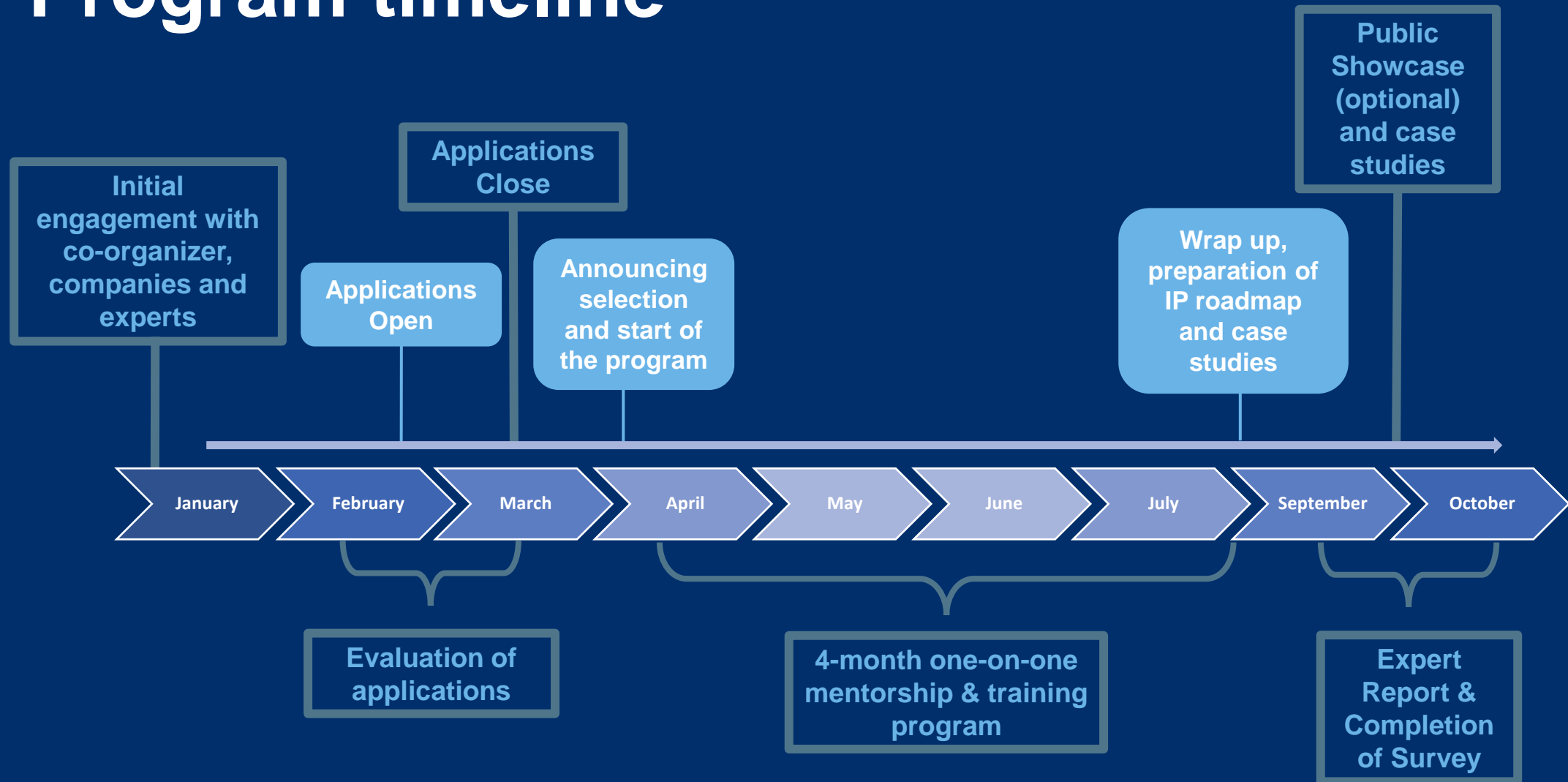


Co-organizers

IPOs, WIPO Academy RNDS, other support institutions and business intermediaries

- Support identification of SMEs and relevant industries (if any)
- Share insight on substantive matters
- Share knowledge of SMEs IP level, needs, and possible challenges

Program timeline



In the period of 2021 to 2023



174 SMEs beneficiaries

13 Clinics

(Est. number by end of 2023)



35+ countries

(ASEAN countries, League of Arab countries, Liberia, Nigeria, Kenya, Madagascar, Pakistan, Sri Lanka, Japan, UK, USA, Mongolia, Namibia, Switzerland)



Different

Sectors/Industries

(Sustainable fashion, Green Technology, Agriculture, Food & Beverage, Franchising businesses, AI, Creative industries, Online businesses...)



IPMC Webpage



New Resources

Testimonials, case studies, IP checklist

MANAGING EXPECTATIONS

What is this program?

(Depending on needs of company, non-exhaustive list)

Assessment of existing intangible assets and IP management strategy

Advice and guidance on IP strategy and commercialisation

Valuation guidance

Legal advice

Identification of areas for improvement

Actionable recommendations

What is not this program?

(non-exhaustive list)

- Pre-filing searches
- Drafting and filling IP rights applications
- Drafting contracts
- Full valuation for financial reporting / capital raising
- Performing licensing negotiations
- Any legally binding advice or legal disputes



Mr. Ben Reeve
Co-Founder,
Modern Synthesis,
UK-based biomaterial
innovative company

Visit our webpage

Testimonial

“Fantastic program, providing a huge amount of knowledge about the importance of aligning IP and business strategy with the key risks and related mitigations (including employees’ and ownership considerations). As a result of this training, we have adapted our IP strategy to perform quarterly IP reviews, competitor analysis updates and tracking systems for customer projects”.



Creative Expression

An Introduction to Copyright and Related Rights for Small and Medium-sized Enterprises



Intellectual Property for Business Series Number 4



Enterprising Ideas

A Guide to Intellectual Property for Startups



Intellectual Property for Business Series Number 6



Making a Mark

An Introduction to Trademarks for Small and Medium-sized Enterprises



Intellectual Property for Business Series Number 1



Looking Good

An Introduction to Industrial Designs for Small and Medium-sized Enterprises



Intellectual Property for Business Series Number 2



Inventing the Future

An Introduction to Patents for Small and Medium-sized Enterprises



Intellectual Property for Business Series Number 3



In Good Company

Managing Intellectual Property Issues in Franchising



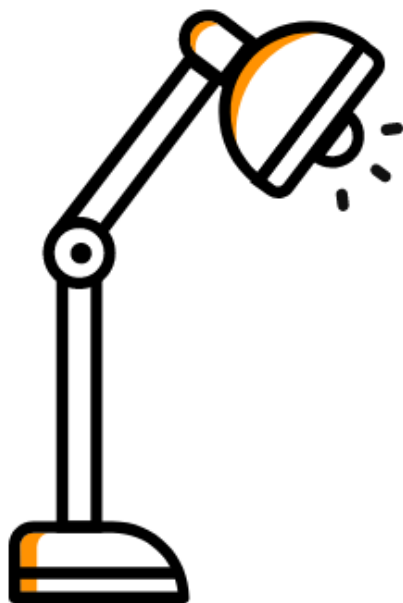
Intellectual Property for Business Series Number 5



Most recent guides



Scan our QR code to see the entire series or follow <https://www.wipo.int/publications/en/series/index.jsp?id=181>



*Access
the start-up guide*



NAVIGATING INTELLECTUAL PROPERTY AS A STARTUP

INNOVATIVE IDEA MARKET APPEAL PROTECTING YOUR CREATIONS GO INTERNATIONAL GROW YOUR BUSINESS MANAGE RISKS

ENTERPRISING IDEAS

The success of a company can often be traced back to a single good idea.

A background image showing a group of people in a meeting, with a laptop and documents on a table. The image is overlaid with a semi-transparent orange filter.

Identify your business opportunities
and risks associated with IP



**WIPO
IP Diagnostics**

The graphic features a QR code on the left. To its right is a stylized globe with a magnifying glass over it, set against a background of blue and green digital data points and lines.

Look over key issues for
developing your IP strategy



**IP Strategy
Checklist for SMEs**

The graphic features a QR code on the left. To its right is a photograph of three people in a modern office setting, looking at a laptop. A small caption below the photo reads "(PHOTO: TEMPURA / E+ / GETTY IMAGES)".

Scan the QR codes to access the tools

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