

PATENT VALUATION - MONETIZING YOUR IDEA INVENTORY

CRAFITTI CONSULTING Offers one-day workshop on

PATENT VALUATION - MONETIZING YOUR IDEA INVENTORY

Using Scenarios, TRIZ, SocialCitNet and AHP

TO REGISTER FOR THE WORKSHOP - EMAIL: info@craffiti.com or navneet.bhushan@craffiti.com (look forward to meeting you at the workshop)

03 AUGUST 2012,

Venue: Citrus Hotel, Survey # 80/2 | Marathahalli -Sarjapur Outer Ring Road, Bellandur|
Bangalore-560103

INDIA

Multi-Dimensional Multi-Perspective (MDMP) Valuation Methodology

Craffiti Consulting's MDMP valuation methodology developed on a series of methods starting from financial valuation approaches (capitalization approach, cost-based approach, income approach, and market approach), and including a multi-criteria decision-making process such as Analytic Hierarchy Process (AHP). However, we realized the perception of future, although being captured in these enhanced methodologies, don't take care of multiple futures that may unfold.

With these experiences, we enhanced the valuation methodology with Theory of Inventive Problem Solving (TRIZ), Scenario Planning techniques and Citation Analysis of an existing patent or a similar patent if we want valuation of a patent application. The result is a Multi-Dimensional Multi-Perspective (MDMP™) Valuation methodology. This is a comprehensive methodology grounded in scientific principles.

- TRIZ Based Patent Analysis
- Value Network Analysis
- Analytic Hierarchy Process
- Scenario Writing
- Patent Landscaping and Analysis
- Systems Analysis

AGENDA!!!

9:00 – 10:30 Ideas, Inventions, Patents, Software Patents, Intellectual Assets versus Physical assets

10:45 -12:45 TRIZ **5 levels of Inventions**, Strength of Inventions, Inventive Step, **Height of Inventive Step using Laws of System Evolution**, Customer value, Futures thinking, **Scenario Writing**, **Social Networks**, **Citation of patents**, Multi-Criteria Decision Making (MCDM) using **Analytic Hierarchy Process (AHP)**

LUNCH

1:30 – 03:00 Ideas, Inventions, Patent Valuation Framework

03:15 – 04:30 Case Study---Applying to a specific patent, How framework can be applied to a portfolio of patents?

04:30 – 05:15 Can the framework help in your filing strategy, identification of potential licensees, Monetizing your Patents and creating an IP led organization?

05:15 – 05:30 Final Summarization /Patent Valuation implementation in your organization/ Feedback/Next Steps/