



CORPORATE COMPETITIVENESS & PROFITABILITY STRATEGY Post-COVID


*“From R&D to IP to **Structured Technology**” (ST)*

How  accelerates the creation of competitive advantages
& financial leverage from this new «Technology intangible»

: 1st “structured technology” expert in Italy

In 3 Phases  creates **pervasive & dominant technologies**, reinforcing products and turning Companies «from marginal to Technology Leader»

Phase 1. optimization of internal + external innovation:

1. innovation already developed or in progress R&D - internal - “known”
2. the  method reveal other potential innovation R&D - internal - “latent”
3. organized contribution by partners, agents, clients R&D - external - “network”
4. competitors’ innovation analysis is added R&D - external - “total”

Phase 2. “Big Data benchmarking” of R&I : assessment + comparison of Innovation developed in **Phase 1** and w/wide data platform on R&D & IP using:

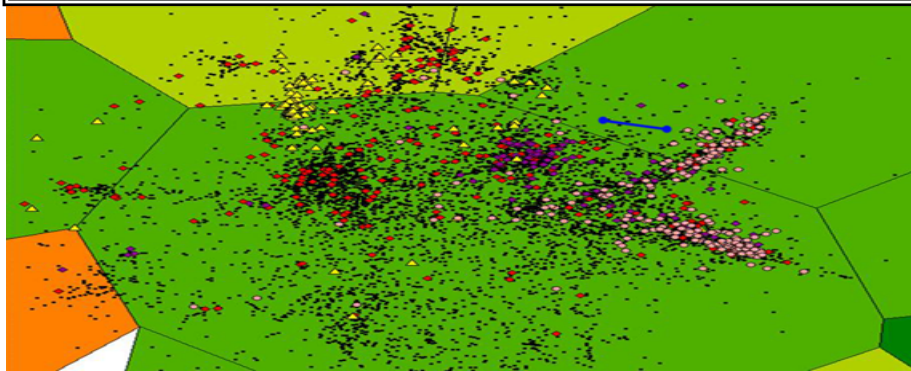
30 technical elements on R&D, IP, products // patent dati from all world-wide sources (**data mining & intelligence**) // specialist algorithms on “IP quality” // data, names, strategies, values on R&D and IP from the sector on w/wide basis


Phase 3. Expansion of “Technology territory” and IP strength

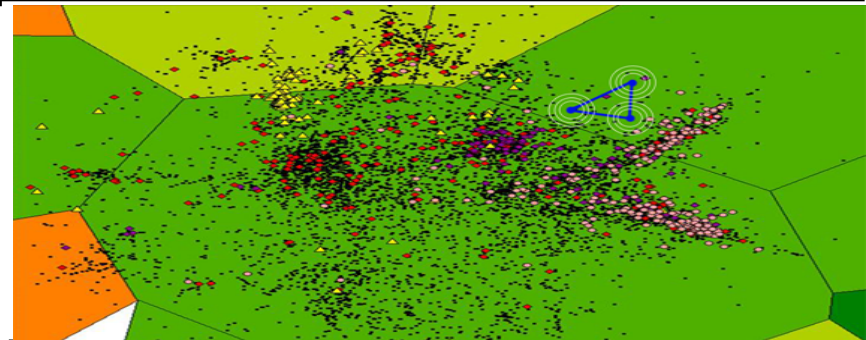
ItoM : expanding Technology & IP positioning + value

Technology Territory : patent MAPS are used to expand Clients' positioning and "sphere of influence", leading to their potential control over products/sectors.

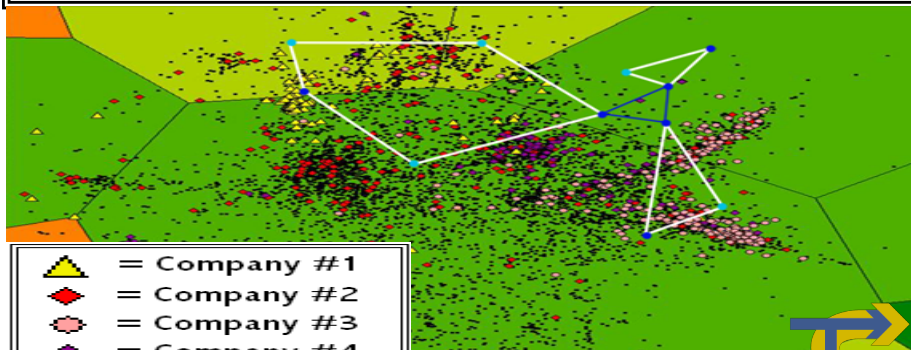
1. Positioning :  starts strategy with internal R&D (2 Blu Patents) plus external *Tech&IP trend of the sector*.
Aim: optimise Tech position + impose IP on competitor/s.




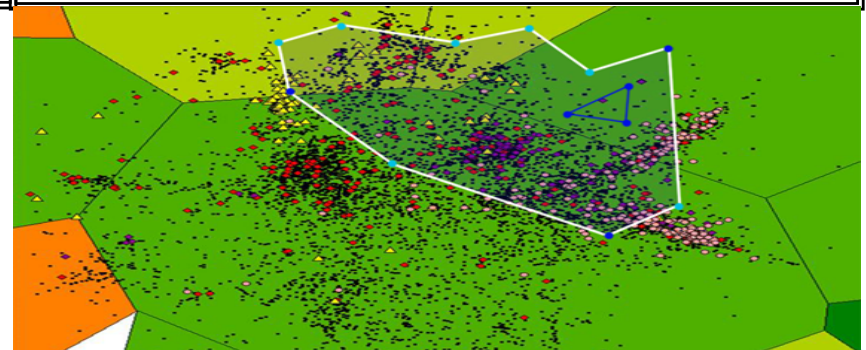
2. Upgrade :  raises the Company's "sphere of influence/action" in an emerging area of the **sector**.
(3rd Patent + technical optimization using 30 key criteria)








3. Expansion : strategic use of IP maps MrGI expands the Tech territory with internal IP + external licences.
The Tech portfolio becomes pervasive, coercive, dominant



4. Control : "structured" Portfolio raises Client's ability to intervene/interfere with enforceable rights on *key competitors*+sector. ST becomes disruptive/dominant.
Result:  increases strategic value of the Company



-  = Company #1
-  = Company #2
-  = Company #3
-  = Company #4
-  = other Patents

Use of Capital : ST the most advantageous asset

Main Corporate initiatives to create COMPETITIVE ADVANTAGES

Examples of main investments

Examples of main costs

M&A	(Acquisition of Competitor/s)	very costly	100
M&A	(Acquisition of distributor/s or agent/s)	costly	40-60
PRODUCTION	(Acquisition of new plant)	costly	30
TOP MANAGER/s	(for 1 or more markets)	costly	20
MARKETING STRATEGY	(Advertising Campaigns)	costly	10
TS	(Acquisition of "structured Technologies")	not costly	2

TS is by far the most efficient ASSET (cost/returns)
 It precedes other investments (controls ideas/trends ahead of products)
 It develops covered by secrecy (competitor cannot counteract)
 It ensures long-term competitiveness (eg. a patent lasts 20 years)

Appeal to investors: ST improves RoI and Exit

Advantages

- ❑ Lower acquisition cost
- ❑ Lower use of capital post acquisition (less waste/disposal)
- ❑ Earlier/Easier RoI from partial monetizations (spin-off sales/licensing)
- ❑ Unencumbered assets (i.e. Tech precedes material costs/complexities)
- ❑ **ST** portfolio expansion + upgrade (Techs/Products become dominant)
- ❑ Longer innovation curve = longer returns (major techs are longer lasting)
- ❑ Rising Exit values (compared with typical Corporate valuations)

Requirements

- ❑ Intuitive Value Proposition (game changing innovations)
- ❑ Proof of Technology (**ST** is required to select higher grade Target Cos)
- ❑ Corporate Grade International ST Portfolio (**ST** “locks up” Target RoI)
- ❑ International network IN (co-sourcing) and OUT (placement/exit)


Use of ST in M&A :

asset used by Large Corps to “lock-in” high RoI and Exit values



Leading Companies like these have generated **\$ 216 BN since 2010 investing in ST Portfolios** developed to make technologies & products pervasive and dominant.

Now in Italy and everywhere companies of any size can replicate such success, prevailing in their markets without major investments. Two famous examples :

- PIRELLI and FIAT were saved with BNs earned through Patent sales
-  has generated € 99 Million for its Italian Start-Up e SME clients



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