

STRATEGIC IP AUDIT

Kick-Start*iP*

If you are going to give your business the best possible start, you need an IP strategy that not only complements but maps exactly to your business plan from the outset.

Kick-Start*iP* offers the easiest way to understand, identify, develop, document, and implement your IP strategy.

potterclarkson.com

Start up. Start strong.



Every new business starts with an idea.

Every new business starts with an idea. The majority will build a business plan around that idea and, of those, most will create a strategy to deliver their plan.

Very few, however, have considered the central role their intellectual property (IP) will need to play within that strategy. This should be a concern.

Your IP will be critical in defining the value of your business. It will provide you with a commercial advantage. It will allow you to create exclusivity. It will protect your products or processes from the unwanted attention of your competitors.

If you are seeking investment, your IP becomes even more crucial. We have seen valuations drop by as much as 70% when investors spot weaknesses in an IP portfolio. More worryingly, we have also seen a significant number of investors walk away entirely if they don't like what they see.

Valuations drop by as much as **70%** when investors spot weaknesses in an IP portfolio.

This means that if you are going to give your business the best possible start, you need an IP strategy that not only complements but also maps exactly to your business plan from the outset. A strong IP position from the start will support a strong exit.

How do you create the right IP strategy for your new business?

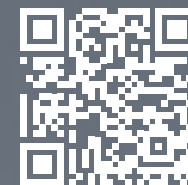
Far too many new businesses still think IP is just there to tick a box or, worse, ignore it until it's too late. Pursuing anything other than the right IP strategy from the start is likely to be detrimental in the long term.

Once the wheels are in motion, it will be difficult—not to mention expensive—to get back on course. By that time, the opportunity to make the best possible start could have been lost forever.

Far too many new businesses still think IP is just there to tick a box or, worse, ignore it until it's too late.

For more information on **IP strategy**

Read our white paper on IP strategy to find out how creating the right strategy can maximise the value of your innovation?



Instead, we'd always suggest you take time to:

Step

01 Understand

You need to understand the potential importance of your IP, how it could support your company, and the part it will need to play in order to deliver your business plan. You also need to understand how you can exploit your IP to create value for your company and how it will help you achieve the exit you want.

Step

02 Identify

Before you make any decisions, you need to identify what innovation you have as early as possible. You also need to identify what type of IP protection is available to you, which fits best with your business plan, and when—or if— to start the process of obtaining registered protection.

Step

03 Develop

Once you've identified exactly what you need, you can develop a formal patent, design, and trade mark filing strategy that will dictate where, when, and how you file. You will also need to capture and put measures in place to protect your secret know-how.

Step

04 Document

You may wish to produce a comprehensive set of support documentation that you can share with your board and potential investors.

Step

05 Implement

Even the best ideas will have little impact if they're not acted upon. Once you have completed the first 4 stages, it will be down to you to take the necessary action with our support.



How we work with you

**We work with you to ensure your
business has the best possible start.**

Giving your business the best possible start does not mean asking an attorney to produce a token patent application from a distance just so you have something to appease potential investors.

Giving your business the best possible start actually requires you to take a very different approach to IP. It involves a thorough examination of your innovation from the perspective of your business plan, your commercial objectives, your market, and your competition.

Once we have a clear picture of your business, we can recommend the right IP strategy - the strategy we believe will ensure you enjoy the future you want.



Our 4-Step Process.

Our straight-forward process

01 **Innovation Capture Session**

02 **Research**

03 **Drafting**

04 **Filing**

Innovation Capture Session

For *Kick-StartiP*, the Innovation Capture Session (ICS) is the critical component; our findings will set the IP strategy for the remaining steps and beyond. We'll meet for a very wide-ranging discussion that will cover (amongst other things):

- The inventive concepts you have
- The patentability of your invention(s)
- The development of a 'storyboard' to show what supporting technical details are needed
- A possible patent filing strategy
- The importance of secret know-how and how to protect it
- The importance of your brand and how to protect it
- Whether you are ready to start
- Your IP budget

You will need to brief us on your business plan and provide an overview of the technology. At the meeting, we will use mind maps to developed especially for this purpose to reveal the IP issues. Within days, we will follow up with a report which outlines:

- The key inventive concepts
- The different forms of intellectual property rights that are available
- The best way to secure those rights
- The ownership of any inventions
- Any other relevant legal or commercial issues we may have identified
- A suggested IP budget for the next 18 months

Research

As an optional step, we can perform a patent landscaping search using our in-house AI-assisted tools.

This search is designed to identify prior art that may be relevant when assessing the patentability of your innovations. It can also highlight patent rights held by competitors, helping you to spot potential risks and opportunities early. These insights can prove invaluable when developing and refining your wider IP strategy.

We will provide a written report summarising the findings, and we're happy to discuss the results via video conference if you have any questions. The cost of this search is £895 (+ VAT).

Drafting

We will draft your patent application at an agreed fixed fee based on the complexity of the subject matter, the quantity and quality of the supporting technical disclosure provided by you, and the urgency.

Filing

We will file an initial patent application (typically in the UK, at the European Patent Office, or in the US) as determined by your IP strategy.





Why Choose Kick-Start*iP*.

Why should you choose Kick-Start*iP*?

When you begin a conversation with a more traditional firm, you are likely to find they aren’t willing to offer any certainty in terms of outcome or cost.

Kick-Start*iP* provides both.

At the end of Step 1, you will have an explicit IP strategy (in writing), a clear plan you can draw on to make your future IP decisions, and a framework that will help you manage your rights responsibly and cost-effectively.

You will receive a summary report that confirms your inventive concepts, the relevant IP rights that map to your technology, the ownership of your inventions, and highlights other legal or commercial issues you should address—issues we can refer to the solicitors in our team to make it even easier for you.

Fixed outcome. Fixed price.

From the report, we can prepare slides that provide an executive summary of your IP strategy that you can add to your deck for use in presentations to Board members and prospective investors.

The cost for **Step 1** will be fixed at **£2,200** (exc. VAT), which includes our half day meeting, the written report, and your summary slides.

If you choose to proceed with a patent landscaping search as part of Step 2, this will be conducted using our in-house AI-assisted tools. The search will be reviewed and summarised in a written report, highlighting prior art that may be relevant when assessing the patentability of your innovations. The fixed fee for this is **£895** (exc. VAT) per inventive concept.

Innovation Capture Session

£2,200 (exc. VAT)
27,500 SEK (exc. MOMS)
19,000 DKK (exc. MOMS)

Pre-filing Search

£895 (exc. VAT)
11,500 SEK (exc. MOMS)
7,700 DKK (exc. MOMS)

Fixed prices of step 1 (left) and step 2 (right).

After this, you will know the fixed fee for drafting your patent application, the cost of filing your application in the country determined by your IP strategy, and how to budget for future IP-related costs.

You will also know that, from the start, every step will be looked after by an attorney you know and who knows you and your business, so you receive the best possible service and the most relevant advice at every stage.



A Proven Approach.

A proven approach

“Potter Clarkson understands our business well and works with us as business partners. They understand that our business is fast-paced, and ensure they meet our expectations.

Chambers and Partners, 2024

“They emphasise the importance of building strong customer relationships and strive for the firm to operate as an extension of the client’s in-house team, facilitating a smooth and painless 360-degree patent service.

IAM Patent 1000, 2024

IAM Patent 1000

The World’s Leading Patent Professionals

Financial Times

Europe’s Leading Patent Law Firms

Chambers and Partners

Managing IP

IP STARS

Legal 500

WTR 1000

The World’s Leading Trademark Professionals

From our clients

“We chose Potter Clarkson as they take a very different approach to IP, starting by looking at our business plan and at what we are trying to achieve commercially.

It is very much a collaborative approach with an aligned view on how IP fits into the overall business objectives.

Playrcart



“We knew we needed to protect our IP but didn’t know exactly how. Potter Clarkson’s innovation capture session took us through a logical and engaging process to distil out the protectable innovations in our ideas.

They have been masterful in bringing our tech team up-to-speed with IP thinking, pitched perfectly for their backgrounds and operations.

Closed Loop Medicine



Our Consultancy Products.

Maximising your most valuable asset

Bringing our expertise across all areas of intellectual property law—patents, designs, trade marks, copyright, litigation and licensing, we provide IP consultancy tailored to your needs with clear and measurable outputs.

Independent of our other services, our consultancy services create no requirement for us to be involved in the ongoing management of your IP portfolio, enabling us to work alongside your existing IP advisor where appropriate.

Alternatively, these services can sit alongside the work we are already doing for you to build your IP portfolio.

Our discrete IP consultancy offering includes:

- IP audits
- Portfolio review and management
- Devising IP strategy
- IP policy, processes, and systems
- Embedding an effective IP approach—training, education, and bespoke workshops
- Due diligence and funding support

Our consultancy offerings



Kick-Start*iP*

Understand, identify, develop, and implement your IP strategy.



Consolidate*iP*

Protecting your ideas by aligning your intellectual property rights.



Extend*iP*

Extend your pharmaceutical patents' terms and exclusivity.



Verify*iP*

The easiest way to confirm facts and steer clear of risks.



Raise*iP*

Make your business more attractive to potential investors.



iProvidence

Best in class online brand protection against counterfeiting.



SafeLaunch

Make your clearance process as easy as possible.



SafeGuard

Identify, audit, protect, manage, and document your trade secrets.

Start up. Start strong.

STRATEGIC IP AUDIT

Kick-Start*iP*



POTTER CLARKSON
UK | Sweden | Denmark
info@potterclarkson.com