

Funding and protecting your ideas



Thank you for joining this virtual event

Thursday 25 May 2023 with 11:30 start

Insights sessions hosted by IP specialists:

Peter Pardoe, Innovate Edge

Paul Storer, Intellectual Property Office

Ben Lincoln, Potter Clarkson

Daniel Wolstenholme, Marks and Clerk

Natalie Gasson-McKinley, Federation of Small Businesses



Commercialising your innovation and how Innovate UK EDGE can help grow your business



Peter Pardoe
Innovate Edge





Commercialisation of your innovation and how Innovate UK EDGE can help grow your business

25 May 2023

UK
RI

Innovate
UK
EDGE

Profile

Name:	Peter Pardoe
Title:	Innovation and Growth Specialist
Organisation:	Innovate UK EDGE
Region:	Midlands/East of England
Qualifications:	MBA CEng MIStructE
Experience:	40 years multi-disciplinary architectural & engineering design consultancy Domestic and international experience of which 13 years spent delivering projects & running a business in Middle East 3 years EU Transition Advisor & Innovation & Growth Specialist
Other:	Doctoral Researcher (Economics, Finance & Entrepreneurship) Triathlete/Duathlete (GB Team Age Group Qualifier)

Business Challenges



Business Environment

Volatility

- Rapid change in industry, markets & the world
- Supply & demand fluctuation
- Turbulence
- Short time to market

Uncertainty

- Inability to confidently predict the future
- Inability to understand what is going on
- No historical or statistical data

Complexity

- Factor variety, relationship & interconnectivity
- More factors to consider
- Impossible to analyse environment
- Difficult to reach rational conclusions

Ambiguity

- Lack of clarity
- Incomplete, contradictory or inaccurate information
- Lack of context for interpretation

Innovate UK

- We are the UK's innovation agency
- We support business-led innovation in all sectors, technologies and UK regions
- A key delivery body of the Government's Innovation Strategy

Our Mission

To help UK businesses grow through the development and commercialisation of new products, processes, and services, supported by an outstanding innovation ecosystem that is agile, inclusive, and easy to navigate.



Our 12 overarching commitments are:

- 1 We will inspire, involve, and invest in innovation
- 2 We will focus on opportunities for the future economy
- 3 We will support businesses to grow rapidly
- 4 We will help businesses to succeed on the international stage
- 5 We will make it easier to gain innovation support
- 6 We will help government use its power to support innovation
- 7 We will help UK businesses benefit from the excellent research base
- 8 We will help businesses make better use of design
- 9 We will use responsible innovation to take account of wider societal impacts
- 10 We will help businesses enhance the capability of their people
- 11 We will be inclusive and fair, and bring in under-represented groups
- 12 We will help build local strengths and help businesses benefit from them

Our delivery approach is built on five strategic themes and a set of six strong foundations that are central to all our activities.

Five themes



Strong foundations

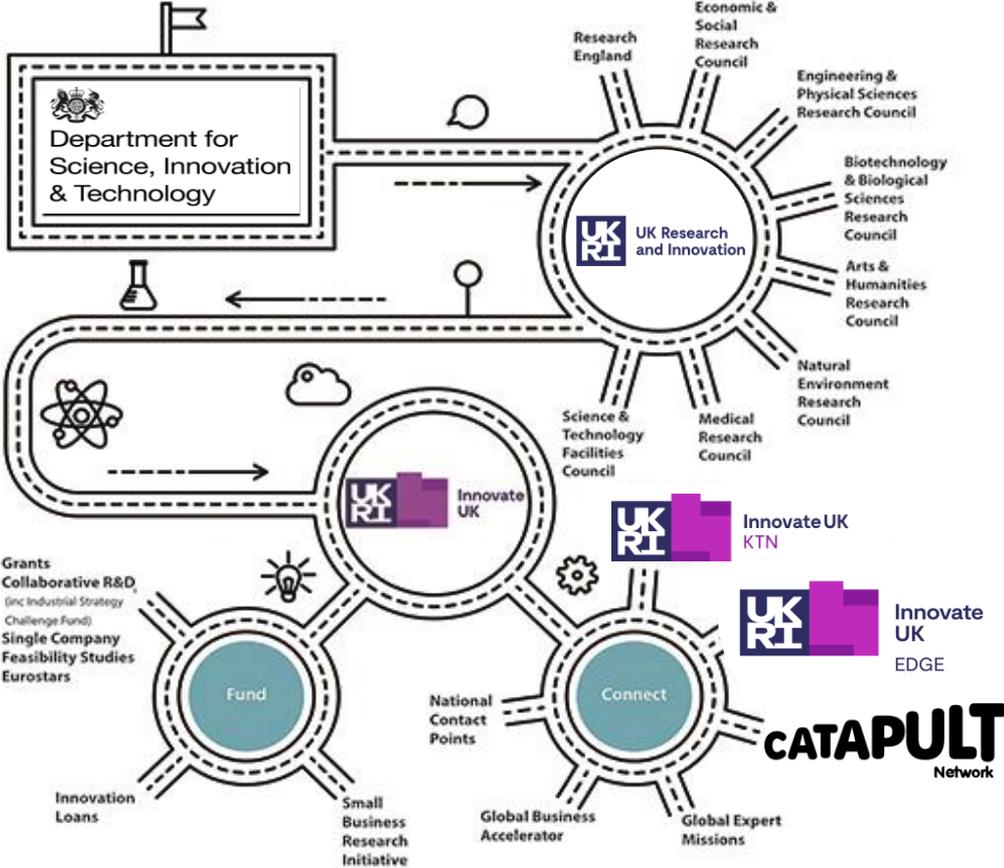
Innovation

The lifeblood of business

- Business innovation is the commercially successful application of ideas
- Leads to the development of new or improved products, processes, services, and business models based on new ideas and technologies
- Business innovation transforms existing sectors and stimulates new industries
- It is key to UK growth and prosperity



Our Ecosystem



Introducing Innovate UK EDGE

We enable ambitious innovative businesses, with strong commercial potential to significantly improve the UK economy, to accelerate their growth and achieve scale.



**Exploit and
manage business
innovation**



**Source funding
and finance**



Enter new markets

Achievements since January 2020



We have supported **2012** businesses in the East of England & East Midlands, these businesses have seen impacts to the value of

£522.2m

FUNDING & FINANCE RAISED

£197.2m

INCREASE IN TURNOVER

6,117

JOB'S CREATED AND SAFEGUARDED

Tailored Innovation & Growth Support



Enter New Markets

Our specialists offer innovative SMEs several ways to build their knowledge of, and exploit opportunities in, key overseas markets – including supported immersion in specific international markets through our targeted programmes.



Global Business Innovation Programme

- Market and sector focused programme to facilitate overseas partnerships and collaborations

Global Incubator Programme

- An acceleration programme for innovative businesses to work with world-leading overseas incubators

Attend brokerage events

- Research, technology and business opportunities via our partnering database

Vertical Markets

- Position your business in future value chains, systems and supply chains

Enterprise Europe Network



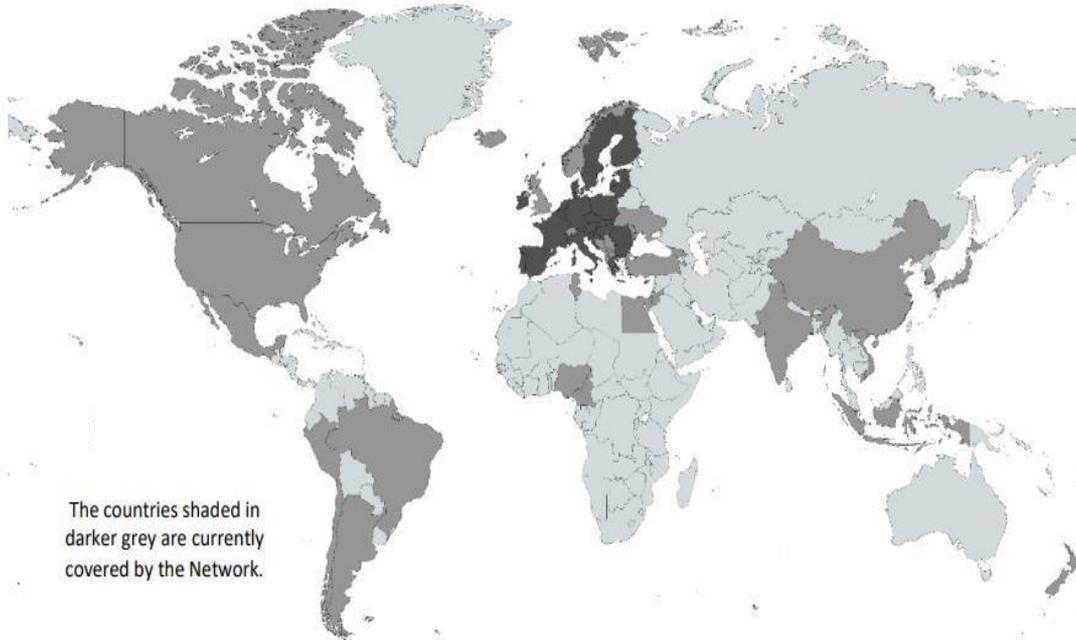
3000
LOCAL
EXPERTS



600+
LOCATIONS



60+
COUNTRIES
WORLDWIDE



The countries shaded in darker grey are currently covered by the Network.

Partnering Service:

- Partnering & collaboration opportunities
- Partnering database 4,000+ company/partner profiles
- Market research via our network partners
- Information services
- Funding

Matchmaking/Brokerage Events:

- Sector Groups and Personal Networking Events
- Matchmaking and Brokerage Events
- Face to Face and Online Events

Sustainability & Net Zero

- Understand Net Zero & drivers
- Circular Economy & new business models
- Framework/process advice
- Carbon footprint measurement
- Free tools



Funding & Finance Options

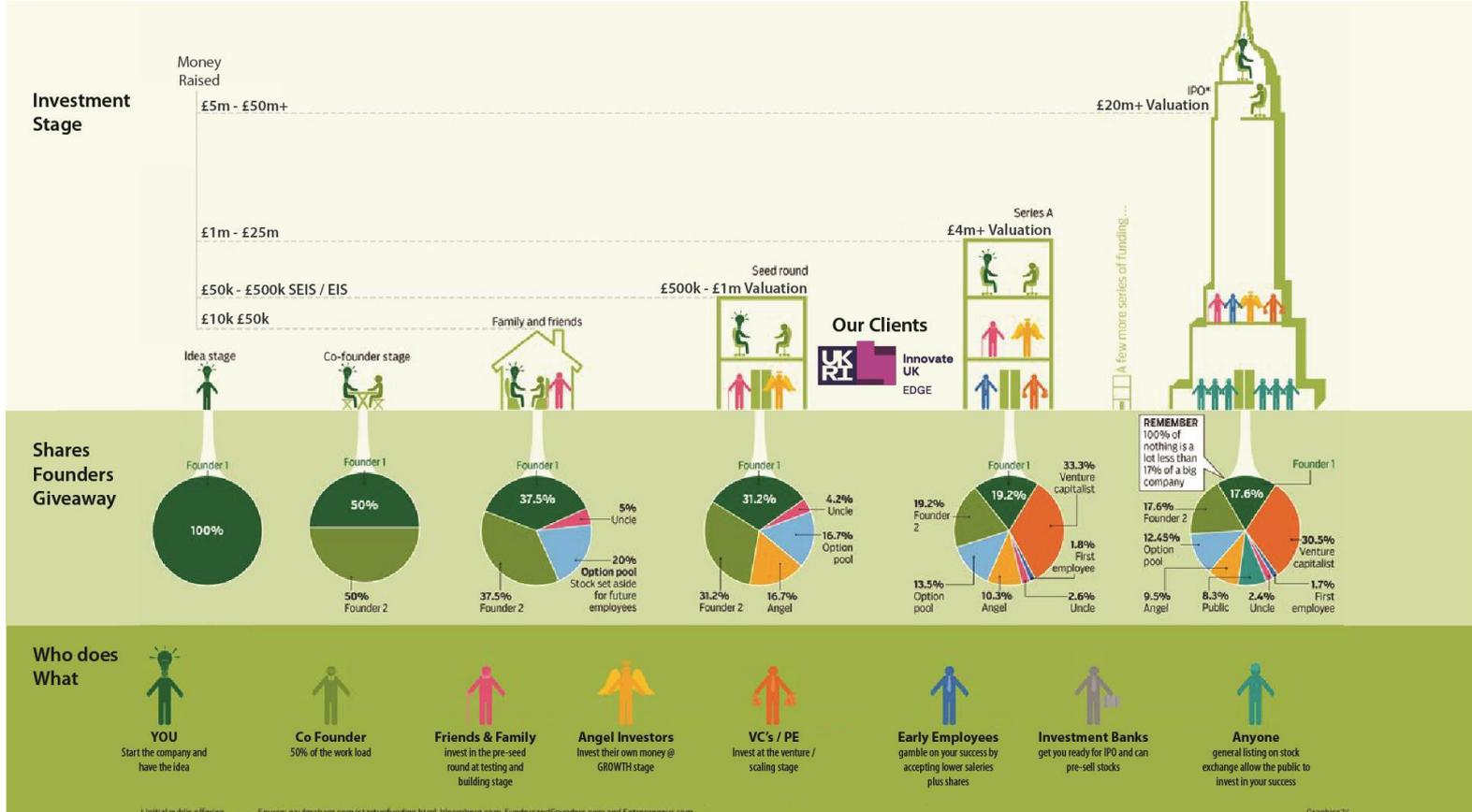
Innovate UK Innovation Loans
Angel Investors
Equity Crowdfunding
Grant Funding for R&D
Growth Capital
Private Equity
Venture Capital
Asset Finance
Export Capital
Initial Public Offering (IPO)
Peer-to-Peer Lending
Start-up Loans
Reward-based Crowdfunding
Term Loans
Trade Finance

Business Grants

- Provided by Government or private organisation for a specific purpose
- Many business grants available across UK and some business sectors i.e., energy, export and innovation (particularly active and offer range of options)
- Way paid is dependent specific grant applied for - receive as single lump sum upfront, reimbursed after spending own money, match value of grant before receiving it
- Very specific eligibility criteria but varies depending on grant, business size, location, sector, what grant money is used for etc.
- www.ukri.org/opportunity/, www.apply-for-innovation-funding.service.gov.uk/competition/search

- You don't have to pay the money back
- You retain control of your business
- Some grants will cover high proportion of project costs, if not the full amount
- There is a good supply of funding with many different options available

Investment



Your Route To Continued Growth

Specialist tailored support



Is Your Business Eligible?



INNOVATION AT MVP /
PROTOTYPE OR

INNOVATION

20% GROWTH
POTENTIAL

THIS CAN
INCLUDE
INVESTMENT,
TURNOVER OR
EMPLOYEES

AN INNOVATION - A PRODUCT, SERVICE OR BUSINESS MODEL THAT IS RADICALLY OR INCREMENTALLY NEW TO, AND ADDS VALUE TO THE MARKETPLACE

RADICAL INNOVATION - A GROUND-BREAKING NEW PRODUCT THAT USES NEW TECHNOLOGIES OR COMBINES EXISTING TECHNOLOGIES IN A NEW WAY TO CREATE NEW USES THAT ADD SIGNIFICANT VALUE TO THE MARKETPLACE

INCREMENTAL INNOVATION - AN EXISTING PRODUCT WHOSE PERFORMANCE HAS BEEN SIGNIFICANTLY ENHANCED OR UPGRADED TO ADD INCREASED VALUE TO THE MARKETPLACE

UP TO 500
EMPLOYEES

TEAM OPEN TO
EXTERNAL SUPPORT



Innovate
UK
EDGE

Questions?





Innovate
UK

EDGE

Contact

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Innovate UK EDGE

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@InnovateUK



Innovate
UK



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Recognising your intellectual assets



Paul Storer
West Midlands Senior Policy Adviser
Intellectual Property Office





Intellectual
Property
Office

Recognising your intellectual assets -

IPO support to maximise them to grow your business

E.R.A. 25TH May 2023

PAUL STORER, WEST MIDLANDS REGIONAL POLICY ADVISER, IPO

THE INTELLECTUAL PROPERTY OFFICE

- Our status
- Our role(s)
- Our successes – case studies
- National and West Midlands



Intellectual Property (IPO/business challenge) - TRUE OR FALSE

1. IP comprises patents, trade marks etc.

FALSE

2. Intellectual property protects innovation

FALSE

3. Some businesses don't have IP; often, it's not that valuable for others

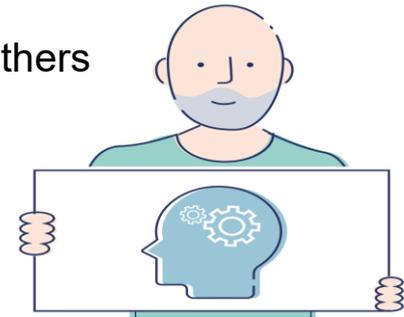
FALSE

4. Businesses can take care of their IP later

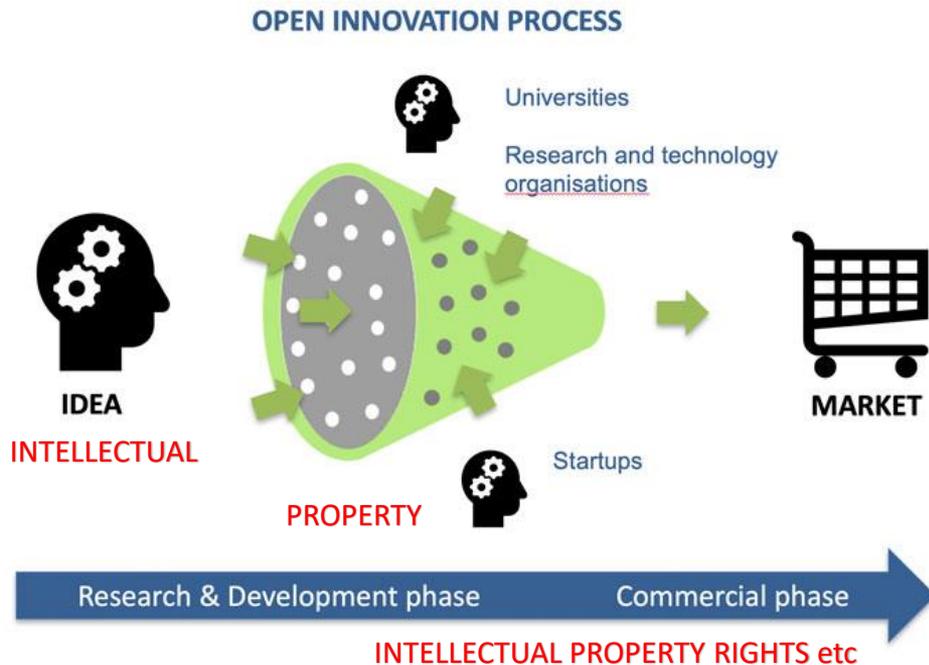
FALSE

5. Businesses can afford to enforce or defend their IP

TRUE



Reality - INNOVATION AND INTELLECTUAL PROPERTY



BUSINESS INNOVATION/CREATIVE ASSETS (IP)

<ul style="list-style-type: none">• <u>MARKETING-RELATED</u><ul style="list-style-type: none">BrandProduct DesignsTrade DressInternet domain names	<ul style="list-style-type: none">• <u>TECHNOLOGY-BASED</u><ul style="list-style-type: none">New technology and/or processComputer softwareTrade secretsEngineering drawings/Tech docs etc
<ul style="list-style-type: none">• <u>CREATIVE-RELATED</u><ul style="list-style-type: none"><u>Literary</u> - Computer Programme (Especially Bespoke/Proprietary), Website Content (Words), User Instructions, Service/Training Manuals - Brochures & Marketing Literature - Blogs - Social Media Content, Business Plans + Books, newspaper/magazine articles, scripts, screenplays, lyrics, ...<u>Dramatic</u> – play, opera, dance, ballet or mime...<u>Musical</u> – Advertising Jingle, film or game score, symphony...<u>Artistic</u> – A Graphic Work e.g. Drawing, Diagram, Map, Chart, Plan, Blueprint. Website content (photos/logos), Photograph, painting, sculpture or collage, architecture - a building or a model for a building, or engraving, etching, lithograph, woodcut or similar work, ...Video and audio-visual material (Training Programme, film, music videos), tv programme, music or sound recordings, broadcasts, published editions...	
<ul style="list-style-type: none">• <u>CUSTOMER-RELATED</u><ul style="list-style-type: none">DatabasesCustomer listsMarket research results	<ul style="list-style-type: none">• <u>CONTRACT-BASED</u><ul style="list-style-type: none">(Franchise and licensing agreements)Broadcast rightsEmployment contracts[Sub-contractor contracts, R&D/collaboration/distribution agreements]

INNOVATION ACTIVITY AND GROWTH

THE IP Asset Journey: MANAGEMENT *R.U.P.E.E.D.*

1. *Recognise & Understand,*
2. *Protect & Exploit,*
3. *Enforce & Defend.*

ASSET JOURNEY ‘POTHOLES’ (Business challenge)

1. Pre-start/entrepreneurs

NEED: risk mitigation e.g. setting-up and registered trade marks

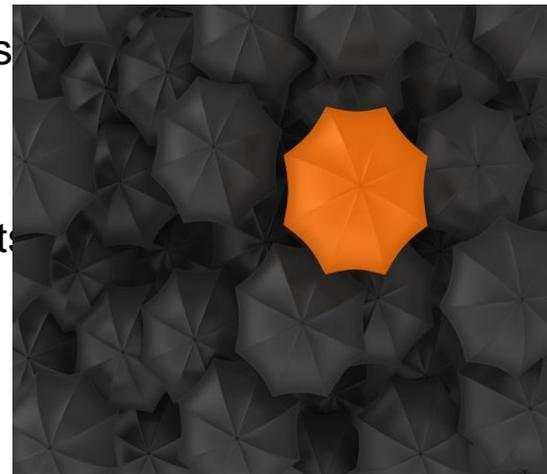
2. More established businesses

NEED: best practice asset management e.g. employee contracts

– IP confidentiality, trade secrets, data security

3. Pre-scaling/scaling businesses

NEED: strategic IP advice N.B. a funding problem (beyond free support and self-help)



THE IPO OFFER

IPO offer to businesses/organisations across the region:

- FREE business education for organisations' clients/members – IPO business engagement team - in-person sessions and webinars (can be sector specific)
- FREE training for business support staff – [IP masterclass course](#) – in-person and virtual
- FREE IP business support tools e.g. 'Integrate' diagnostic tool
- FREE comprehensive [digital business platform](#) includes B2B collaboration and IP for investment tools as well as University tools
- FREE resources including [website](#), [IPO YouTube channel](#) including 'IP Basics' animations, video case studies etc
- **FREE design support to integrate IP into business support offer and to build partnership with IPO and others**

THANK YOU!

QUESTIONS?

paul.storer@ipo.gov.uk

IP and your business plan



Ben Lincoln
Partner and Patent Attorney
Potter Clarkson





IP and your business plan

Getting the most from your IP

Ben Lincoln

Partner, Potter Clarkson

25 May 2023

The logo for the Midlands Green Innovation Network, featuring a green oak leaf on a dark blue background with light blue and green vertical bars on the sides. The text "MIDLANDS GREEN INNOVATION NETWORK" is written in white, with "GREEN" in a larger font size.

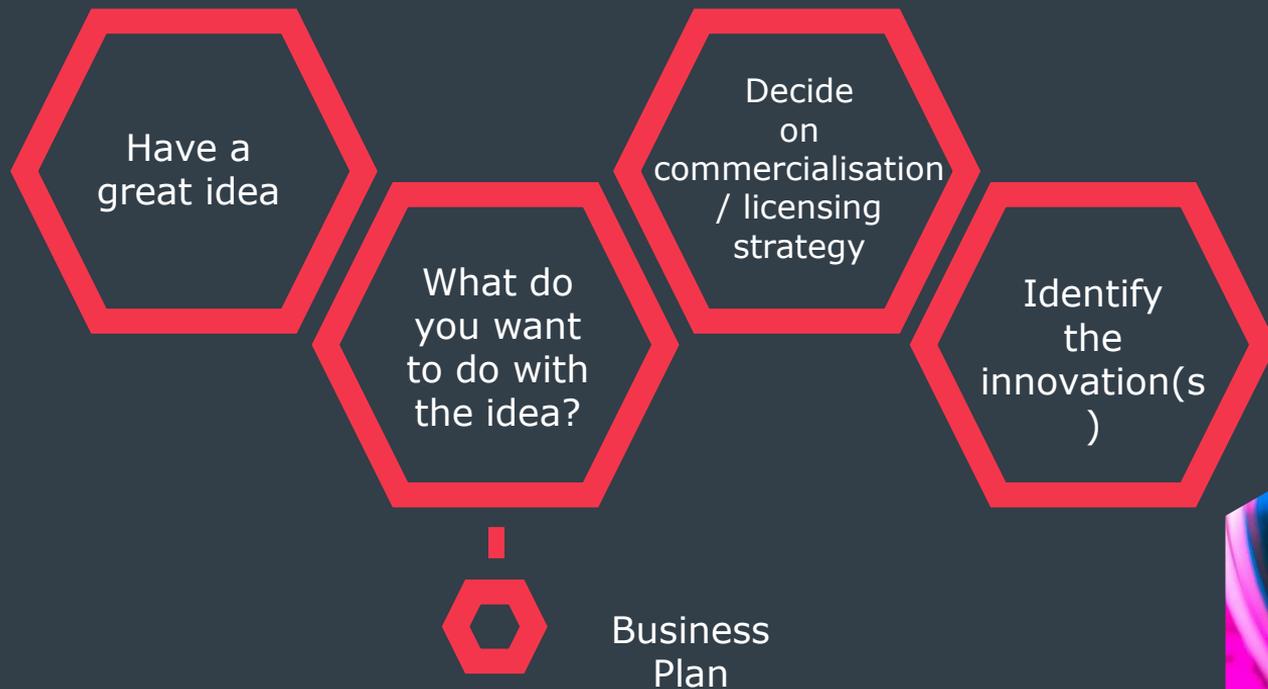
MIDLANDS
GREEN
INNOVATION
NETWORK

Together for net-zero



IP Roadmap

- How to get from a great idea to a great business opportunity





Protecting IP can be expensive - why bother?

- Protect your space
- Required for raising funds
- Think long-term
- Most valuable asset
- Early mistakes can have long-term consequences





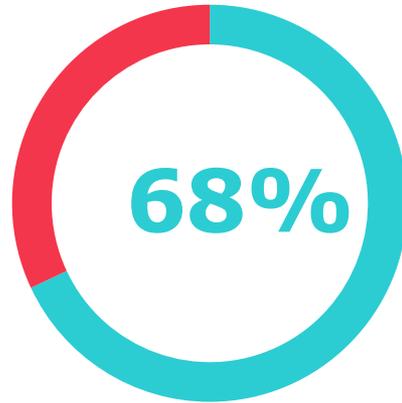
Why bother with IP?

IP rights provide commercial value to SMEs



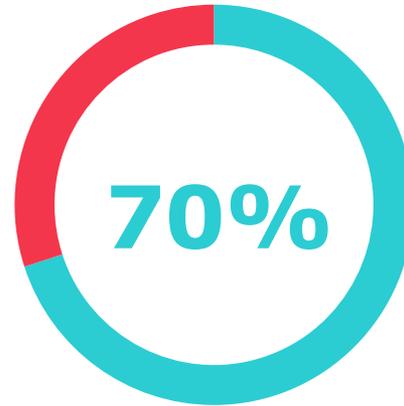
**Higher
revenues**

per employee generated by
SMEs with patents, trade
marks and design rights*



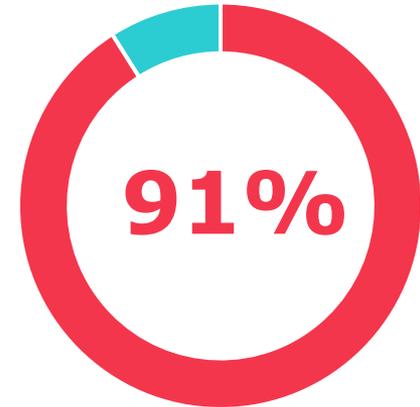
**Higher
revenues**

per employee generated by
SMEs with any IP right*



**Higher
valuation**

With strong IP position

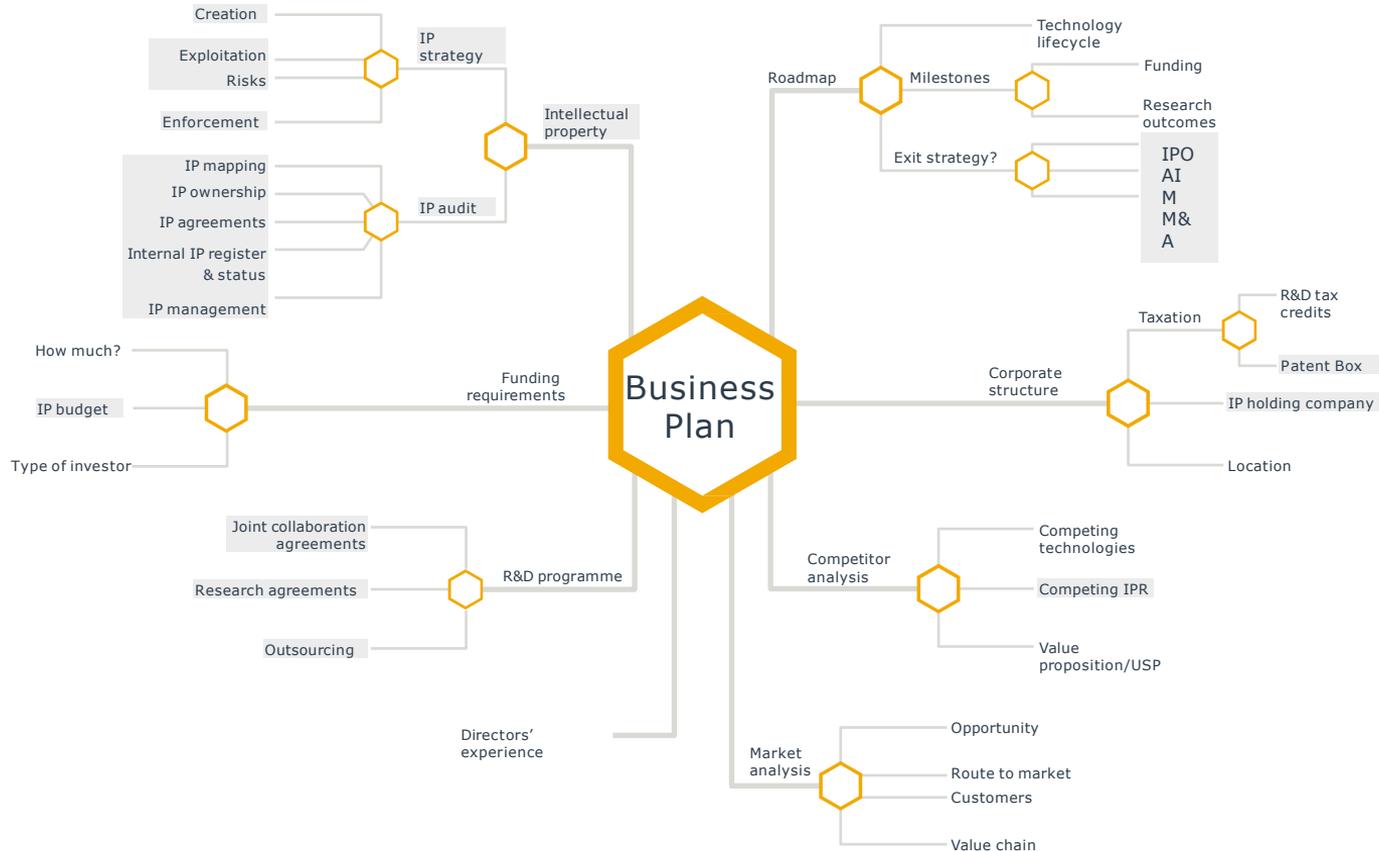


**SMEs don't
own any IPR**

99% don't own a patent*



IP – an integral part of your business plan





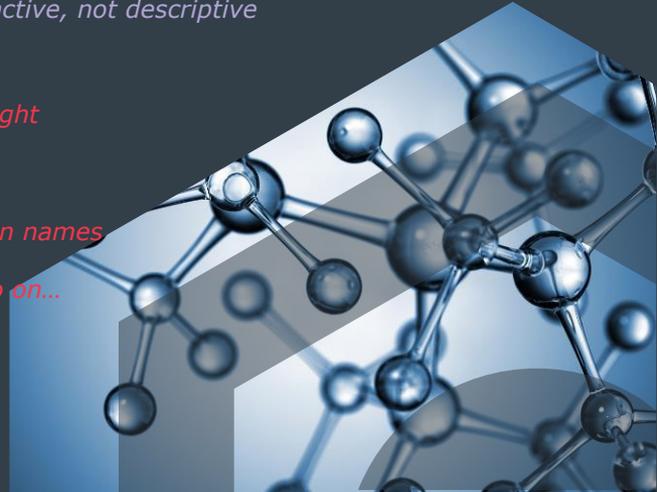
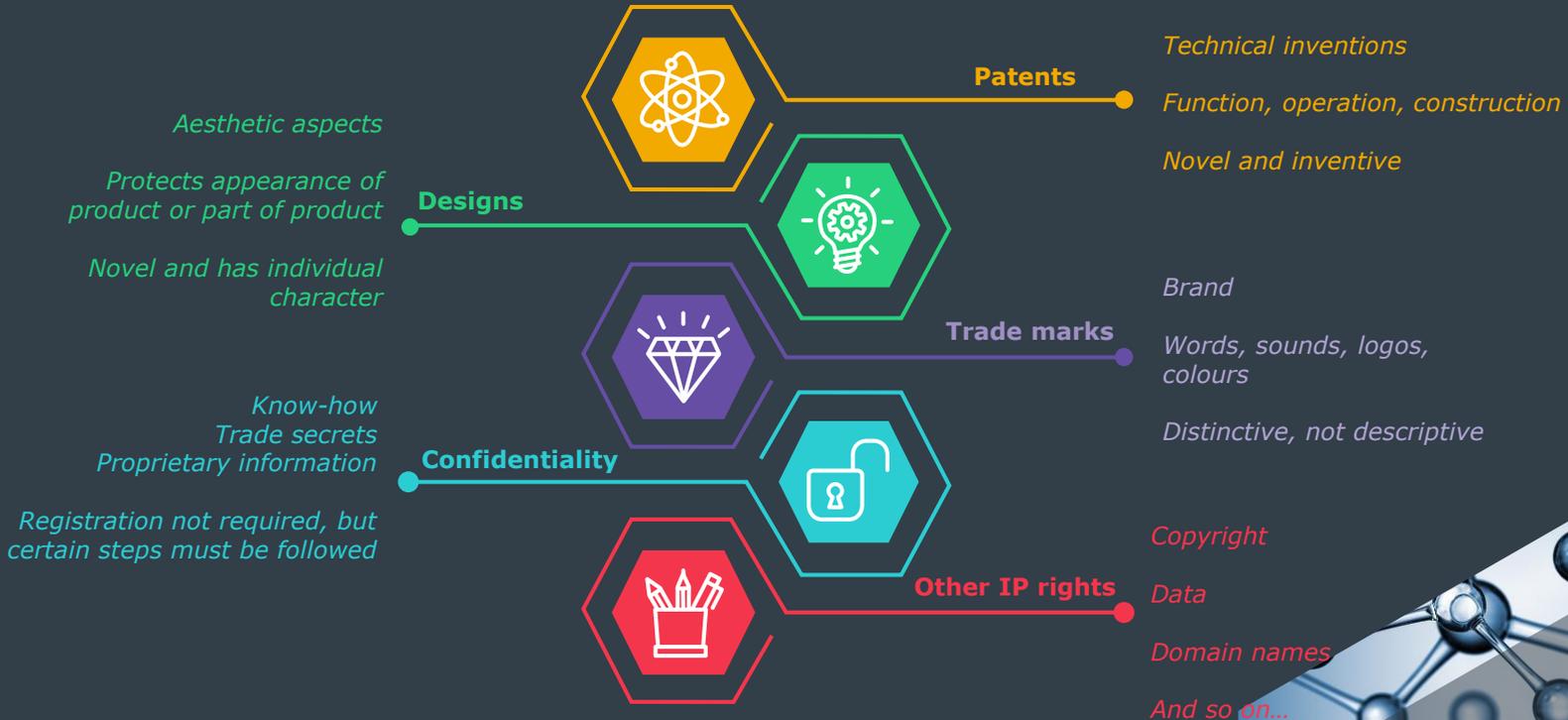
IP Roadmap

- How to get from a great idea to a great business opportunity





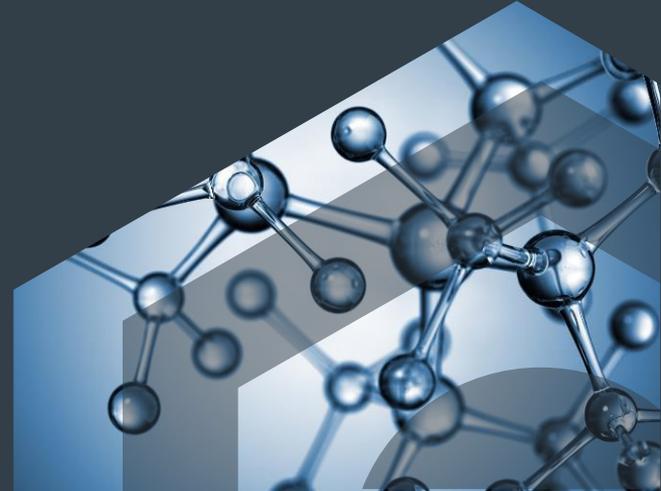
What do you have?





IP Strategy

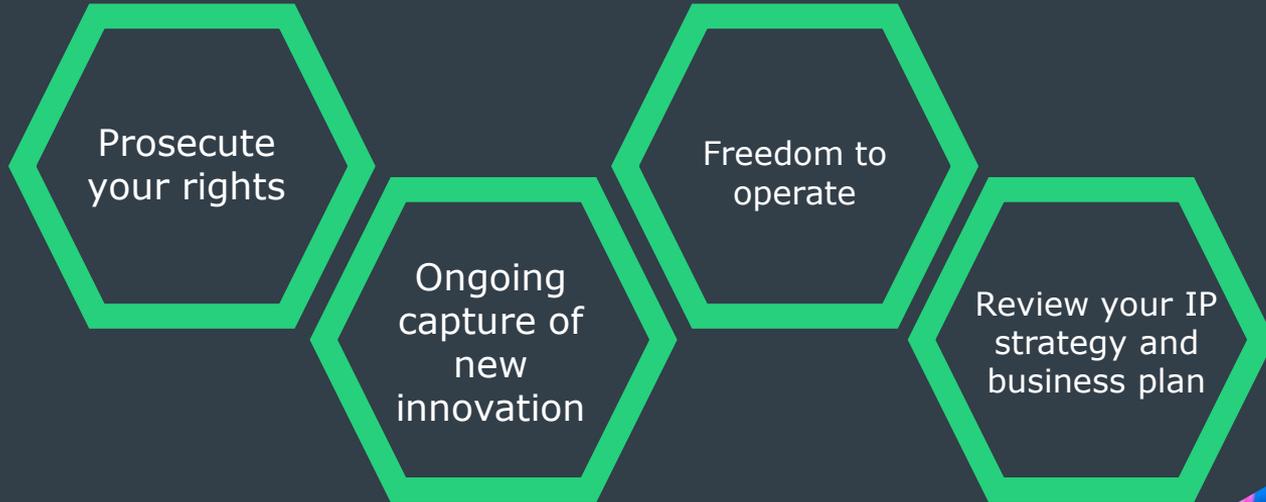
- How different forms of IP will be **identified** and **protected**
- How/where that IP will be prosecuted
- How identified IP will be **commercially exploited**
- How IP will be **enforced** and **defended**
- How **risks** from third party IP rights will be managed
- How IP-related **costs** will be managed





IP Roadmap

- How to get from a great idea to a great business opportunity





IP Roadmap

- How to get from a great idea to a great business opportunity



Thank you

Potter Clarkson

UK, Sweden, Denmark, Germany

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Capturing innovation – how to get it right



Daniel Wolstenholme
Senior Associate Patent Attorney
Marks and Clerk



Capturing Innovation

How to get it right...

Daniel Wolstenholme

Senior Associate

25 May 2023

Capturing Innovation



- What?
- Why?
- What to avoid
- Tips for good practice

IP Capture



What is it?

- The process of identifying when any IP is generated within your organisation
- Some IP rights are automatic, but not all
- An ongoing process

IP Capture



Why?

- Know what you have *and* what you can do with it
- Actions may be required
- Direct further research
 - Better understanding of inventions leads to better patents

Invention Capture

What to avoid...



Reactive

*“Has anyone invented anything?
Please complete an invention
form...”*

Invention Capture



What to avoid...

Reactive

Admin heavy

'Invention/product focussed'

Sole responsibility

Expensive

Invention Capture

What should a process look like?



Ongoing

Integrated with existing processes

Focussed on problems

Reviewed quickly

Invention Capture



What should a process look like?

Ongoing

Regular review meetings

Integrated with existing processes

Identify *problems* in projects

Focussed on problems

Next meeting – report solution

Reviewed quickly

Then, complete capture form

Invention Capture



What should an Invention Capture Form look like?

- Identify inventors and owners early
- Predicted value to the business
- Geography
- Explanation – pictures are great
- Deadline for going public

A large red bracket on the right side of the slide, spanning the vertical range of the list items, pointing towards the text.

Forms get reviewed
by someone else for
impartial view

Invention Capture



Case study

- Problem – plastic screw covers had a poor appearance
- Solution – metal screw covers with the same coatings as the rest of the product
- More expensive technique, but...

Invention Capture



Takeaway tips

- Focus on process, not results or rewards
- Set up regular team meetings to discuss projects
- Focus on current problems
- Review previous problems

Confidential

Contacts



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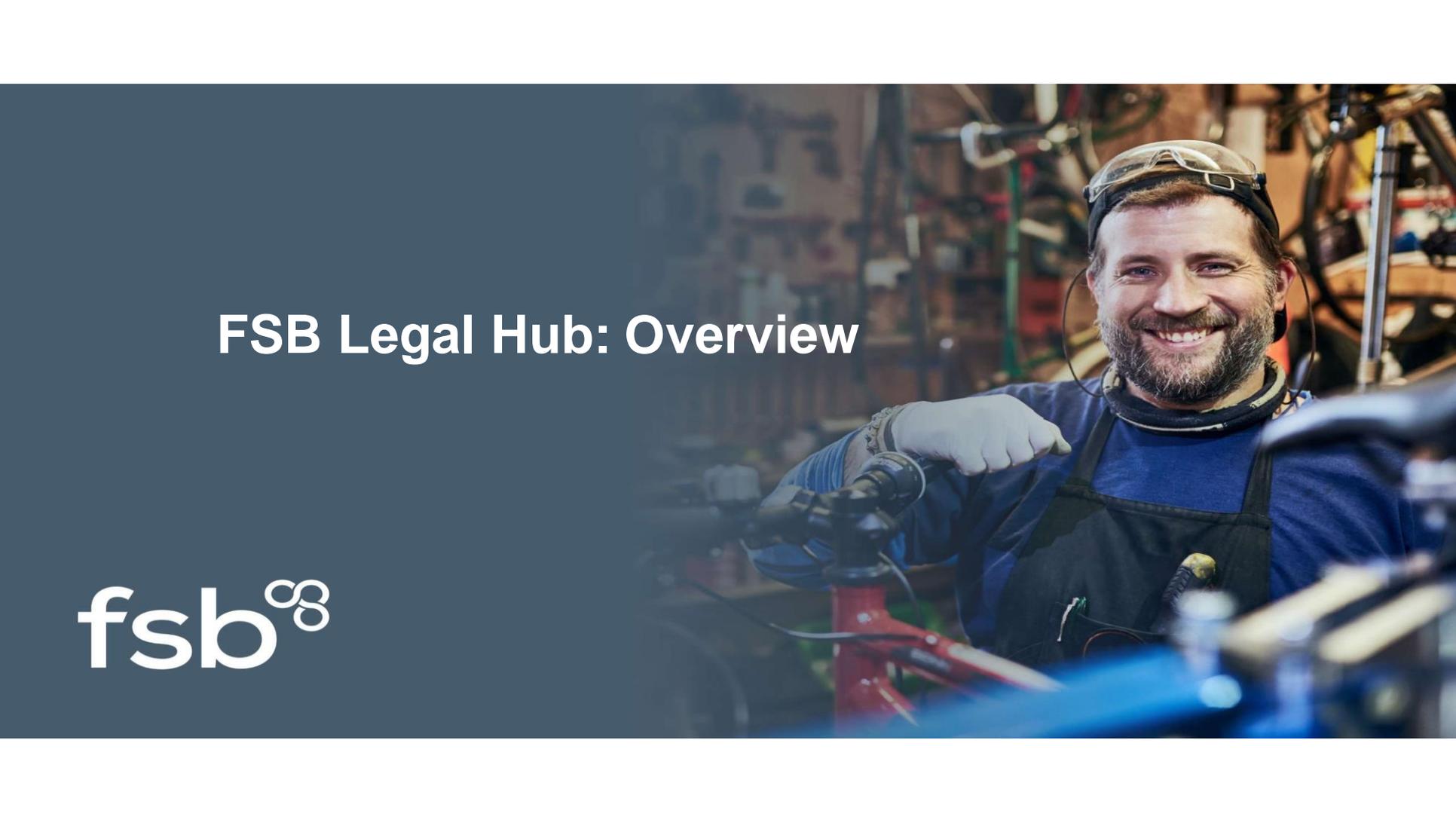
Alpha Tower
Suffolk Street Queensway
Birmingham
B1 1TT

FSB Legal Hub Overview



Natalie Gasson- McKinley, MBE
Development Manager
Federation of Small Businesses



A man with a beard and safety glasses on his head is smiling while working on a bicycle in a workshop. He is wearing a blue long-sleeved shirt and a black apron. The background is filled with various tools and equipment, suggesting a busy workshop environment.

FSB Legal Hub: Overview

fsb^{co}

FSB Legal Hub - What is it?

- Our one-stop-shop has over 1,400 free documents, letters, factsheets, templates and guides to choose from, when members need online legal information, we're the reliable source for factsheets and precedent documents.



What are the key features?

Unlimited access to factsheets and precedent documents, across a wide range of issues including:

- Employment law
- Taxation matters
- Health and safety
- Business law, comprising: company and partnership law; cyber information; intellectual property; landlord and tenant; contract and consumer law.



fsb^{co}

What are the key features?

Members can download all of our precedent documents in an editable format including; contracts, agreements, individual clauses, policies, checklists, letters, notices and forms. Our factsheets and precedent documents are fully managed and updated throughout the year.

Finally, we'll keep members updated about new legislation and other key legal developments that might affect your business through our monthly 'Legal Bulletin' email.



How do members access it?

Members will need to log into the FSB website (they can do it by visiting www.fsb.org.uk)

Via the FSB Legal Hub members can book a call back from the legal advice line, visit this page for more.



For more information.

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fsb⁸

Funding and protecting your ideas



Thank you for attending the virtual event



Check www.mgin.co.uk for further events and energy community updates.

