

# Understanding the Value of Seed Stage IP



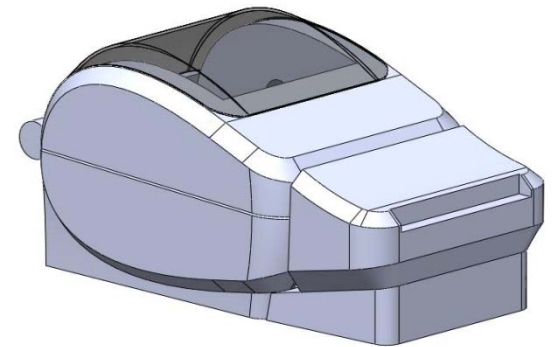
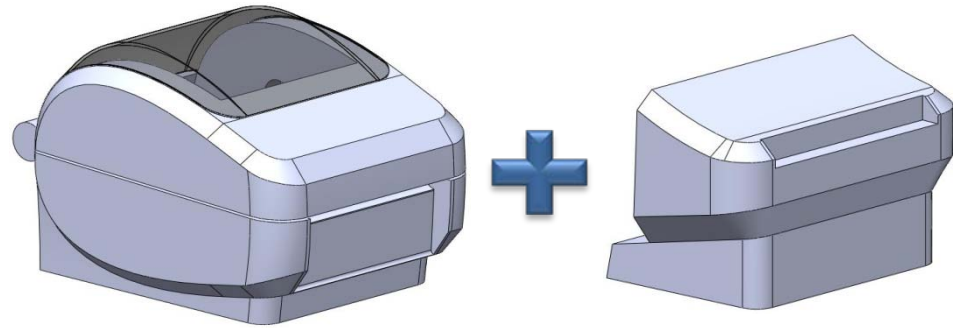
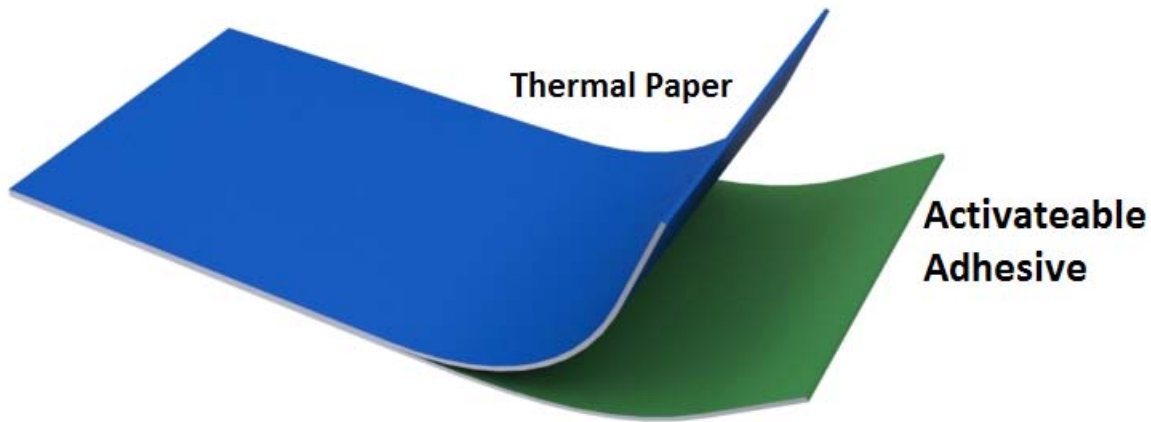
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# Agenda

1. What's a NuLabel?
2. Turn IP into Asset
3. Value Drivers of Our IP
4. Income Method of Valuation
5. Key Takeaways

# What's a NuLabel?



# Square One

## What we did know:

- *We* Invented Something
- IP = Important Asset

## What we didn't know:

- Everything Else



# Turn IP into an Asset

**KeeP Lab Notebooks**

**Understand Invention/Inventors**

**Draft provisional patents**

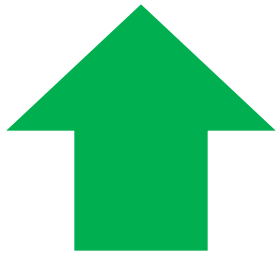
**Overview prior art**

**Secure ownership**

# Value Drivers of Today's IP

- ↑ **Freedom to Operate**
- ↔ **Patentability in crowded field**
- ↑ **100% Ownership of IP**
- ↓ **No First Office Action, *yet***
- ↑ **Large potential markets**

# Value Drivers of Tomorrow's Price



**Continued Use Value**

**Acquisition Value**

# Methods Behind the Madness



- ~~1. Cost Method~~
- ~~2. Market Method~~
3. Income Method

# Valuing IP on Future Income



# Our Income Method Valuation

- High risk = High discount rate
- Current burn = 93% R&D+IP
- IP = 100% of potential income

# Key Takeaways

- K.U.D.O.S.: Turn IP into Asset
- Value = Cont. Use + Acquisition
- Find Method (“Science”) that fits and Inputs (“Art”) that make sense

# Key Takeaway: Sanity Check



1. Who has done this before?
2. Where's the beef?
3. How much time, **money** should I spend valuing IP?

# Discussion



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