



Ideation accelerates economic development by allowing intellectual assets to be included in your existing economic development programs.

It provides a secure suite of software that allows organizations to manage their innovation, build a secure repository of their IP and link together with other universities, companies and government agencies to form an effective innovation ecosystem to provide a foundation for economic growth.



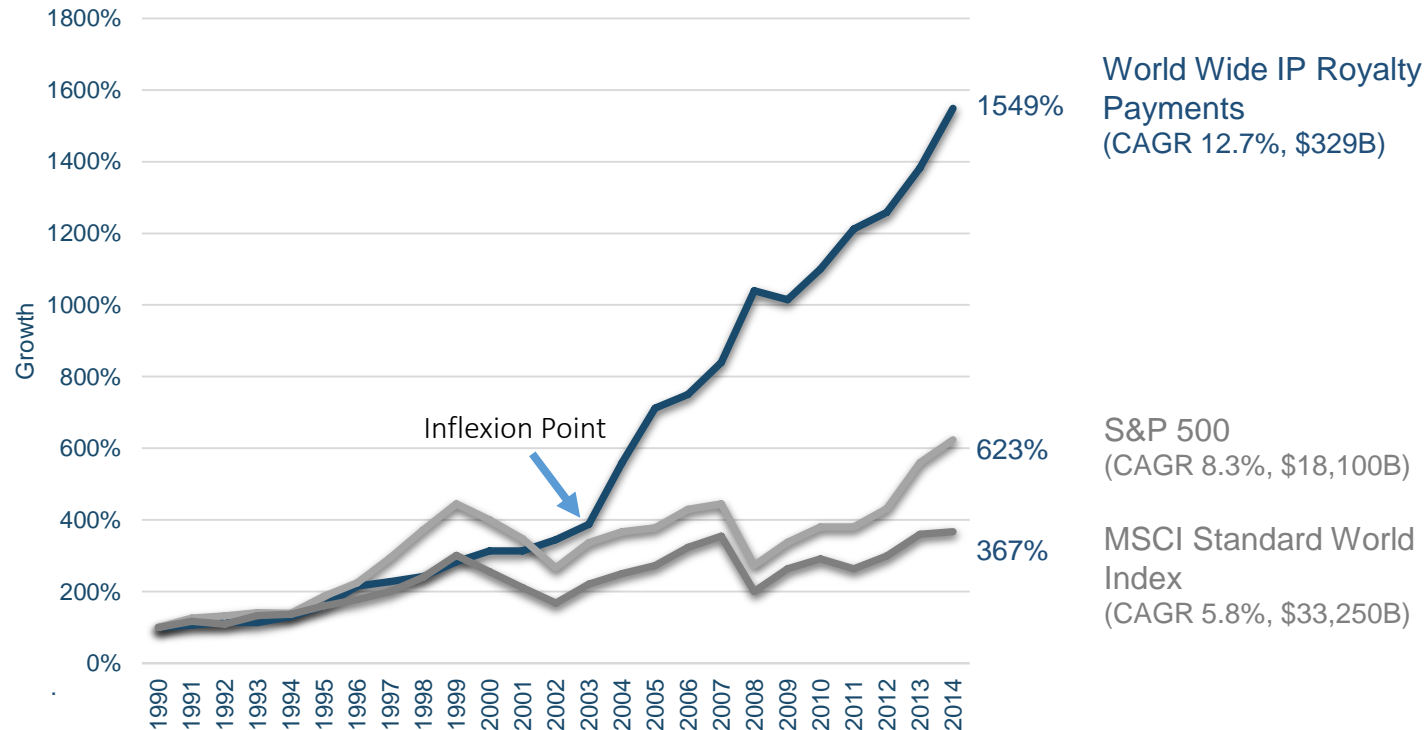
The Economics of Innovation

The following economic data includes studies that show that intellectual assets are the largest asset class by far in the global economy and that, although they are currently barely utilized, they can be harnessed for the economic good of all.

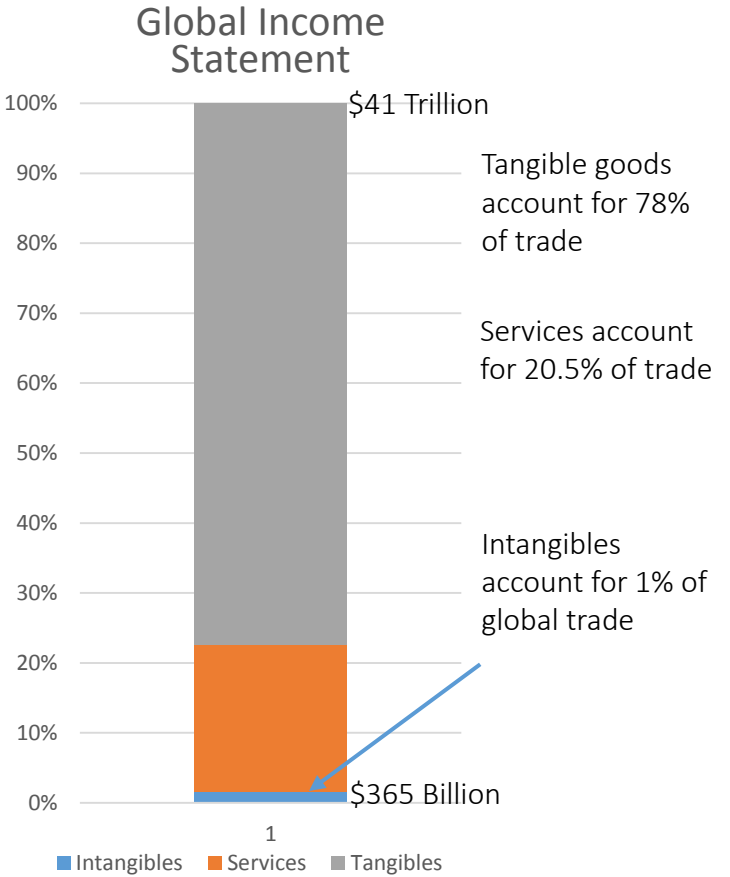
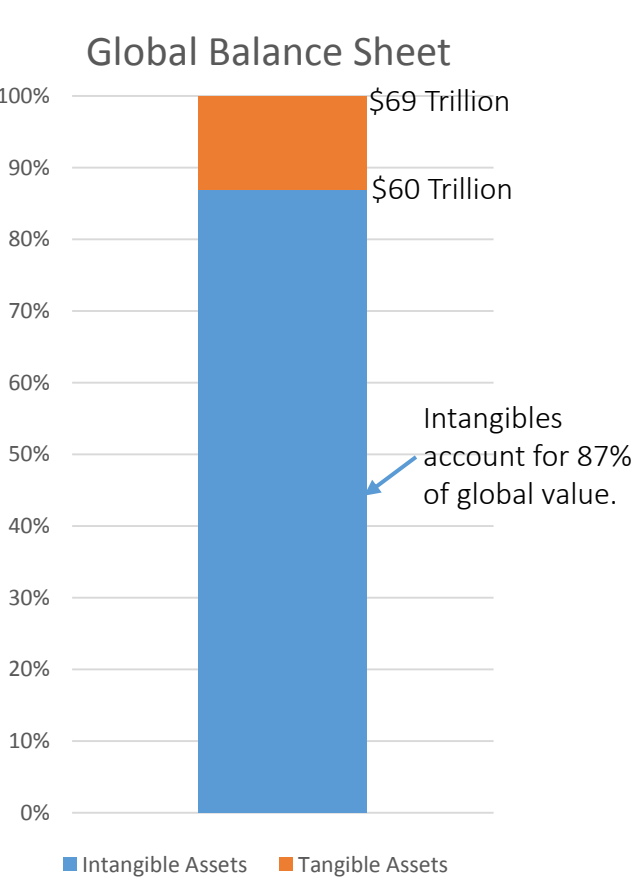
The emerging intangible economy

Just beginning but growing fast

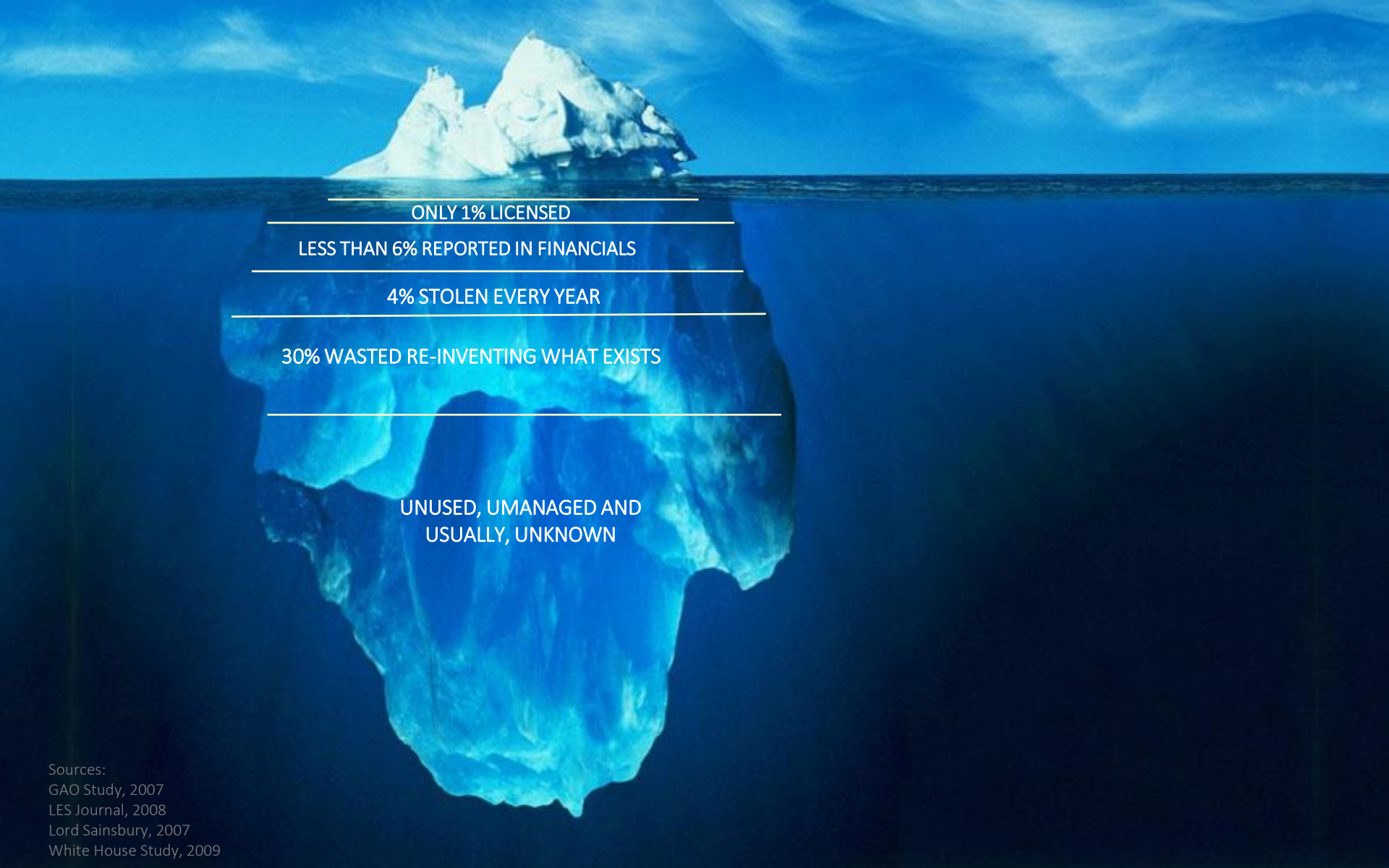
In the last decade there has been a substantial increase in the trade of intangibles and while it still accounts for only 1.5% of total trade the next slide illustrates how far this growth can go . . .



Intangible assets account for 87% of global value yet less than 1% of global trade



Intangible trade is growing with a 12.7% CAGR & tangible trade is growing with a 2.8% CAGR



ONLY 1% LICENSED

LESS THAN 6% REPORTED IN FINANCIALS

4% STOLEN EVERY YEAR

30% WASTED RE-INVENTING WHAT EXISTS

UNUSED, UMANAGED AND
USUALLY, UNKNOWN

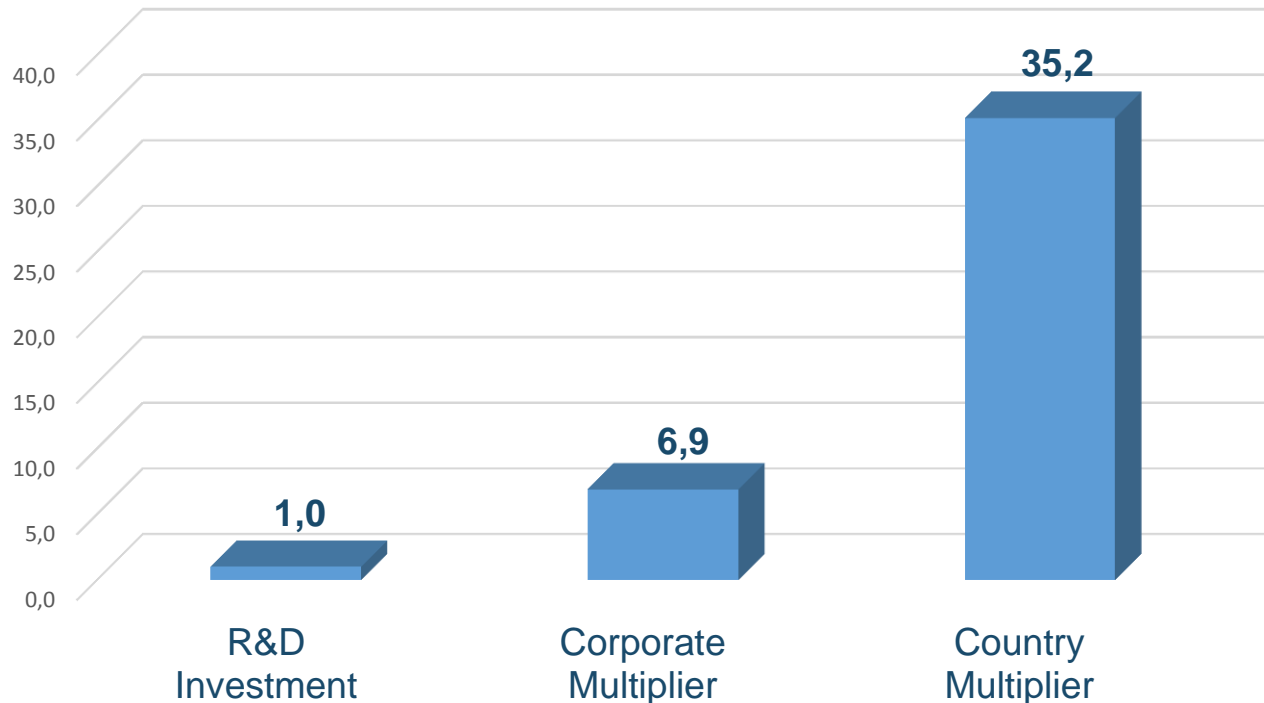
Sources:
GAO Study, 2007
LES Journal, 2008
Lord Sainsbury, 2007
White House Study, 2009



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LES Journal, 2008
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White House Study, 2009

IP Investment's Multipliers

Investment in R&D results, on average, in a 6.9x increase in corporate profitability and a 35x increase in GDP.



Why do so few
ideas become
realized?



We developed a module to address each of these challenges:



Less than 5% of organizations use an IP management tool



It is difficult to market that which is usually secret



The enterprise does not know what IP it has



Ideas are often stolen or misappropriated



Innovation evolves based on prior art



Best practices are rarely applied



Risk management is largely unavailable



An innovation community needs critical mass



Licensing IP is expensive and time consuming



Innovation needs funding for commercialization



GRAHAM
BACHMANN

IDEATION
THE BIRTH AND DEATH OF IDEAS



IDEATION

THE BIRTH AND DEATH OF IDEAS



"It is important that we address the management of innovation, and I hope that this book will make an initial contribution to this critical area."

—Carl Icahn
Financier, innovator, and philanthropist

"This book starts this discussion of how we can better help innovation become realized and discusses the profound impact this could have on our economy and our society."

—Sir David Cooksey
Chairman of the Committee of Non-Executive Directors of the Bank of England

"The more we can make a fertile ground for new ideas and innovations the better. The ideas in this book go a long way in showing you how to do this!"

—Lee Iacocca
Former Chairman of Chrysler

"Being engaged for almost a decade in making managers and investors aware of the challenges and potential of intangible investments and the consequent innovation, I welcome a book that brings this message to a broader audience."

—Baruch Lev
Founder and Director, The Intangibles Research Project, New York University

"Too many artists (and businessmen) fail to value their intellectual rights and all lack an efficient means of benefiting from them."

—Ron Aitbach
Concert pianist, investment banker, and former member of the Beach Boys

"A challenge is that to commercialize innovation you have to move quickly and be in a continual process of self-obsolescence. You have to keep reinventing your own products."

—Craig Fields
Former Chairman, Defense Science Board and
Director, Defense Advanced Research Council (during invention of Internet)

"Each production is an idea that grows and gathers other ideas until the final event. The management of this creative process is the challenge."

—Don Mischer
Event creator and winner of thirteen Emmys

"If we can commercialize just a portion of the defense and intelligence research as suggested, then it is a huge benefit for the taxpayer and society."

—Honorable Ty W. McCoy
Former Acting Secretary of the Air Force and Chairman, Space Transportation Association

We felt these problems were so important that we wrote a book on the topic. It was well reviewed by industry leaders such as Carl Icahn, Lee Iacocca and Sir David Cooksey (above). They encouraged us to build the solutions outlined in the book . . .

DOUGLAS GRAHAM AND THOMAS T. BACHMANN

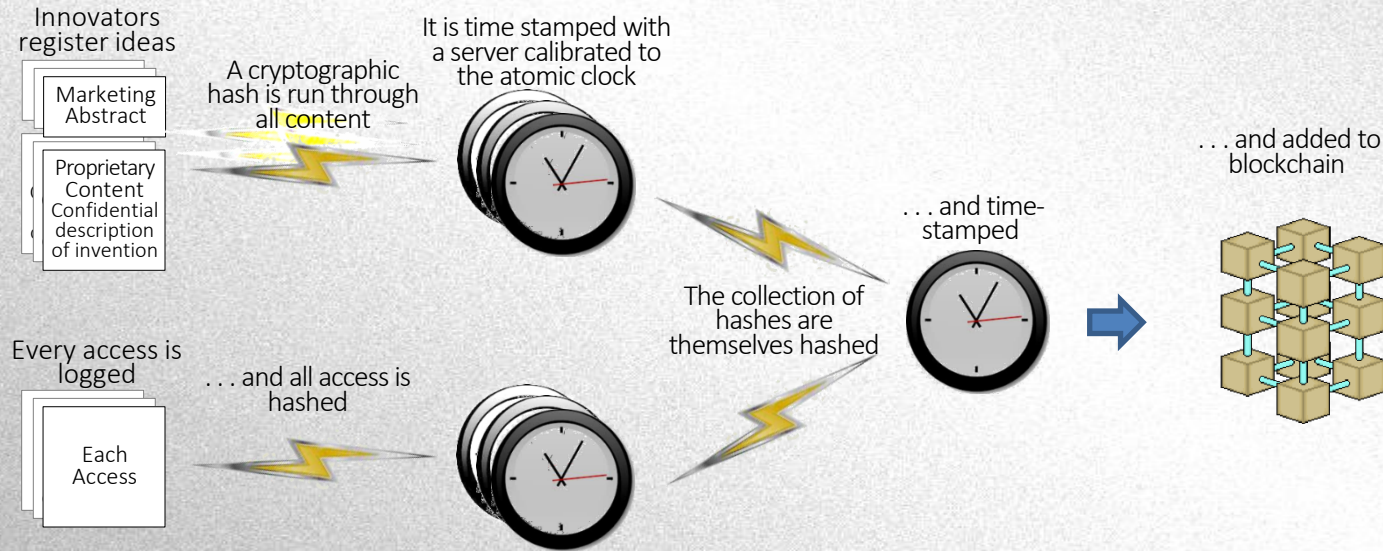


Register

Know what IP you have

Users capture their ideas as they think of them.

The system builds an impenetrable repository of each organization's intellectual assets and creates an irrefutable attestation trail.





Protect

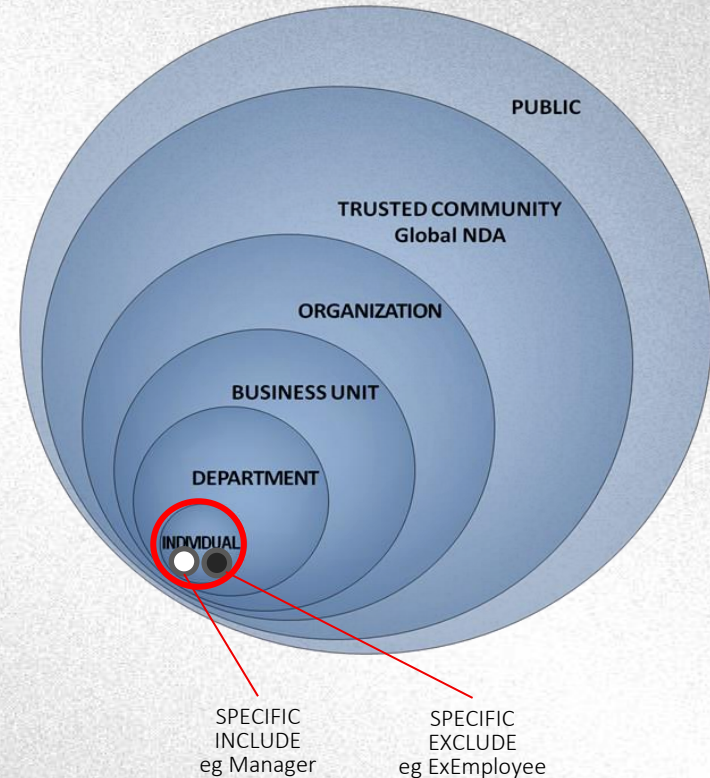
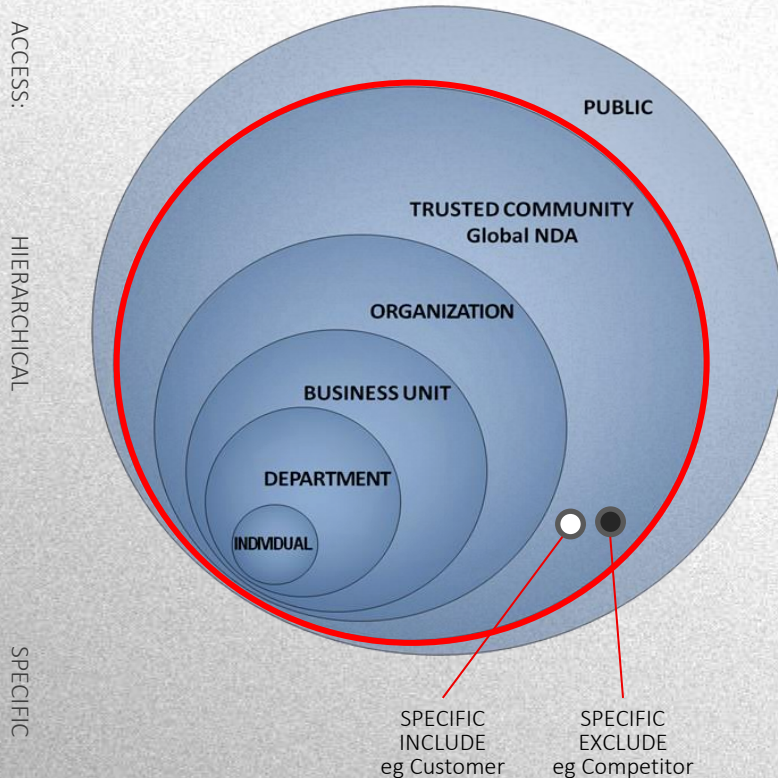
Granular access controls protect from internal and state-sponsored theft

MARKETING ABSTRACT:

General Description for Broad Audience

PROPRIETARY CONTENT:

Detailed Information for Small Audience





The core problem of the 'Innovation Paradox'

While we all espouse collaboration and joint venturing in reality we are isolated islands keeping our innovation secret to keep it away from a few competitors. At the same time we are keeping it away from hundreds of non-competitive potential collaborators who do not even know of our existence.

Ideation helps solve this problem of how to market and license your innovation while still maintaining confidentiality and anonymity.



Marketing

It is difficult to market that which is secret

Allow participants to retain confidentiality and even anonymity and yet participate in the IP marketplace. It includes a patented system of keyword matching and initially anonymous messaging.

1. Each user indicates interests with keywords

Areas of Interest
Keywords (comma-separated)

microbial detection, uav, thrust, microlithography

2. Hits show up in “New in Interest’ Area’

New in Interest Area

Innovations

'microbial detection' (1)

The member only knows that someone has just entered something they are interested in but do not know who or what.

3. Contact IP owner confidentially

innovation Individual Ghadamian, Michael

Home » Innovations » Detail

Access Not Allowed - Innovation #1656

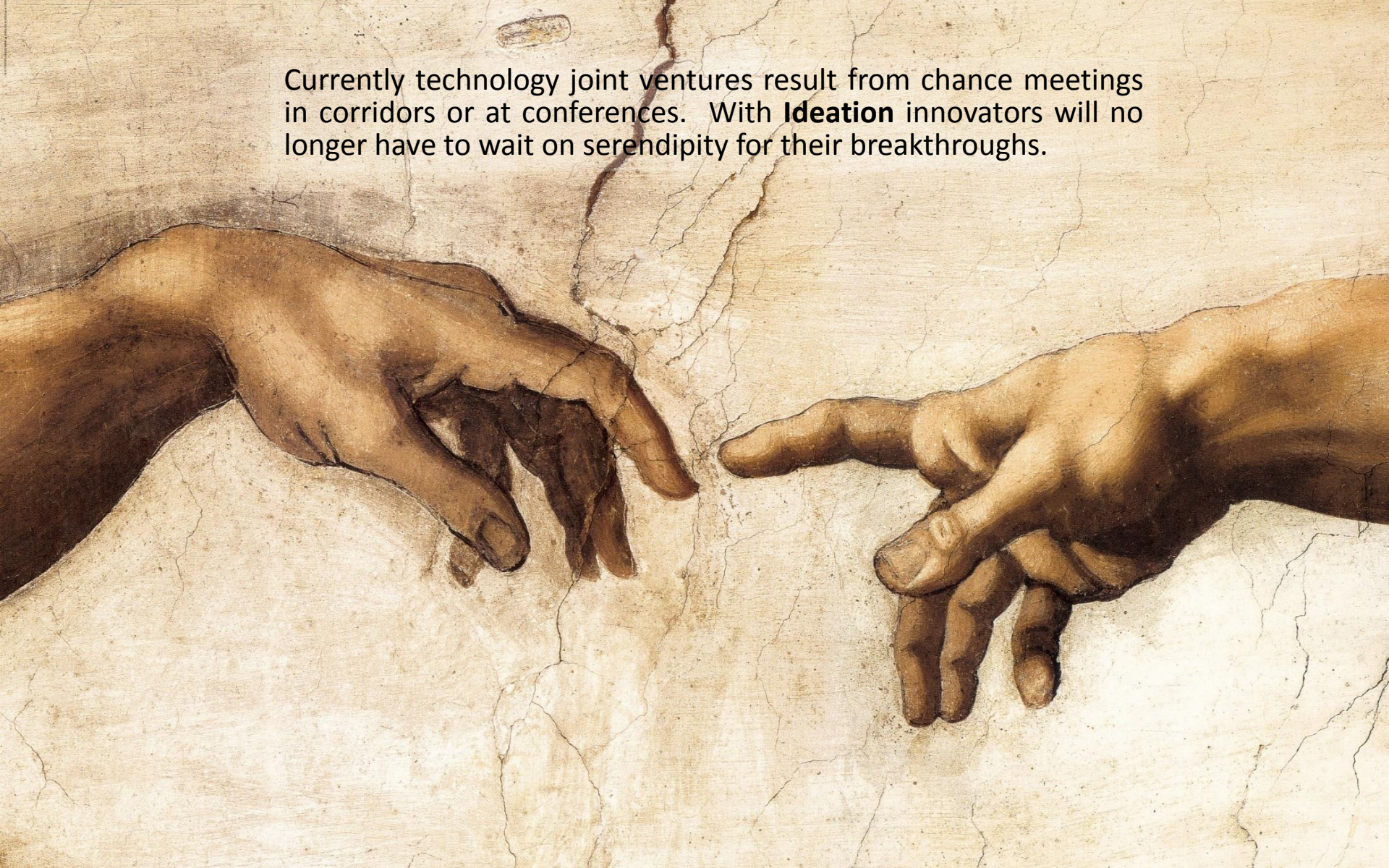
You are not allowed to read Public part of this innovation. You can request access to this area by submitting your reason to the author.

I am interested in licensing technology related to microbial detection. We are not in any way competitive with you (our technology is in Unmanned Aerial Vehicles) but together our technologies could solve a major DOD problem. I hope to hear from you.

☒ Waive anonymity

Request Access

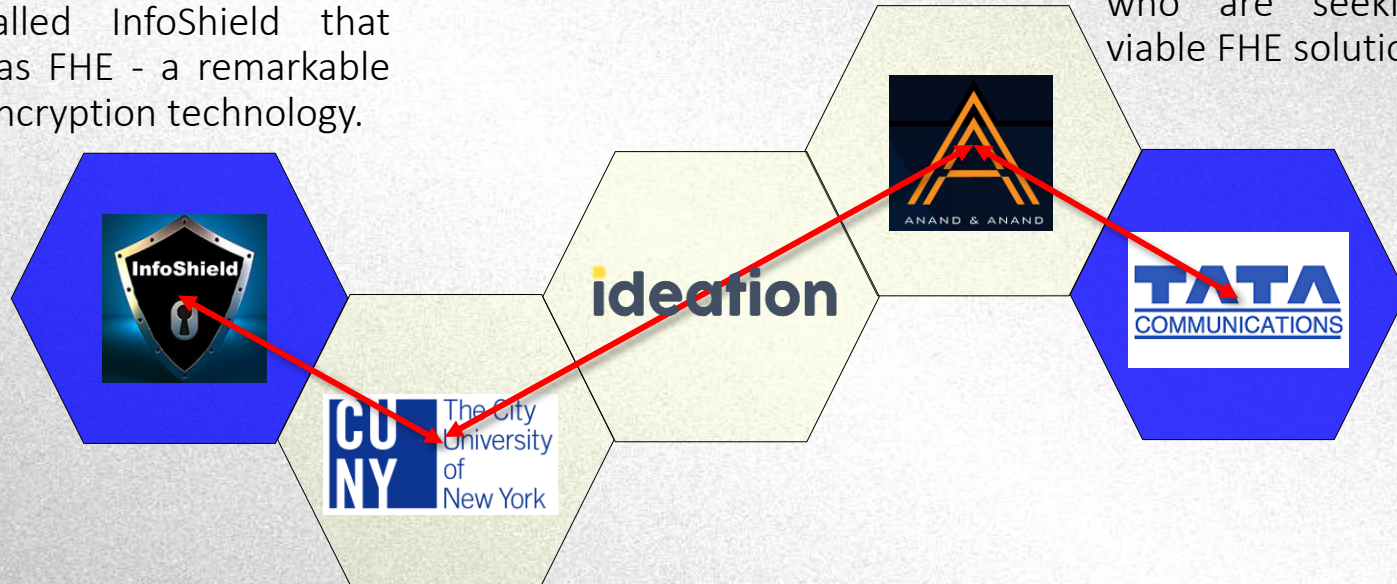
Currently technology joint ventures result from chance meetings in corridors or at conferences. With **Ideation** innovators will no longer have to wait on serendipity for their breakthroughs.



Ideation is able to confidentially link ecosystems for the benefit of all

CUNY includes in its ecosystem a company called InfoShield that has FHE - a remarkable encryption technology.

Anand & Anand includes their client Tata in their ecosystem who are seeking a viable FHE solution.



As InfoShield is still in stealth mode, Tata would not have discovered this were it not for three entities – CUNY, Anand & Anand and Ideation. Within an ecosystem tech transfer is free. Between ecosystems there is a modest commission of 7.5% (>25% is the norm) that is shared equally between the three parties without whom the transaction would not have been possible.



Trade Secrets

Maintain confidentiality yet market globally

Trade secrets need to be always protected, cannot be shared without an NDA and must always be identified as trade secrets. Ideation manager does this automatically for all intellectual assets identified as trade secrets and provides a viable alternative to the budget limited option of patenting.

Faculty can protect their innovation as a trade secret and yet still be 'found' by those potentially interested who can request access under an NDA and, if interested, license the technology under an NDA.

ISID 11AWHZ - Instant Bacterial Detection

Innovate

Metadata

User Access

Collaborate

Finance

Legal

Manage

Market


This innovation is a confidential trade secret and not to be shared without an NDA.

Marketing Information

Title:
Instant Bacterial Detection

Read Access:
Organization ▼

Abstract:
BioVigilant's IMD-A instruments provide bacterial detection using a unique optical technology to continuously sample the air and warn immediately when microbial contamination is detected screening for biological particles as small as 0.5 microns. ..

Marketing Image




Early Stage Funding

Based on Royalty Income vs Equity

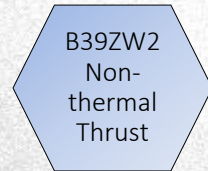
Early stage funding is the proverbial “Valley of Death” as the due diligence often costs more than the amount being raised.

Ideation allows for very early funding (often from alumni or other affinity groups) for a prototype or patent in exchange for a share of future royalties.

A fund will automatically complete a raise once 80% is raised.

KEY:

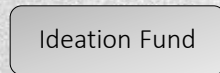
Innovations



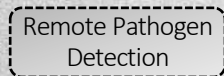
Individuals



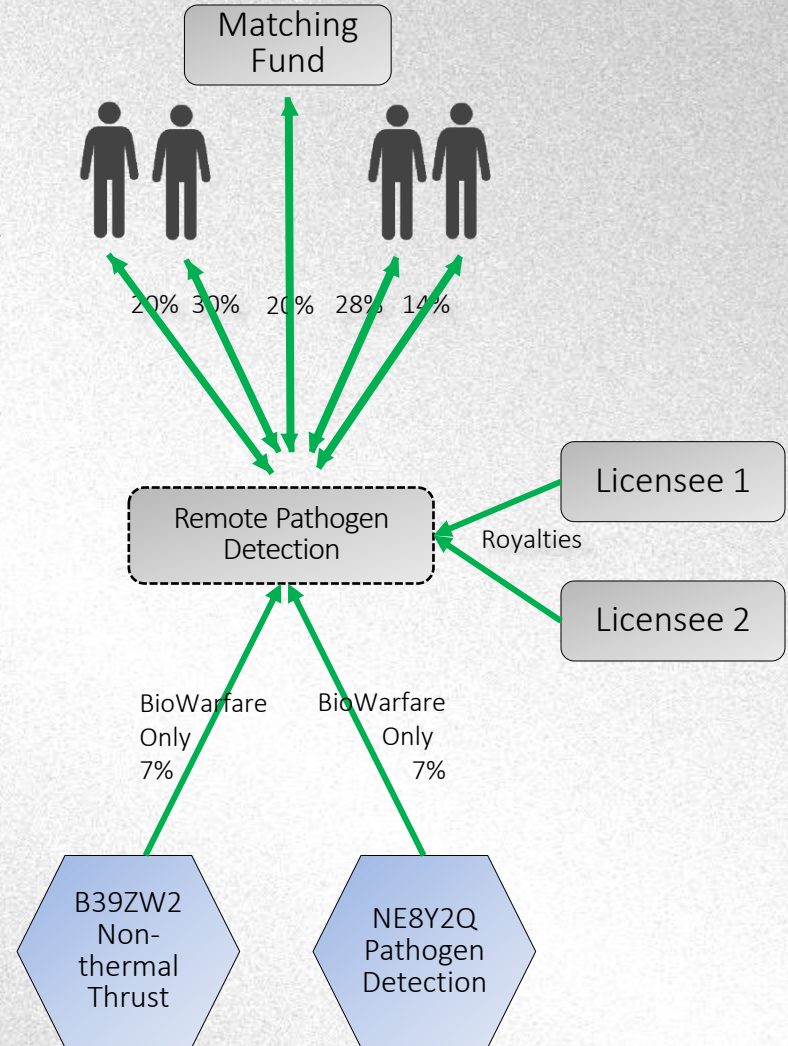
Organizations



Virtual Companies



Licenses



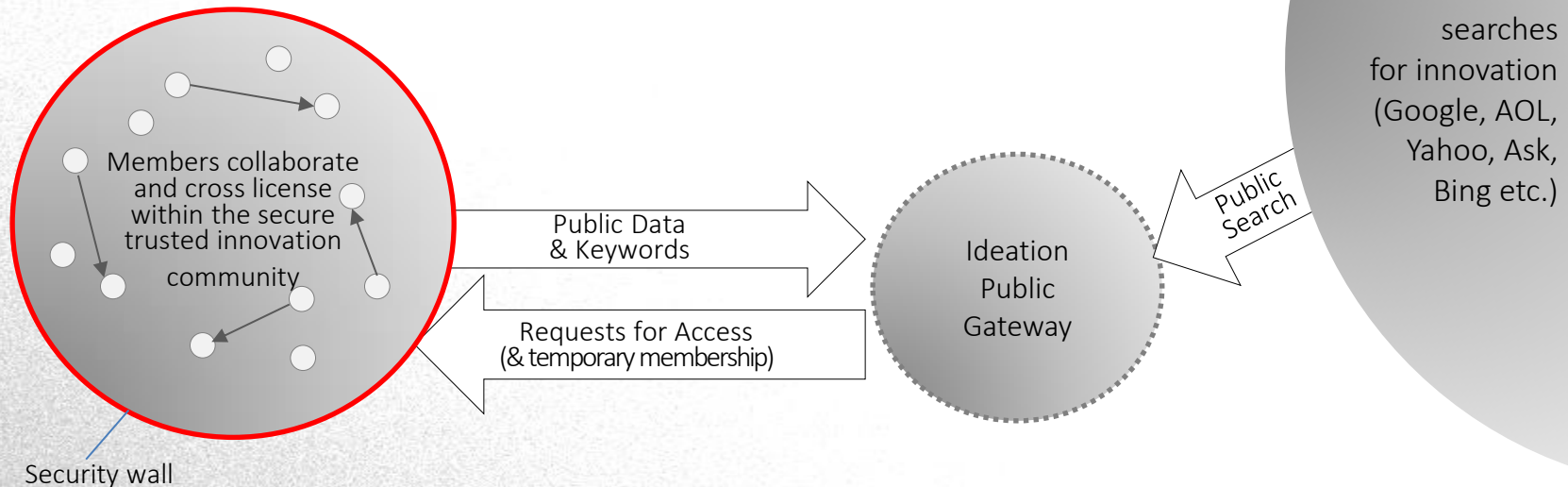


Gateway

No need to wait for critical mass

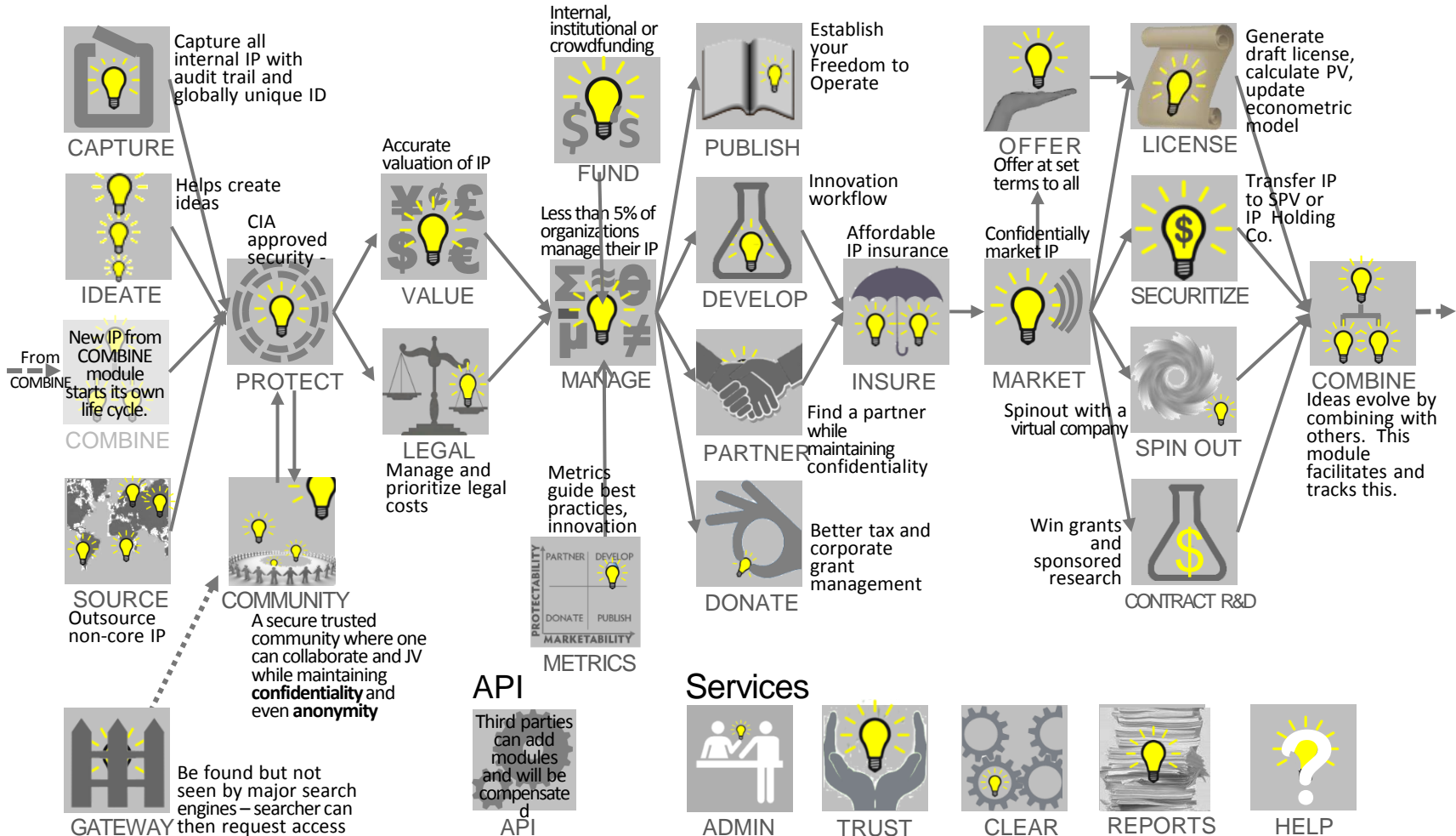
Members can derive benefits within a large network at critical mass as illustrated below on the left. However, prior to the system reaching critical mass, members can still find potential partners as we replicate public data and keywords to a data repository outside of the Ideation security wall.

This publically available data does not in any way compromise the confidentiality of member's innovations or the member's anonymity. It does however allow a large universe of non-members to become aware of the existence of an innovation and request access:



The Ideation Manager™

The Ideation Manager™ has 28 modules that manage every type of innovation, at every stage in its lifecycle and for every functional role in the organization providing an integrated innovation management system. The system may seem complex but the complexity is entirely subsumed within the application. Most users just use one or two modules relevant for their role.



Prior Industry Wide Initiatives



OASIS was the winning bid to a FERC RFP that deregulated wholesale electrical markets. The system **trades \$32 billion annually** and won a **Gartner Award**.



Menu The International Software Database **170,000 software programs** all available for sale and many downloadable. Sold to Micom.



ArtSearch 25,000 original works of art available for sale online. Patent created pivotal in eBay litigation and has over **150 citations**. Sold to GE.



Capablanca: 30,000 searchable **chess** moves, statistically analyzed adjusting for ELO ratings. Worked with Ken Thompson (UNIX), Dennis Ritchie ('C') and Mikhail Botvinnik (3 times World Chess Champion). Sold to Elsevier.



NICC Linked 2,000 advertising agencies with 3,000 newspapers to create a **market for nationwide advertising**. Sold to Associated Press.



Nevada SportsBook Built the **first statewide sports betting system** subject to Nevada Gaming Commission requirements.



Furs.com A global exchange for this \$40 Billion industry with a **DNA database** from sample strands that ensure authenticity from pelt to garment. Being sold to LVMH.



NetAid Working with UN, KPMG and Cisco linked 10,000 charities and NGO's to donors in largest web infrastructure built to date. **1 billion hits on launch day**.



Ideation A global database of innovation both known and unknown that can then allow financial products to address this critical yet unmanaged asset class . . .



**Thank you
for listening!**

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ideation