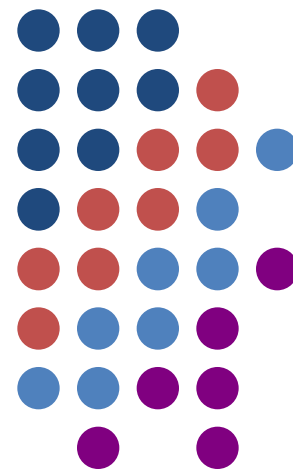


PRODUCT COMMERCIALIZATION – BRANDING AND SCALING YOUR BUSINESS (Case Studies: Licensing, Start-up, Business Incubator)

**Young African Innovators, Creators
and Entrepreneurs Workshop: IP,
Innovation, Creativity for
Entrepreneurship and Job Creation**

Dakar, November 2nd, 2015

Presented by Marina Sauzet



CREATIVITY FIRST



IP DAY 2012

“Creativity is common to the whole of humanity. **Whoever we are, wherever we live, whatever our circumstances, we all have the capacity to create.** And it is this human creativity and inventiveness that is **responsible for improving our quality of life in every sphere:** our medical care, our transport, our communication, our entertainment. The aim of intellectual property is to promote conditions that help this creativity and innovative capacity flourish across the world.”



WIPO Director , Francis Gurry

PROTECTING YOUR CREATIVITY AND SCALING YOUR BUSINESS



THIS IS A PROPERTY: Use it, rent it or sell it

Use IP rights as a protection tool and barrier to entry to new competitors.

- The exclusive right and the territorial nature of a patent allows its owner to have a strong market position and advantage.

Use of IP Rights to earn additional income from licensing or franchising, merchandising.

- SMEs technologies with no immediate use by their creators can be licensed.



EVERY BUSINESS STARTS WITH AN IDEA



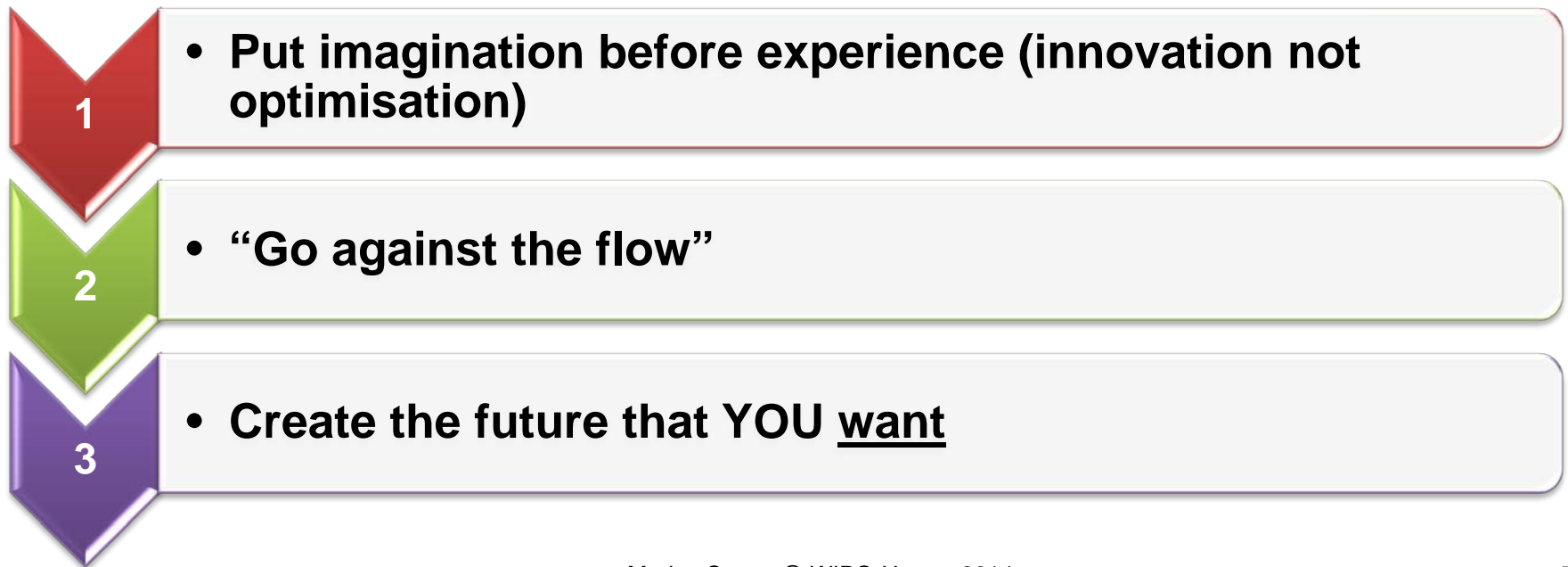
.... With the ultimate goal to generate **REVENUE**



MOVE FROM INVENTOS/ CREATORS MINDSET TO ENTREPRENEURIAL MINDSET..



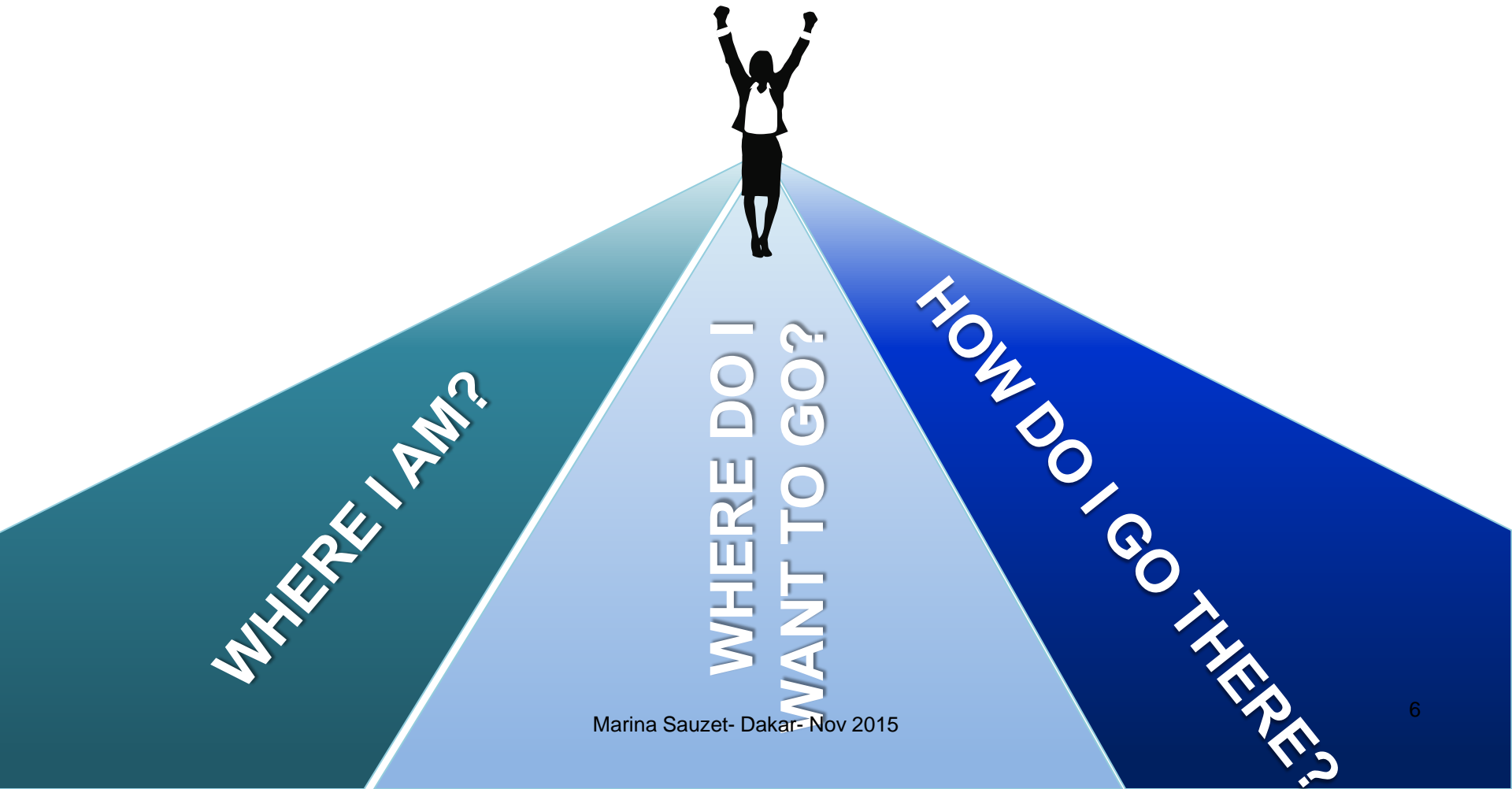
- Technology innovation is not a MARKET
- Capacity building needs to inject entrepreneurial culture to researchers and innovation culture to entrepreneurs



WHAT IS YOUR STRATEGY?



VISION!!! And then...



WHAT IS YOUR ACTION PLAN?



Strategies- Tactics

VISION



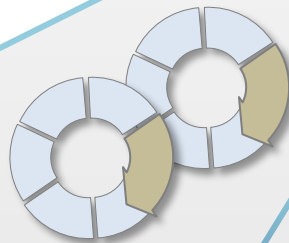
Strategy Targets?

Differentiation? Cost leadership?



Environmental Targets

Green focus or not?
Organic or not?



Process Targets

How do you do what you?



People Targets

Collaboration?
Partnerships?
Employees?



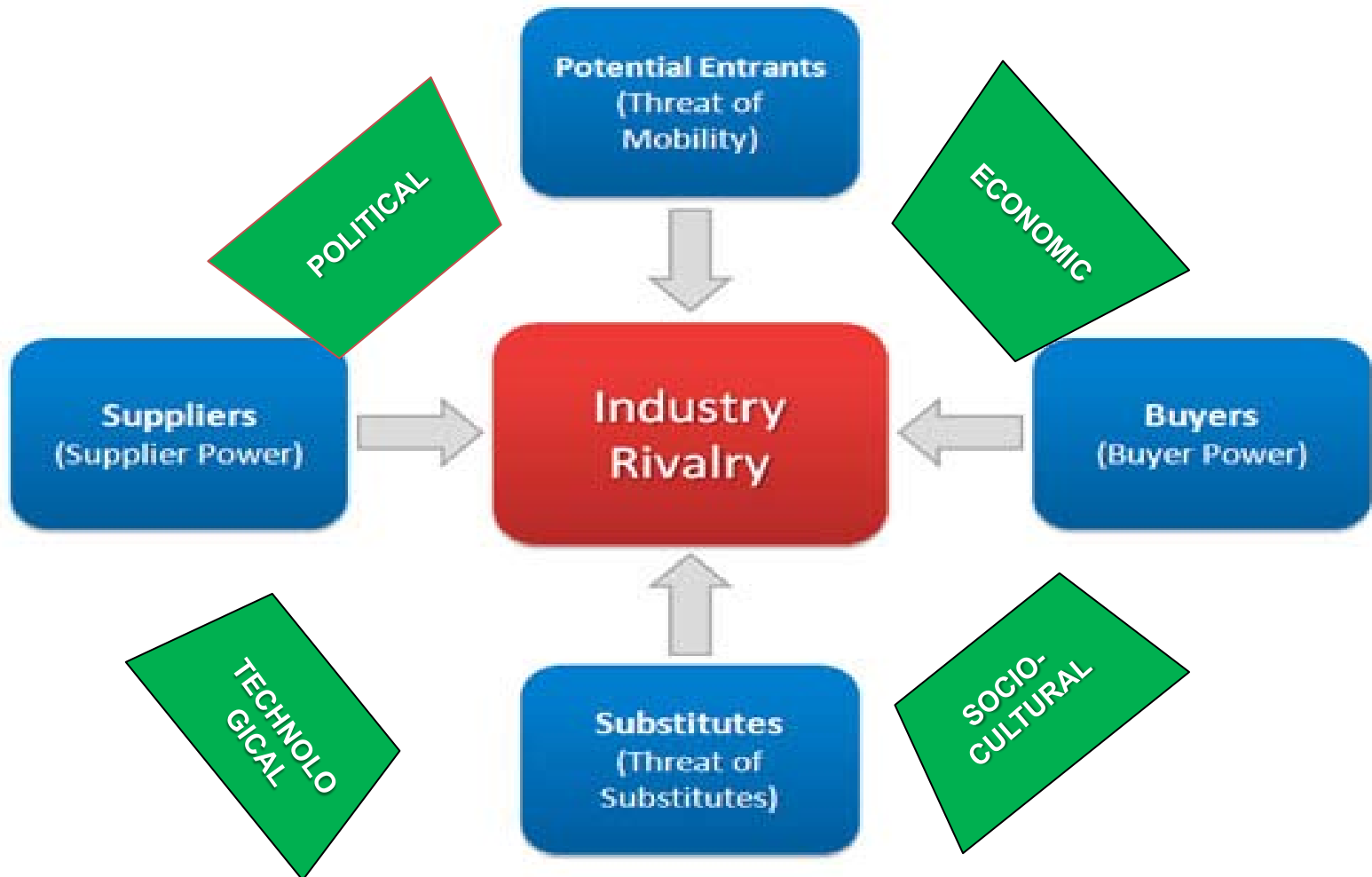
Business Targets

Which segment?
Which countries?

DO YOU KNOW YOUR BUSINESS ENVIRONMENT?



Porter's Five Forces analysis of industry structure



HOW DO YOU FACE OTHERS?



Competitiveness

How effectively an organization meets the wants and needs of customers relative to others that offer similar goods or services.



HOW DO YOU FACE OTHERS?



Every day a new product enters the market...

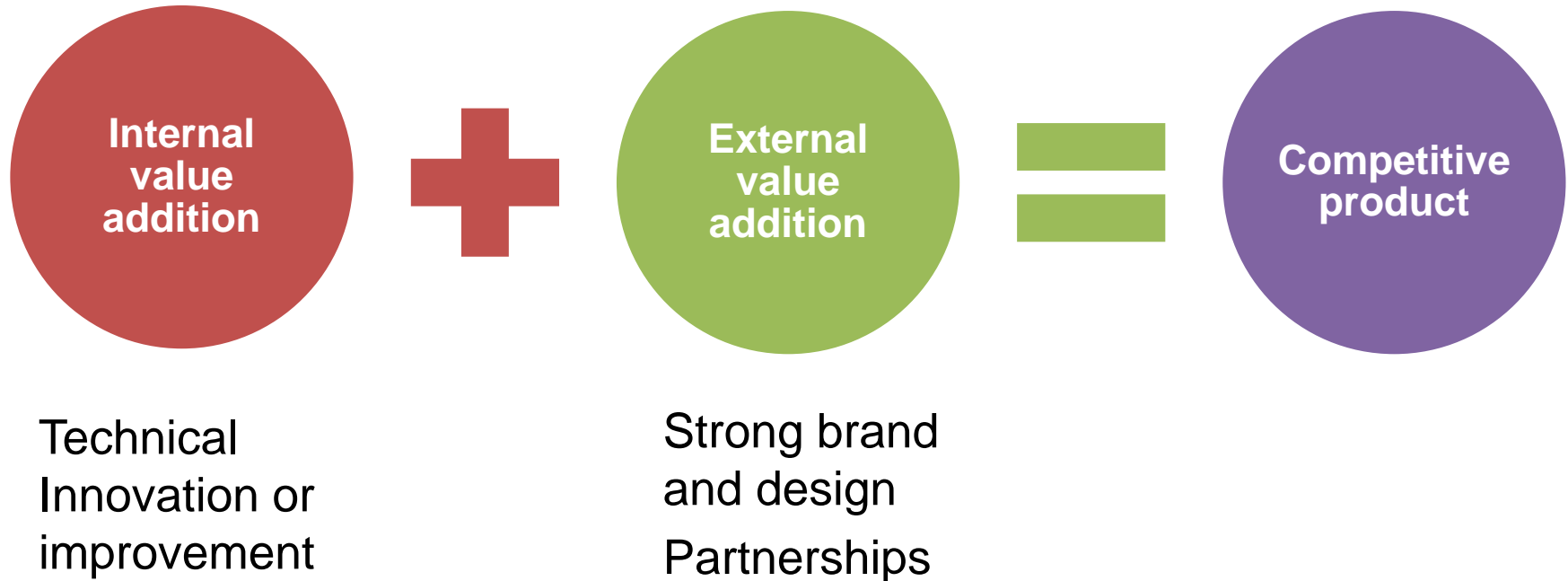


New challenge
for companies:
How to make
customers
RECOGNIZE
and
MEMORIZE
products?



HOW DO YOU FACE OTHERS?

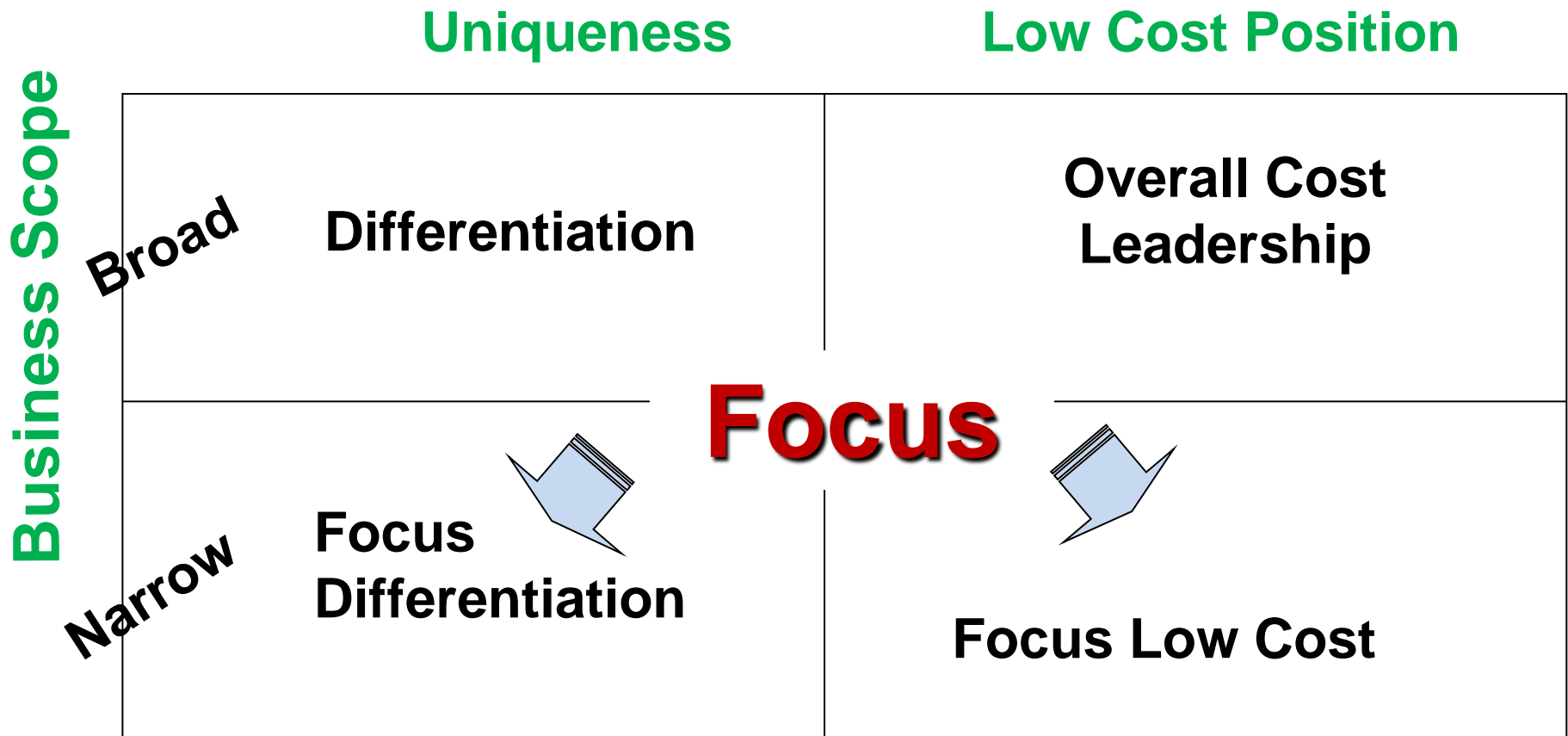
Intangible assets are key ingredients of a competitive product or service.



WHAT COMPETITIVE STRATEGY WILL YOU ADOPT?



- Strategic Orientation—Porter's Generic Strategies



BRANDING AS A DIFFERENTIATION STRATEGY?



TRADEMARKS

IDs

Legal concept

Intellectual Property
Right

BRANDS

**Brand = Marketing
concept.**

A brand is more than a logo, name or slogan — it's the **entire experience** the prospects and customers have with a company, produce or service.

BRANDING AS A DIFFERENTIATION STRATEGY?



BRANDING STRATEGY

**BRAND
POSITIONING**

**BRAND
SELECTION**

**BRAND
EXPLOITATION**

**BRAND
MANAGEMENT**

Conclusion



“Branding is not the advertising, nor the logo.

- Legally it's a trademark; economically it's a corporate asset that generates specific and protectable revenues; but most importantly it's the customers expectations of a specific promise of values to be delivered.
- **It's who you are, what you do, why it matters and what your customers believe, whichever country they live in.**
- When done successfully your company will generate constant repeat business whatever the product or service and usually at a premium.

THANK YOU!

Marina Sauzet

marina.sauzet@prosperis.net

