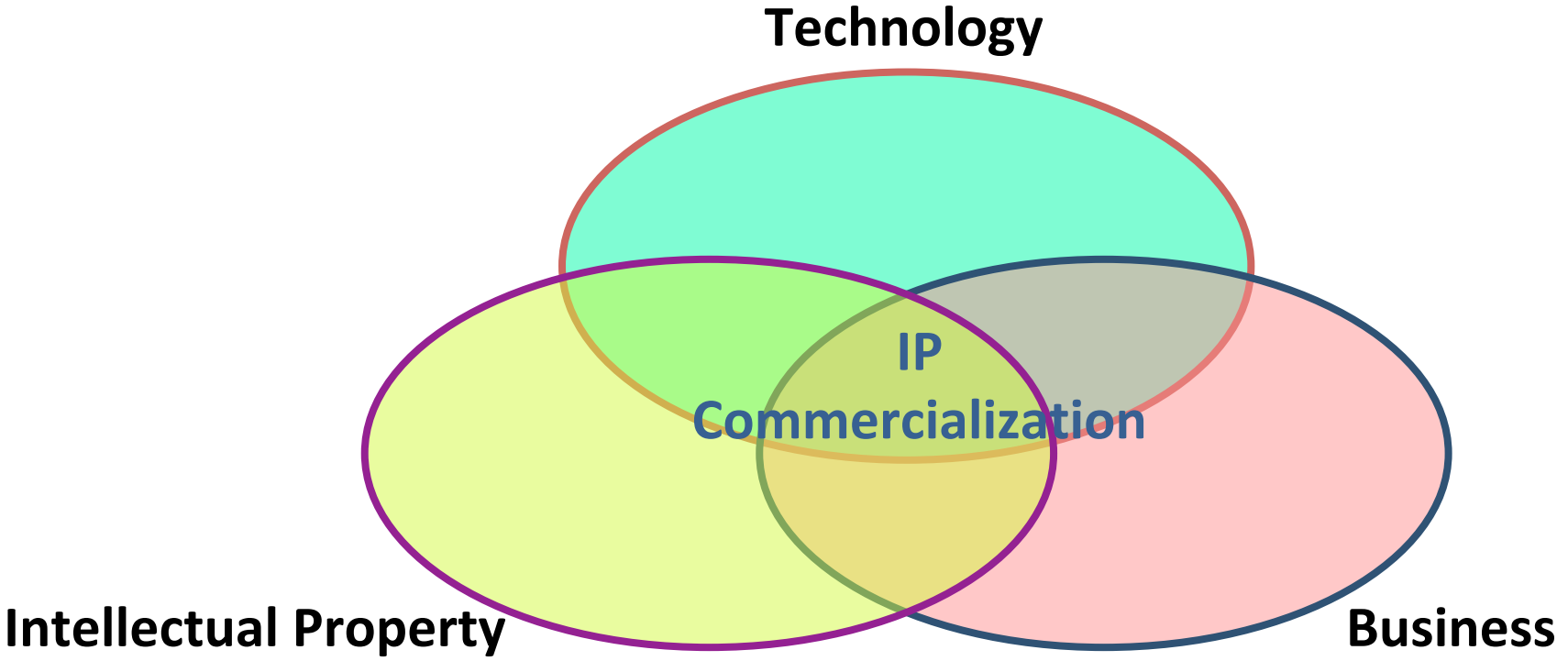




Market Viability and Preparation for Licensing

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Innovation Management



From ID to Licensing

START

ID received



1. Determine feasible market
2. Determine gaps in competition
3. Determine market and technology prognosis
4. Determine economic feasibility
5. Identify core industry sectors
6. Evaluate patentability
7. Pursue IP protection
8. Determine end-user needs
9. Identify existing and potential alternative technologies
10. Competitive advantage
11. Conduct competitors analysis
12. Evaluate market size and characteristics

From ID to Licensing

13. Determine path to market
14. Develop value proposition
15. Develop marketing strategies
16. Test with end users
17. Determine product launch tactics
18. Find lead customers
19. Select target licensees
20. Conduct preliminary marketing
21. Conduct valuation
22. Prepare key-term sheet
23. Negotiation



DEAL

Thank you for your attention

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