



OTSAW

**Innovation**  
distinguishes  
between a **leader**  
and a **follower**

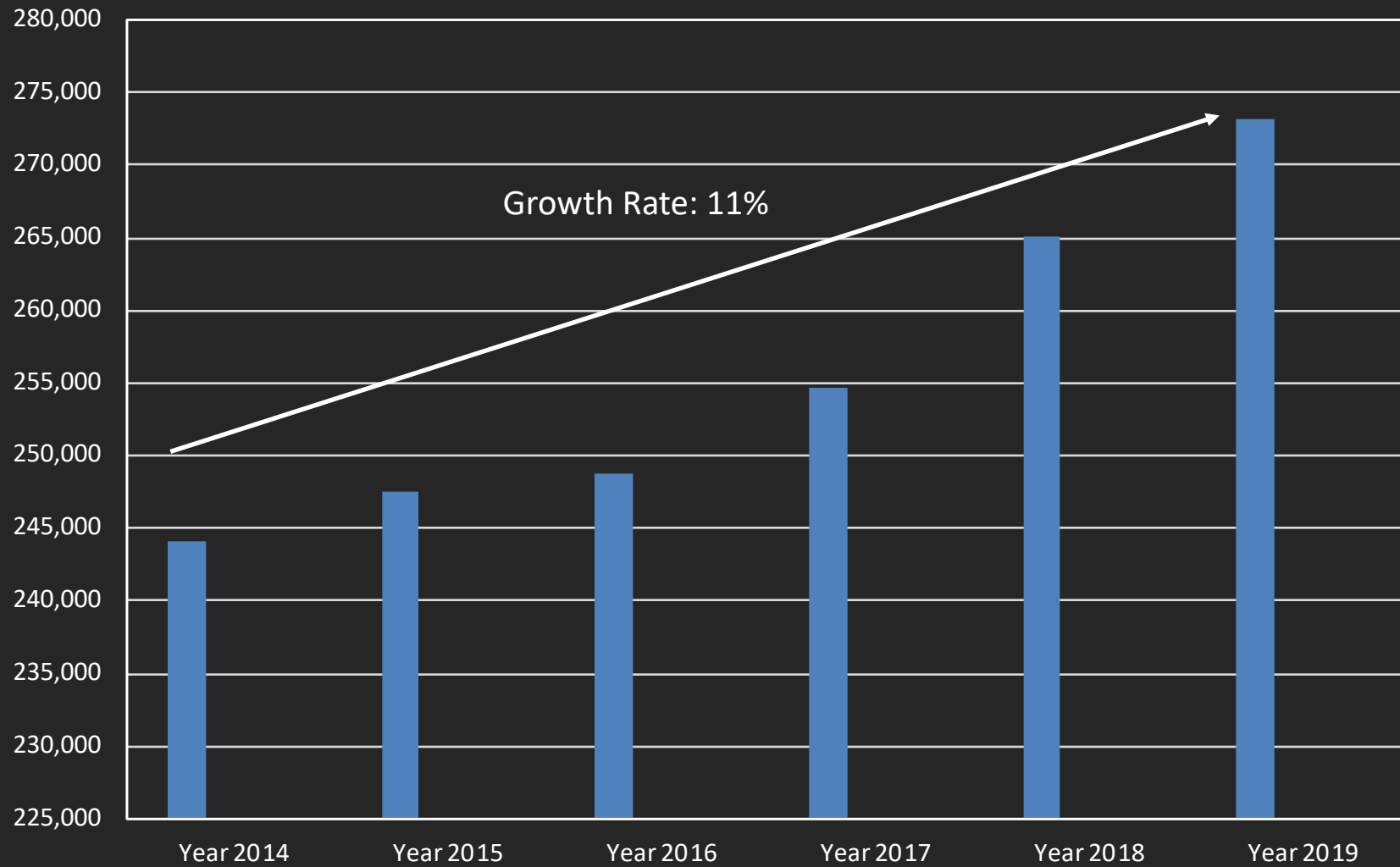
**A Typical SME?**

**Doing the same thing  
over and over again but  
expecting a different  
result?**

# SME - Biggest Pillar of our Economy

**SMEs** (generally defined as companies with annual turnover <S\$100m, or employ <200 workers) are a key pillar of **Singapore's** economy, contributing **48% of its GDP**, employing about **65% of its workforce** and constituting **99% of all its enterprises**.

## Number of SMEs in Singapore



Source: ADB Asia SME Monitor 2020 database. Data from Singapore Department of Statistics.

# Motivation for SME

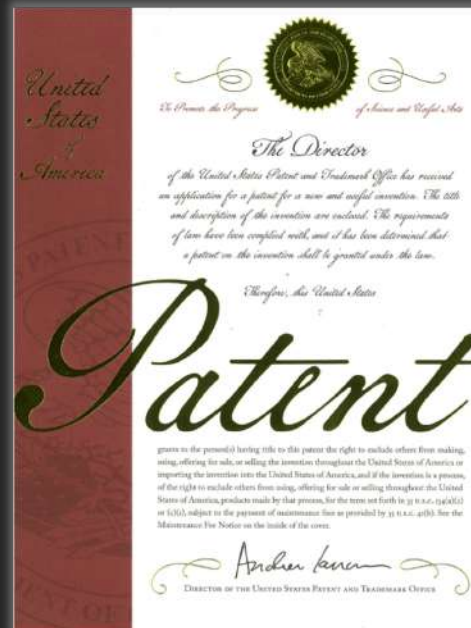
- Support and funding from government
- Sharing of success stories of SME on IP creation
- Identification and extraction of IP values
- Building eco-system for IP



The screenshot shows a webpage from IPOS International. The main heading is "OTSAW Digital". Below it, a paragraph states: "When enterprises need to raise money to bring their ideas to market, the ability to quantify and communicate the value of their intellectual property is an important negotiating aid. This is even more important for companies that are yet to generate significant revenue streams, as OTSAW's experience demonstrates." A video player is embedded, showing a woman, Ting-Ming Ling, identified as "Chief Executive Officer and Founder, OTSAW Digital Pte Ltd". The video title is "Uncovering Your Hidden Value featuring...". Below the video, it says "Watch on YouTube" and "Ling from OTSAW (I'm the Founder and CEO)". On the right side, there are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. The IPOS International logo is visible in the top left and right corners.

# Motivation for SME

- Patent registration – strengthen valuation
- Information and resources on patent filing
- Patent is a standard check box for VCs



All colours of collar will be disrupted and not be spared





# Pressures of SME

- **Post Covid - new economy business**
- **Fund raising – fish out of water**
- **Time to market – commercialization**
- **Cross border – international IP protection**
- **Government regulations – barriers**

# You can't defy gravity



# Greatest fears of SME

- **Cashflow – lack of funding**
- **Sudden lost of key personnel – IP infringement**
- **Competitors – copy cats**
- **Language barriers – costs of translation**

A black and white portrait of Albert Einstein, showing his characteristic wild, white hair and mustache. He is looking directly at the camera with a thoughtful expression. The background is dark, making his face the central focus.

THE TRUE SIGN OF  
*INTELLIGENCE*  
IS NOT KNOWLEDGE,  
**BUT**  
IMAGINATION.

ALBERT EINSTEIN

ETWILLIPICR.COM