

SERVICES

BELOW YOU FIND A SAMPLE OF THE SERVICES WE PROVIDE:

- Intellectual Property (IP) Valorization support, such as:
 - IP valuation and negotiation: strategic analysis of negotiation processes, identification of players, negotiation power analysis, environment scanning, communication strategy and strategic IP management.
 - Support to the creation, organization, and implementation of IP Valorization policies at institutions, NGOs, and companies and to the development of institutional IP Culture.
- Competitive Intelligence: competitor's profile analysis, research, treatment, and diffusion of information for optimizing business moves, determination of potential reactions and of merge and acquisition opportunities.
- Strategic support to the decision-making process, including the analysis of legal and political information, potential risks, and scenario interpretation, determining players, potential coalitions and interests involved.
- Analysis of consumers' economic and psychological profile and switching costs, identifying pricing and marketing strategies.
- Lectures and courses on key IP topics.
- Identification of sources of financing, private or public, from several countries and institutions, according to each business context.
- Identification and formation of business coalitions, interest groups and networks of information.
- Analysis of the evolution of economic sectors, business activities and market shares, including strategic marketing studies, analysis of the technological context.
- Elaboration and implementation of business meetings both as Principal operator or Collaborator (European Commission AI-Invest terminology).