



Business Strategy for IP Rich Ventures

Aventurine Capital Advisors

Program Value Proposition

Aligning business strategy with IP strategy builds better businesses with more strategic possibilities and higher valuations.

Target: Growth stage tech ventures

Goal: The senior team aligns business strategy and intellectual property strategy

Participants: CEO and their direct reports

Operational Impact

This program will help senior managers:

- Enhance Valuation Using IP
- Increase Knowledge of IP Strategy
- Assess Secured Debt Backed by IP
- Value IP Assets
- Identify IP Oriented Investors
- Prepare for Financing or Exit

Program Summary

- 1 Day Onsite (full team)
- 2 Day Offsite (strategy team)
- Total program duration is typically 6 weeks

Deliverables

- IP supported Strategic Business Plan
- IP Asset Inventory