

360° Licensing Discovery and Analytics

The Licensing Discovery and Analytics process begins by using tested methodologies of deep discovery regarding your solution features, audience targeting strategies, general go-to-market opportunities, pricing analysis and modeling, distribution models and engineering considerations. Engaging with your stakeholders, employees, partners and customers provides a comprehensive view from a business & operational perspective.



This process is all about asking the questions required to build bullet proof licensing programs and strategies that will drive educated decisions. The information created will enable you to monetize and operationalize your solutions in a structured and logical way that will drive and protect your revenue.

Whether a startup or Fortune 500, at the conclusion of this 8 to 10 week project, you will receive critical insights and supporting analysis that will shape or potentially reshape your business model.

360° Licensing Discovery Modeling and Analytics will provide the blueprint for success and drive your roadmap to an end-to-end licensing program that will grow revenue and maintain margins.

360° Covers

- ✓ Business Model & strategy
- ✓ Go-to-market (GTM) strategy
- ✓ End user scenarios
- ✓ Technology challenges
- ✓ Operational requirements to support the solution
- ✓ Potential partner offering to drive the business

Deliverables

- ✓ Patent strategy
- ✓ GTM options
- ✓ Pricing & ROI Modeling
- ✓ P&L utilizing analysis and data gathered
- ✓ Competitive research for up to 10 market leaders
- ✓ Recommendations

Benefits

- ✓ Understand competitive landscape
- ✓ Optimize revenue & margin
- ✓ Learn anticipated risks
- ✓ Process design overview
- ✓ Reduce potential for fraud or non-compliance
- ✓ Reduced sales cycles & one-off deal structures



Companies today face significant challenges in unlocking business value from their portfolios. First the Cloud changed how vendors have to go to market. Now the internet of things and the connected world are changing the game again. Only through this kind of due diligence, can you get a complete picture of not only the opportunities, but also the challenges and considerations that you are required to deal with for success. The 360° methodology is a game changer that will drive your decisions forever.

How Does it Work?

The 360° Licensing Discovery and Analytics process is broken down into 5 steps conducted over 2 phases of work. We methodically examine your solution in a manner that delves deep into your business model, goals and ambitions for your company, and the expectations your partners and customers demand.

Phase 1

- ✓ Interview internal and external stakeholders
- ✓ Collect data and develop use case scenarios
- ✓ Review all impacts to licensing strategy – engineering, support, end users
- ✓ Understand goals and ambitions
- ✓ Determine expectations and requirements
- ✓ Conduct analysis of all information
- ✓ Identify and mitigate or solve internal gaps



Phase 2

- ✓ Final analysis of all findings
- ✓ Develop summary report that provides viable options to pursue in the final business model development
- ✓ Assessment of technology and patent options, specific audience issues and requirements, monetization considerations (financial modeling, market analysis, pricing waterfall design outline as it relates to various go-to-market opportunities)
- ✓ Create draft strategy that captures the purpose and intent of the Client's business and technology requirements and how the licensing program addresses these requirements

Who can benefit?

- ✓ Start-ups in the early stages of developing a business model and obtaining funding – The outcomes and data points will set you apart from the pack
- ✓ Young companies already in the marketplace – You will discover ways to improve the bottom line from the point of sale through delivery and support
- ✓ Mature companies & Fortune 500's with large portfolios and customer base – Assessment of existing licensing programs and operational supports need to be agile and current in this evolving technological environment to maintain a competitive edge

About Zoetic Group



Zoetic Group is a practice dedicated and focused on the intricacies of Licensing and IP program design, processes and supporting operations. This means that our consultants understand your requirements at a level unsurpassed in the field. With our deep understanding in this aspect of technology, we can provide offerings and services no other can.

For more information, email us at info@zoeticgroup.com