



January 13, 2023

<<First Name>>,

Did you know that 85% of the S&P 500 market value is made up of intangible assets? (i.e. ideas, intellectual property) That means nearly all of the value of the largest companies in the world come from their intellectual property. Yet about 40 years ago, it was only 18%.

As an 8 or 9 figure entrepreneur and investor, you might be underestimating (and underinvesting) in this valuable asset class. Do NOT sell your business or raise money for your start up without talking to us about adding millions or tens of millions to your valuation through capturing the intellectual property.

Here are 5 reasons IP is a valuable asset class:

- 1) IP can give you exclusive rights to your creations, allowing you to prevent others from using or profiting from them without your permission.
- 2) IP can be a source of revenue through licensing or selling your IP rights to others.
- 3) IP can serve as collateral for loans or investments, providing a financial foundation for your business.
- 4) IP can increase the value of your business, making it more attractive to potential investors or acquirers.
- 5) IP can help you build a strong brand and reputation, which can lead to customer loyalty and a successful long-term business.

Just make sure to do your due diligence and protect your IP rights properly to get the most out of your investment. This is something we can help guide you through with our professional network. One of our clients recently did IP work and received a third-party valuation of over \$200 Million on the business IP alone, which turned into access to a 9-figure loan for their business. As stated above, IP is an easy way to add millions to your exit plan and get a significantly higher multiple in a sale or capital raise.

Last August I was one of four speakers on a panel at M.I.T. about Raising Capital with patents as collateral (I now own 15 trademarks and have 1 patent and 19 patents pending) [Click here to watch the panel.](#)

*If you or someone you know is considering selling a business or raising money for a fast-growth start up, talk to us about how we could help you: [Simply click here.](#)*

Sincerely,



Scott ★★★★★

"They have helped us so much with ensuring that our family is set up for success now and in the future! I highly recommend them!"

Schedule a Call

Refer Someone