



M.I.T. Special Event

The Value of IP: Raising Capital With Patents As Collateral August 18, 2022

TITLE

August 16th, 2022

<<First Name>>,

I am flying to Boston Thursday morning to speak at M.I.T. (The Entrepreneur Forum) on a panel with four business superstars. At first, I told them I might not be smart enough to speak at M.I.T., but I'm going anyway! Our topic is very niche - yet important to founding entrepreneurs and investors: intellectual property.

Do you know what percentage of the S&P 500 market value is made up on intangible assets? (i.e. intellectual property, ideas) About 40 years ago it was 18%, but today it is closer to 85%! That means nearly all of the value of the largest companies in the S&P 500 is from their intellectual property. That's what we all invest in.

Takeaway lesson: Intellectual property is very valuable and it's a real asset class. I've trademarked many unique processes at Pacific Capital and applied for over 20 patents as a Co-Founder of GravyStack. Some of our clients recently did IP work and received a value of over \$100 Million on the IP alone! This is a huge deal. If you are raising capital, preparing for an IPO, preparing to sell your business, or simply on a high growth trajectory and want some potential liquidity without giving up equity, then we should talk about this together.

This M.I.T. event is at 6pm Eastern time on Thursday night. If you're in the Boston area, register soon because it's close to selling out! If not, you can still watch it on zoom: [CLICK HERE TO REGISTER AND WATCH ON ZOOM](#)

We look for ways to increase the value of your investments and your business - if you aren't yet a client and would like to have a financial strategy conversation, [click here](#) and choose a time that works for your schedule.

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