



Intellectual Asset Builder for Kids



Building Intellectual Assets is Easy

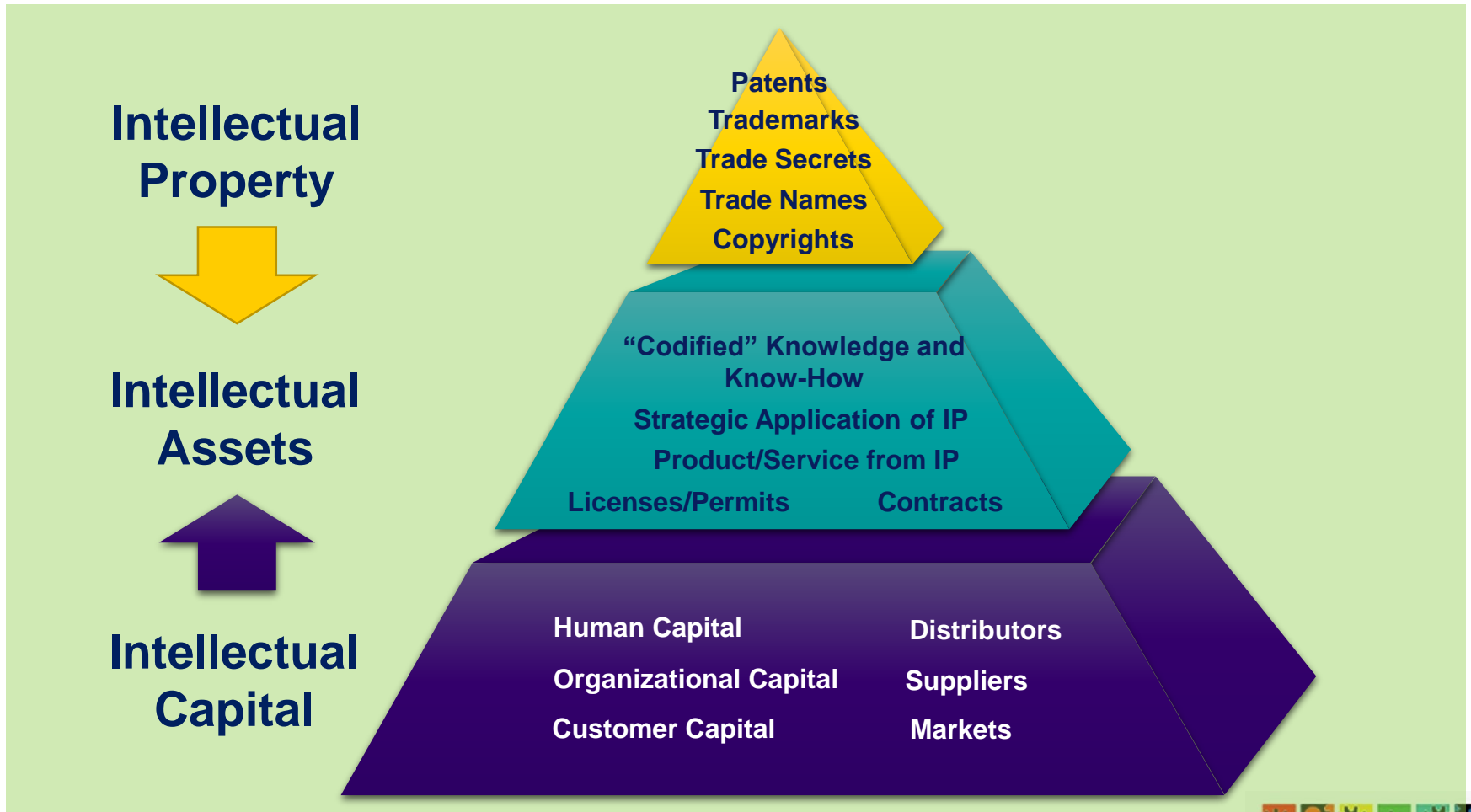
Whether you are a Robotics Club getting ready for the next big competition or a young inventor just trying to understand some of the basics, building intellectual assets is something that you are already doing. So, why not learn how to collect, protect and even profit from it.

An asset is anything tangible or intangible that is capable of being owned or controlled to produce value and that has or is perceived to have positive economic value. Knowledge, know-how, ideas and concepts are not assets yet but they can be used to build one.

visionfactory was formed to help kids turn ideas into assets...

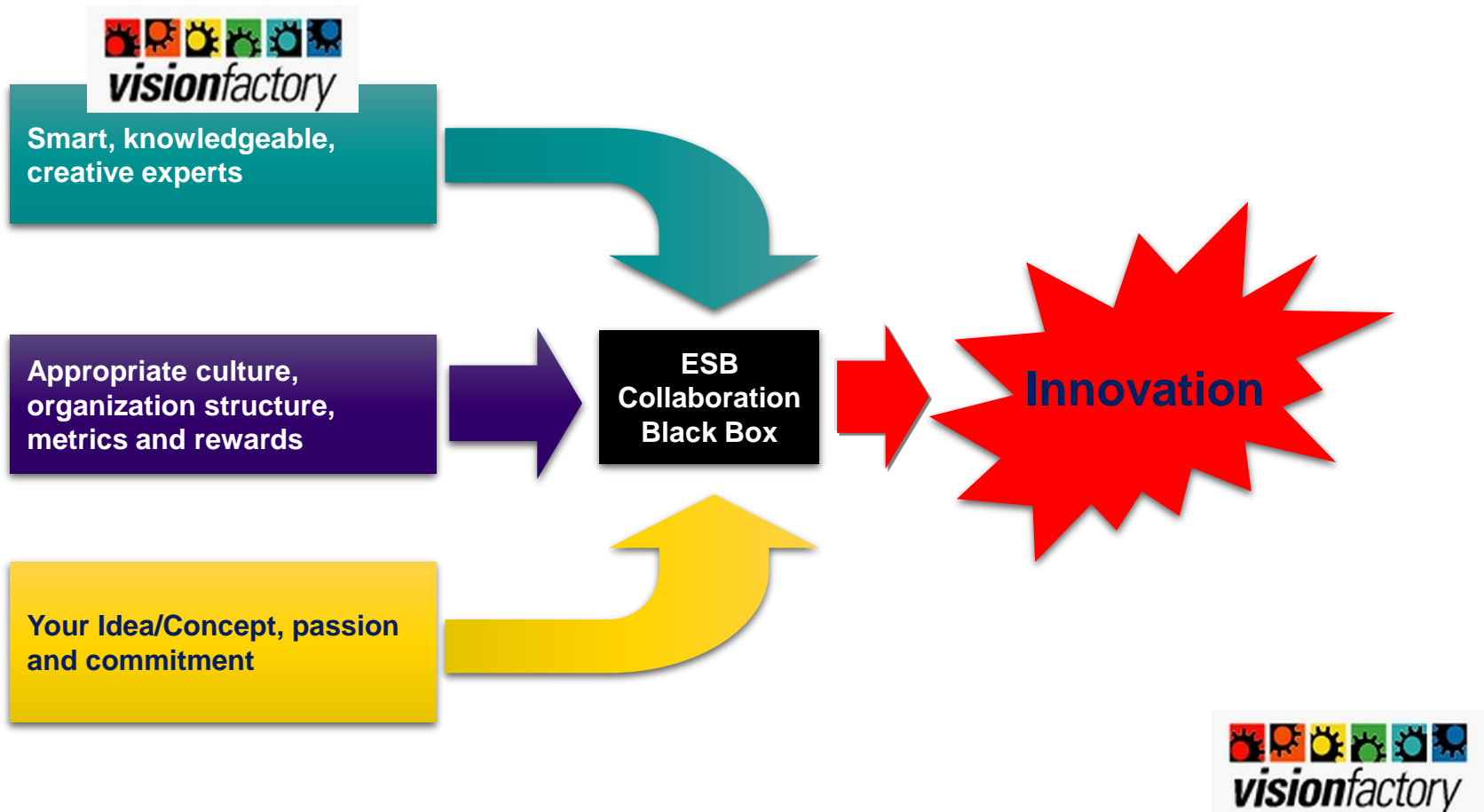


Types of Intellectual Assets



Building Intellectual Assets

In our experience, the most valuable Intellectual Assets come from a collaboration of inventors, entrepreneurs and experts.



Collaboration is the Key

Collaboration is where two or more people or organizations work together at the intersection of common goals. Collaboration is seen as an essential element of change and group effectiveness. People collaborate for a variety of reasons, including:

- Solving a common problem
- Seizing an opportunity
- Sharing information
- Research
- Development
- Planning
- Executing
- Funding
- Establishing trust
- Reducing cost
- Improving a process



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A lot of methods and tools have been developed to help teams collaborate. But these methods tend to lead people to the traditional ways of thinking about collaboration. Ours is different because:

- The Expert Network is an integral part of the *visionfactory* Eco-System Builder (ESB)
- Members of the collaborative portal assess the technical aspects of the concept/idea and assist members with technical issues during each step in the commercialization process
- ESB allows *visionfactory* GURUS to optimize time spent with hundreds of young inventors and researchers when attempting to understand markets and their solution
- ESB collaboration also helps identify new applications and markets for technologies outside of the current field-of-use

All on a secure platform that can be monitored by parents and school administrators



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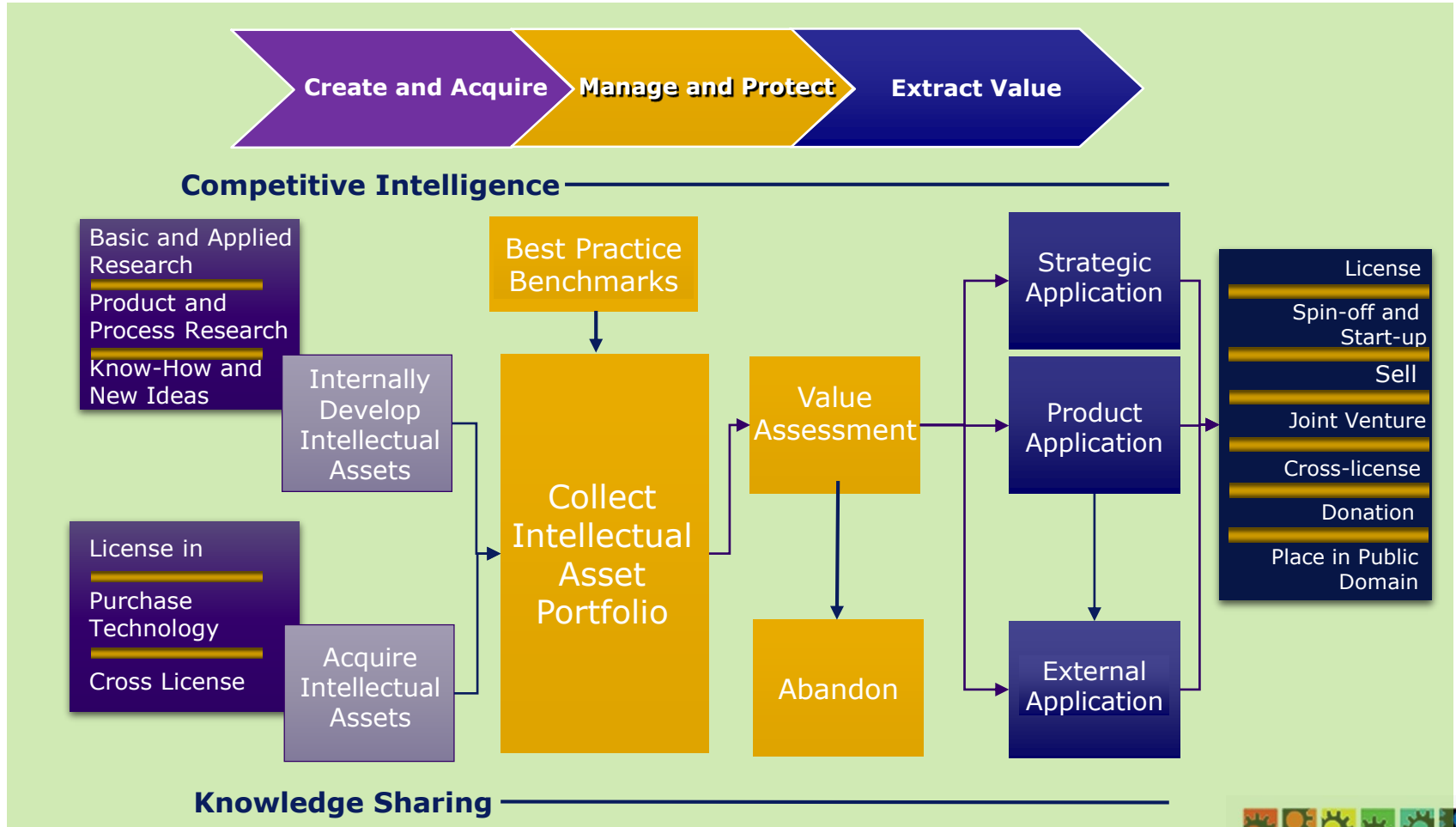
In the ESB, you control the access for each concept based on its expertise need and readiness for potential markets

- Private online meetings with invited GURUs (often through our ESB collaboration portal) to help you through the steps
- Technology demonstrations for selected potential licensees
- Identification of creative combinations of technologies to market together
- Access to ESB Experts for technical or professional help
- Demonstrating the concept to multiple parties for limited market testing across geographic markets or particular applications
- Streaming videos of your solution to reach a wider investor audience at a lower cost to the member

And you maximize the value throughout the asset's life cycle



The Intellectual Asset Life Cycle

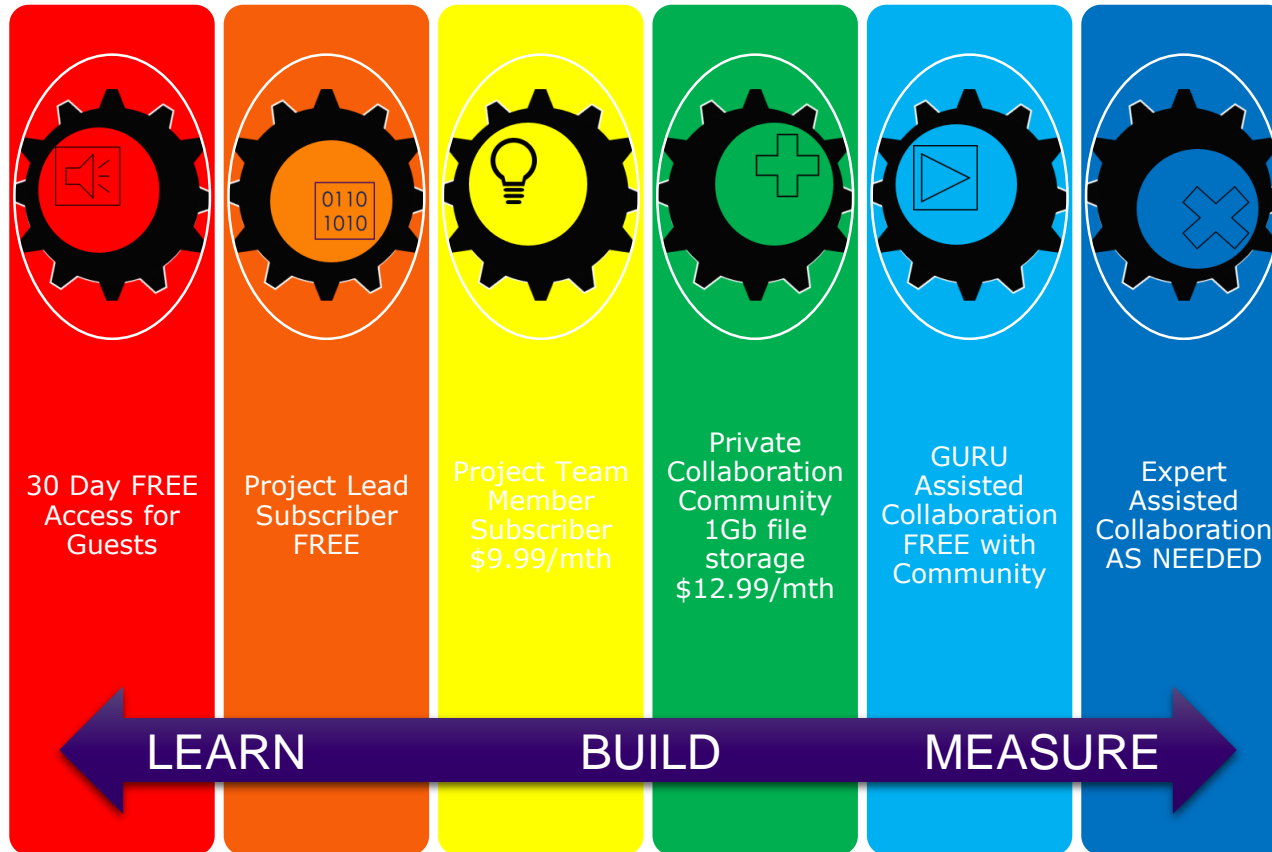


Things ESB Experts can do

- Concept Organizing & Sorting
- Concept Screening
- Technology Assessment & Valuation
- Technology Marketing
- Value Extraction
 - Licensing Negotiation
 - IP Donation
 - Joint Venture Creation
 - Start-up/Spin-off Creation
 - Sale
- Technology Searches (In-Licensing)
- Commercialization Training
- Commercialization Outsourcing



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Check out our Eco-Systems and start your collaborative project today at <http://visionfactory.fdvventurefarm.com/community/>



Contact Information

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