



IP Game Plan™

Driving growth and profitability through IP



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To find out more, contact:

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IP Game Plan™

If you are interested in learning how to use intellectual property (IP) strategically, the IP Game Plan™ programme will help get you started. It provides the basics you need to understand how IP fits into your business and how to manage it better.

You'll learn skills to help you make astute decisions about how to capture, use and manage your IP to grow your business.

Programme structure

The IP Game Plan™ programme has four stages.



Pre-workshop

Fact gathering



eLearning

What IP is and why it matters



Workshop

Understanding and developing an IP Roadmap



Post-workshop

A written report summarising outcomes and actions



Pre-workshop, we'll call you to:

- find out about your business and
 - understand how IP fits into your business.
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eLearning tools and resources are used to communicate:

- key information about IP rights
 - why they are important, and
 - a series of scenarios, exercises and stories to bring IP concepts to life.
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The two-hour workshop covers:

- what your business does and what your goals are
 - what IP rights are relevant to your business
 - how to develop an IP strategy that is aligned with your business strategy
 - how to develop an IP roadmap, including action items and milestones.
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Following the workshop, we will prepare and send you a summary of outcomes and an action plan for next steps. We will also circle back to:

- see how the strategy is being implemented, and
- address any issues or concerns that have arisen, including any changes in your business that mean a strategy or plan needs to be revised.



Who leads the programme?

Mark Hargreaves

Principal | AJ Park

Mark Hargreaves oversees the programme. Recognising his expertise in IP strategy and commercialisation, Mark has been named in the 2016 Intellectual Asset Management (IAM) Strategy 300, which ranks the top IP strategy practitioners in the world.

Depending on what you've told us about your business, we pair members of our commercial and strategy team with appropriate technical experts to deliver the workshop part of the programme.

Who should participate?

The programme is designed for individuals, start-ups and SMEs but is equally useful for larger organisations wanting to better understand the role IP plays in their organisation.

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You may qualify for government subsidies to cover part of the cost of this programme.
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