

How to Market and Present Your Licensing Opportunity

The Power of Research, Trade Shows, and Enthusiasm

Regardless of which option you take – whether you decide to manufacture your own products, license them out, or both – you’ll need to conduct research to evaluate your intellectual property’s profitability and marketability. And in the first part of this audio, you’ll hear how to perform your own due diligence, including assessing retail price points, unit costs, the competitor landscape, manufacturing feasibility, and more.

It’s this kind of solid quantitative research that you’ll need when presenting your idea to potential licensees. You’ll also need enthusiasm. And in the second part of this audio, Rand goes over what makes a great presentation including how to plug your information into his PowerPoint presentation so you’ll have an instant visual to showcase your intellectual property.

You’ll also hear how to use tradeshow as an indispensable tool to find licensees, research the competition, network within your market, test your idea, and learn how to display your product.

Key Points and Concepts

- Tips for conducting due diligence and what you need to know about “invention promotion” companies before you buy into them
- How to get your due diligence information ready for the presentation – you’ll want to make sure you do more than just regurgitate what you’ve found
- Why it’s important to know who your audience is before you make a presentation and what to do if you don’t know the answer to a question ☐ How to have a tangible presentation that demonstrates the application of your copyright, trademark, or patent
- How to determine what kinds of tradeshow to go to, who to seek out when you’re there, and exactly how to have an exhibit there When it comes to licensing, there are no shortcuts. But if you take the time to do things right, it’ll be well worth the investment.

And in Part Two, you’ll hear how to conduct sound research, present like a pro, and make the most of tradeshow.

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An Overview

Welcome back ladies and gentlemen to Licensing Mastery part two. We're going to focus on the next aspect of licensing and were going to talk about and build upon some of the things that we discussed in part one. In part two, were going to focus on gathering more information and developing this licensing plan we talked about, marketing due diligence, focus on the details for the licensing plan to understand the information and how it applies to your options. We're going to talk about how you perform due diligence on your intellectual property, as well as more about the options that you have to your intellectual property that be manufacturing on your own or licensing for royalty. For royalties, I mean and how marketing due diligence can help you assess the opportunities for both, or provide you with some due diligence tips on how best to both complete the due diligence in using information. I will comment on using paid research from invention promotion companies and also about interpreting due diligence information again, what to do with that information.

Next, well cover taking action going to market. How do you go to market with your idea, and this would be based on taking actions both from the stand point of manufacturing on your own as well as licensing for royalties. And we'll discuss presentations, presenting with passion. That is the essence of developing a potential licensee for licensing your ideas. Presentations, presentations are protocol for the process, it's important to be able to make those presentations and present the idea in a concise, clear way. One that addresses how the IP fits and what the benefits for the licensee and were going to talk about how to do that with specific tips and techniques for presentations. And by the way the presentation does not necessarily need to be made or delivered by the inventor. And if, you are the inventor, that you in this case, it could be by one of your team members.

Then I'm going to discuss tradeshows. Tradeshows are very important resource. They are in a lot of ways a key to your licensing activities that present many opportunities and they can go a long way in assisting with your marketing due diligence. So I'm going to talk about how you choose the show, what you look for on the show, exhibiting and the tradeshows as well as attending tradeshows. How to walk the show, when no one knew to talk to?

And then I'm going to conclude, developing a licensing presentation included in this section part two is a power point template that you can use to develop your licensing