

ANNEX D – IPVL-EverEdge Advisory Services

EverEdge is working with IP ValueLab to help Singaporean companies unlock the value of their most valuable assets – their intangible assets. Intangible assets include data, content, software, brands, confidential information, inventions and design. They are what make a company different and innovative. They are its edge.

The starting point on this journey is Foundation™, a two-stage programme developed and refined by EverEdge in our overseas markets. The first stage is Foundation - Audit™ which is designed to identify valuable intangible assets and risks within a business. The second stage is Foundation - Strategy™ which is focussed on developing a tailored strategy to maximise market share and margins, and achieve growth objectives by leveraging the company's valuable intangible assets while also managing and reducing intangible asset risks.

Our Singaporean clients range from multi-national corporations to ambitious start-ups to major investors. EverEdge also provides a range of services and support to Singaporean companies that build on top of Foundation™. These include:

- Benchmark™ - Intangible Asset Valuation - enables operating companies and investors to understand the true value of intangible assets for investment, transaction, tax or restructuring purposes.
- PathFinder™ - Negotiation Support - assists companies to fast track intangible asset license and sale negotiations and achieve better commercial outcomes
- ValueBuilder™ - Commercialisation Strategy - enables owners of high potential technology chart a path from prototype or product to successful, large scale monetisation.

“Singapore has a long history of world firsts and highly innovative macro and micro economic strategies and policies. We are delighted to work with IPOS through IP ValueLab to assist Singapore and Singaporean companies unlock the true value of their intellectual property and intangible assets.”

- **Mr Paul Adams, CEO of EverEdge Global.**

Ideas Today. Assets Tomorrow.

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