



What mechanisms and circumstances can you use to create value from your company's knowledge:

- Partnerships to commercialise your knowledge
- Opportunities your industry structure provides
- Changes in product performance trajectory
- Risks to your knowledge capital and mitigations
- Organisational learning
- Sources of ideas
- Areas to keep the knowledge lead

# Worksheet - Licensing Business Model

## Take action now & boost your innovation skills:

1. What partners do you have (or could you make) with valuable complementary knowledge?
2. What triangular partnerships could help you commercialise valuable IP / knowledge your company holds?
3. How horizontally / vertically integrated is your industry and adjacent/ customer industries?
4. What is the product performance trajectory in your industry and what could be early days of an emerging trend?
5. What would be the risks of sharing your knowledge with partners and how could you mitigate the risk?
6. What can you do better to increase your absorptive capacity (organisational learning)?
7. Where could ideas come from and how could you facilitate this process?
8. How can you retain the lead - which specialised field can you do this on?

*Check out [www.InnovationTactics.com](http://www.InnovationTactics.com) for more*

Notes - IP Business Model

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