

OCEAN TOMO

# INNOVATION MANAGEMENT



The Innovation Management practice allows operating company clients to capture and guide emerging third party solutions through an outsourced venture capital service platform specific to the client's interests.

## Venture Development

Ocean Tomo Venture Development allows operating company clients to capture and guide emerging third party solutions through an outsourced venture capital service platform specific to the client's interests. Cross functional Ocean Tomo teams identify diligence and direct client investments into a small portfolio of venture backed companies that promise future growth technologies. Ocean Tomo professionals direct portfolio investments to maximize the opportunity for future product, service or acquisition opportunities. Client returns are measured both through innovation access as well as financial gain. Low return R&D expense dollars are converted to high return capital gains and IP rights. Ocean Tomo limits its Venture Development clients by technology vertical to assure first look opportunities.

The Venture Development Process begins with a thorough understanding of the client company.



### INVESTMENT STRATEGY DEVELOPMENT

In collaboration with the corporate development team, Chief Technology Officer and VP of Strategy, the Ocean Tomo Venture Development first formalizes the strategic objectives of the company.



### INVESTMENT TARGET IDENTIFICATION

In order to inform the process of Investment Target identification, the Ocean Tomo IP Strategy Group prepares an IP Landscape as well as Competitive Landscape Analysis.



### DEAL SOURCING & SUPPORT

Ocean Tomo Venture Development oversees the deal flow generation and manages the investment process. Leveraging the expertise of Ocean Tomo Valuation and Transaction advisory professionals, the team takes an integrated approach to sourcing and executing the new venture partners.



### PORTFOLIO COMPANY MANAGEMENT

The Ocean Tomo Venture Development team takes an active role in managing the IP strategy development, product development and integration in addition to overall management of the portfolio companies.

The Ocean Tomo Venture Development team provides companies with an outsourced venture capital service platform that facilitates the management of strategic investments building deal flow and M&A opportunities while managing risk. Our cross-functional teams help clients manage the life-cycle of outsourced innovation integrating into the client's corporate development group to accelerate innovation through a reliable and integrated fund management structure.

Un-bundled services include:

- **Technology sourcing** – search and identification of targeted potentially disruptive technologies

- **Deal structure development & execution** (joint development agreements, joint ventures, IP licensing, IP and related know-how acquisition)
- **IP and company due diligence** including technology, HR, financial and litigation risk management assessment



#### CONTACT

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Mr. Malackowski draws from his experience as a board member of multiple early stage companies overseeing venture capital investments as well as his tenure as an entrepreneur-in-residence with one of Chicago's leading private equity firms to advise operating company clients seeking to diversify their R&D efforts. Mr. Malackowski works with firms of all size to capture, guide and protect emerging third party innovation.

## License Compliance

Ocean Tomo's License Compliance is aimed at improving client revenue streams related to licensing arrangements. During resource allocation, organizations often overlook the importance of monitoring compliance with contractual arrangements, understated revenues linked to licensing arrangements are frequently missed, and license management – the controls and procedures necessary to facilitate accurate royalty reporting – is all but neglected. These disregarded mechanisms are nonetheless vital for both increasing returns on research and design and for enhancing an organization's shareholder value. As globalization and technological advances create environments where proactive attitudes are necessary, licensing matters have become a growing concern to national and international companies, as well as to universities and research foundations.

Responding to this growing concern, Ocean Tomo License Compliance assists its clients in improving revenue streams by securing compliance with licensing and other business arrangements, creating procedures to manage revenue payments and attract additional licenses. The program is a complete package of strategic license portfolio monitoring and auditing.

#### SERVICES PROVIDED:

- Processing of royalty remittance
- Monitoring compliance with fiscal obligations of license agreements
- Assessment of historical license fiscal compliance and identification of audit opportunities
- Commission and finance independent, third party royalty audits
- Consultation on litigation and settlement of claims for underpaid or unpaid royalties
- Facilitating additional licensing opportunities
- Identification of likely potential licensees

#### BENEFITS

- Maximization of return on investment from licensing of intellectual property
- Near-term and ongoing positive impact on financial performance
- Improved internal focus on core competencies and strategic opportunities
- Enhanced processes and controls to mitigate risk of negligence or breach of fiduciary duty claims
- Ensures compliance with internal audit guidelines
- No fixed expenditures or initial cash outlays

## About Ocean Tomo

Established in 2003, Ocean Tomo, LLC provides Financial Expert, Management Consulting, and Advisory services related to intellectual property (IP) and other intangible assets; corporate accounting investigations; regulatory and reporting obligations; solvency and restructuring; and contractual or competition disputes.

Practice offerings address economic damage calculations and testimony; accounting investigations and financial forensics; technology and intangible asset valuation; strategy and risk management consulting; mergers and acquisitions; debt and equity private placement; and IP brokerage.

Intangible assets comprise 90 percent of business value but are also subject to significant impairment due to enterprise and regulatory compliance risk. Ocean Tomo assists clients – corporations, law firms, governments, and institutional investors – in realizing Intellectual Capital Equity® value broadly defined.

