



IP Business Journey

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- ❖ Intellectual property (IP) refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce.



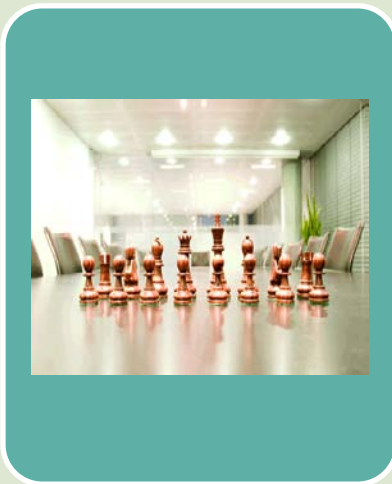
- ❖ In business, intellectual property is more loosely used and includes world class processes and procedures that are developed to create successful strategies.

.. In business jargon, IP frequently referred as value creation..

Concept of
IP Value Creation



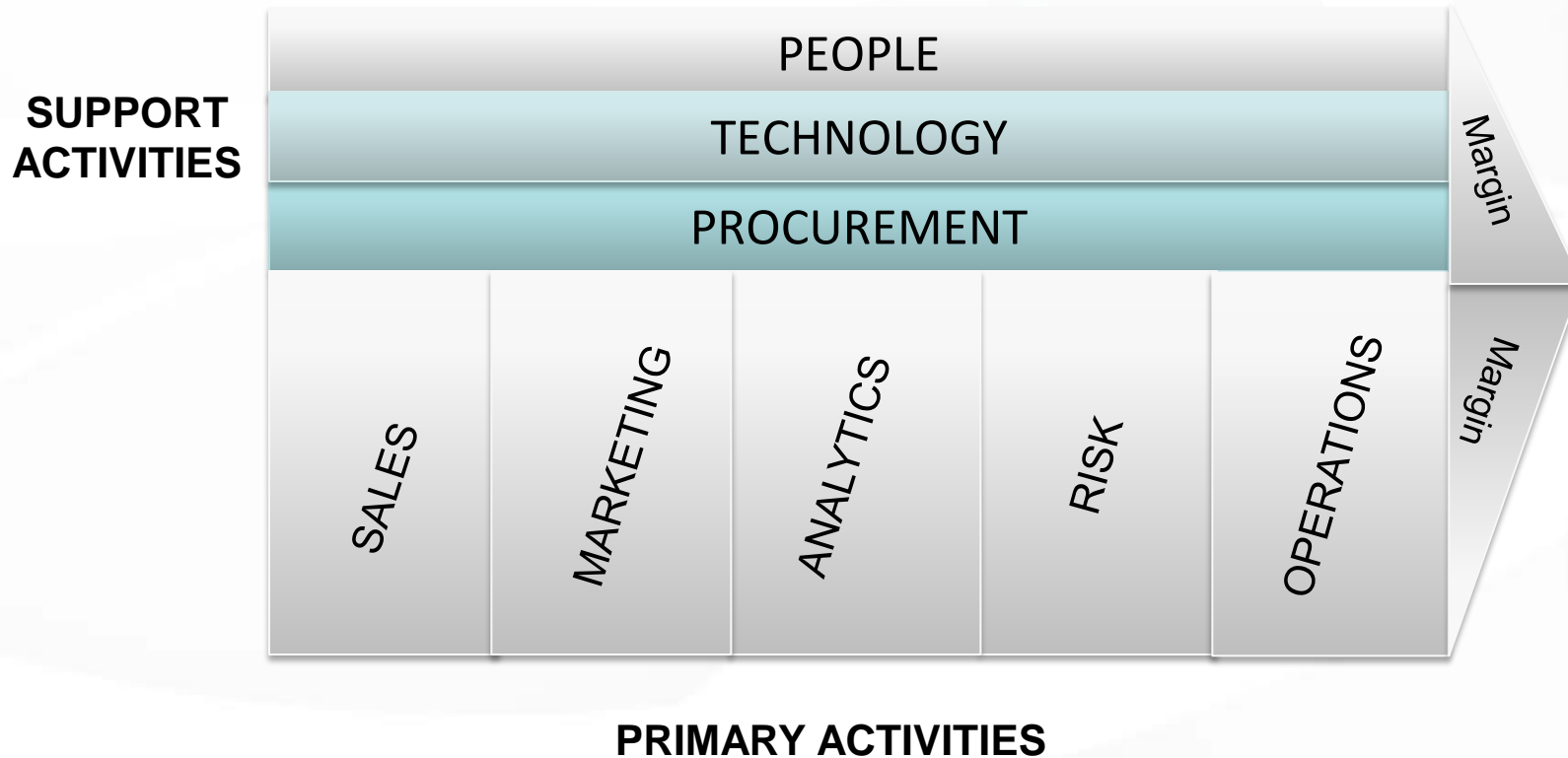
Developing the
Business Strategies



Licensing /
Franchising

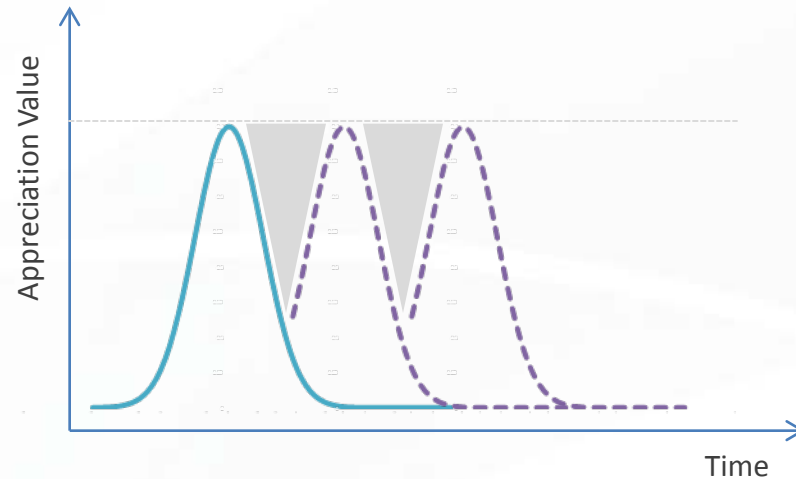


Great companies have endless generation of IP..

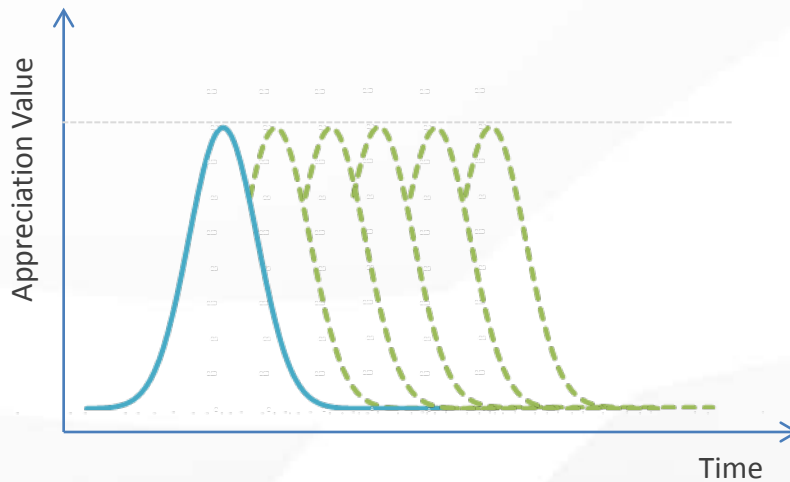


..chain of activities to deliver a valuable product or service for the market

Case Study 1: Mobile Merchants



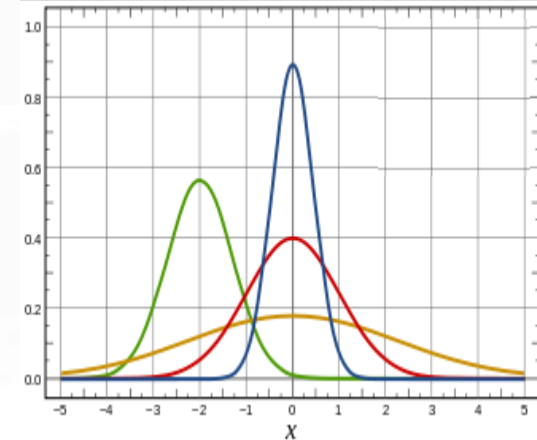
Case Study 2: On the Spot Preparation



Science meeting business to create optimum customer product..

Using 6 Sigma principles to define a sequence of steps having quantified value targets:

- ❖ Process cycle time reduction
- ❖ Human resource management
- ❖ Customer satisfaction
- ❖ Cost reduction and/or profit increase



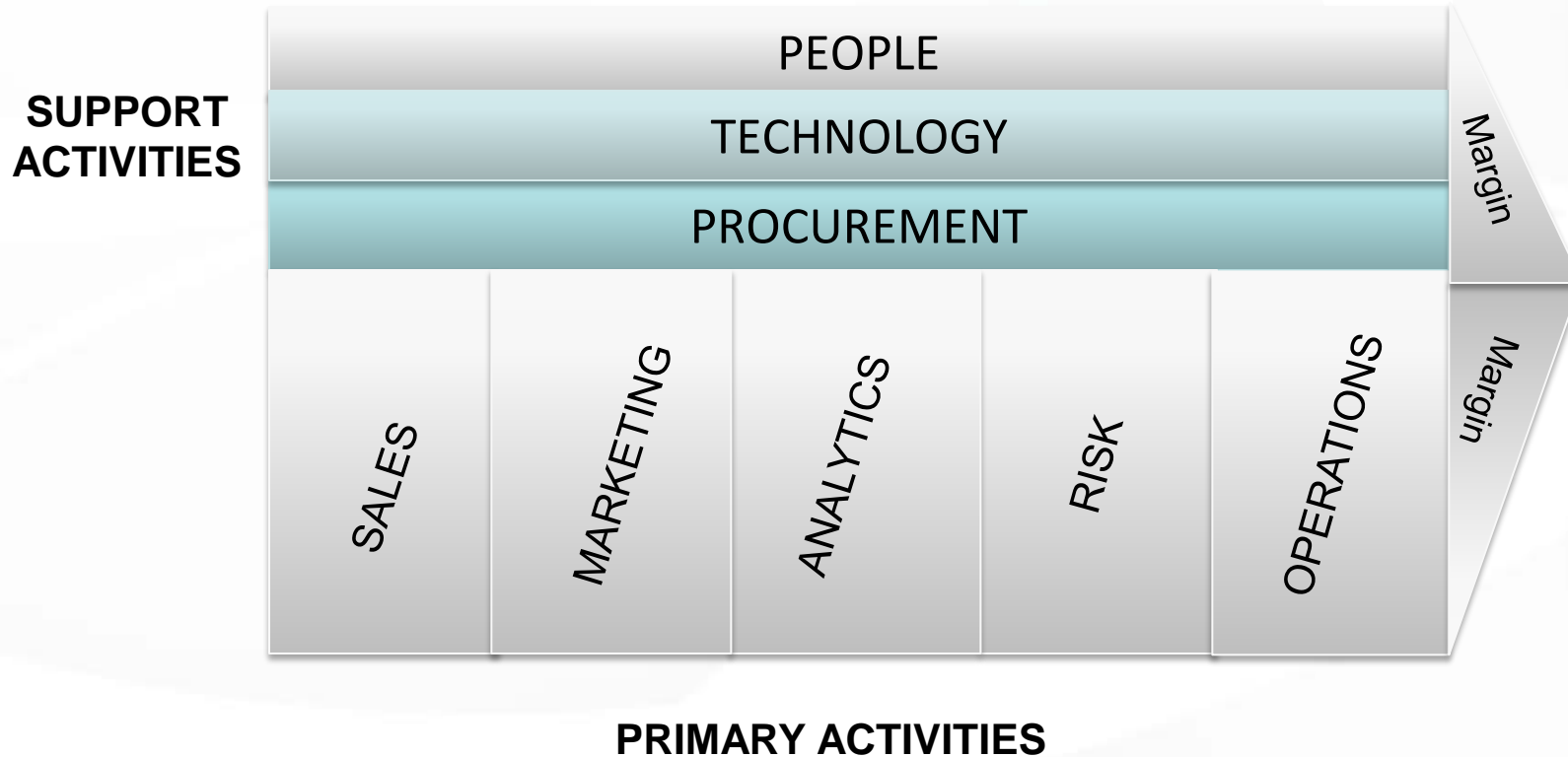
..Consistency in product and service drives quality



Nando's
flame-grilled chicken

HP
Haldiram's

Enables creation of a Franchise..



..to create value along the multi-dimensional business axis