Your ideal partner in commercializing inventions!
It is not enough to merely have more ideas than others; one must also have the ability to decide which of these ideas are good.

Linus Carl Pauling (1901-94), American chemist, Nobel Prize winner in 1954 and 1962
IMM – idea meets market

Problem:
Germany’s inventors have many good ideas, but only few become innovations, i.e. a successful product or service on the market. Despite promising prospects, the reasons for this usually lie in the lack of proof of feasibility, the only sporadic business know-how of most technical inventors, or their ignorance of how to reach out to investors and contact persons to market their invention.

Mission:
IMM pursues the goal of increasing the share of patents that are commercialized. IMM supports the technology transfer from the invention to successful companies or licensing models and facilitates the best possible exploitation for all parties involved:

- For universities and research institutions, IMM closes the gap between research result and saleable product.
- For inventors, IMM support enables them to implement their ideas.
- For investors, IMM provides access to exclusive investment opportunities in validated projects and reduces their risk.
- For industrial partners, market-ready solutions are offered for commercialization.
- For society, more innovative products are available.
IMM is a holding company and provider of commercialization services in innovative technologies.

Following a strict validation process to examine the potential of an idea, we develop the most promising ideas to the point of market-readiness, thus creating the greatest possible value for inventors, researchers, universities, investors and society.

The business processes include the selection of the most promising and most commercially attractive inventions, their further development into innovations, up to a level with the greatest earning potential, and the commercialization of the innovations by forming a company or licensing the products.

To this IMM brings its years of experience and know-how in the area of patent law, technology expertise and business knowledge, as well as internal and external capital.

If a company is formed, this foundation is supported by an experienced team of managers and founders, in order to ensure the most successful start of the new company and to achieve a quick increase in value.
Team/Know-How:

- Many years of experience in the area of licensing negotiations and licensing agreements
- Sound expertise in company formation
- Interdisciplinary team of MBAs, management consultants, patent attorneys, attorneys and market and technology experts to examine inventions and evaluate patents, with comprehensive expertise in all relevant areas

Advantages:

- Professional implementation of ideas over the entire value creation chain
- Economic growth through the development and financing of promising inventions on the market
- Significantly reduced risk for investors through investment opportunities in innovations that have already been validated and further developed

IMM closes the gap between innovative ideas and the market!
**IMM – Business Process**

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- **Ideas**: Universities, Patent attorneys, InnoLab, Investors, Scientists
- **Selection**: Technical analysis, Freedom to operate, Profitability analysis, IP review
- **Development**: Patenting, Proof of concept, Prototype, Funding, Market surveys
- **Commercialization**: Licensing, Company formation, Licensing revenues, Current income, Exit, IPO

*Images:△ Ideas, □ Innovations, ● Companies*
Access to ideas/inventions:
- Exclusive access to ideas through master agreements with universities and patent attorneys
- Own InnoLab

Selection & development:
- Analysis of the profit and economic potential, the technical feasibility and the securing of proprietary rights (patents, trademarks, designs, including freedom to operate analyses)
- Refining the invention through implementation and financing of proof of concept, constructing prototypes, market surveys and technology appraisals, etc. before entry of outside investors

Commercialization:
- Licensing or formation of a company (financing through a pool of investors)
- Intensive support in the founding phase and taking advantage of economies of scale through serial formation of companies
- Possibly putting together a founding team with a project
What we offer universities, scientists and inventors:

Universities, scientists and inventors are the main source of our innovation portfolio. We are always interested in new cooperation opportunities and innovative ideas. Profit from our know-how.

We are seeking:
- Ground-breaking inventions and research results in order to expand our deal flow with interesting ideas

We offer:
- A professional validation process to assess the technical and economic feasibility of your innovation
- Further development of your idea into a product that can be commercialized
- Assuring market exclusivity through comprehensive securing of proprietary rights
- Financing of all commercialization activities through internal as well as external capital
- Objective decision on the optimal path to commercialization: founding or licensing
- Licensing with the help of professional licensing experts
- Involvement of our expert network for successful commercialization
- Setting up or supplementing the founding team with a management pool
Investors

What we offer investors:
IMM identifies the most innovative and promising ideas and offers them to family offices, venture financiers and business angels, providing the opportunity to invest in lucrative and exciting projects in the seed or early stage, and thus to share in their success.

We are seeking:
- Investors for individual projects:
  Investors invest in one or several validated projects, take an active part (if desired) and, ideally, have industry experience and relevant contacts to contribute to the success of the projects.

- Investors for project portfolios:
  Investors have the opportunity to participate in project portfolios. The advantage, as compared with investment in an individual project, is a more conservative risk-benefit ratio. The portfolio consists of several projects, each with relatively low capital requirements and therefore bundled.

We offer:
- Access to high-value projects that are already validated and further developed and into which significant research investments have already been made
- Disproportionately high earning potential through exclusive access to ideas and early entry points through agreements with universities and patent attorneys
- Portfolio with innovations from various branches of the economy, industries and technology fields
- Market exclusivity through emphasis on patented products with extended patent protection and in-depth freedom to operate analysis
- Exclusive, interdisciplinary expert network
- Participation in a legally protected and broadly diversified IP pool
- Market access through a top management network
What we offer founders/managers:

A validated invention is far from a guarantee of a successful company. For this a professional management team is needed, one that makes a decisive contribution to successful implementation. In addition to working with our own managers, we also offer managers intent on founding a company the opportunity to participate in the ones we form and to prove their entrepreneurial spirit.

We are seeking:

- Top-class founders to help make the validated ideas of our inventors a reality
- C-level managers to set up or supplement founder teams and to add their experience in the area of corporate leadership/management and/or in forming companies

We offer:

- The opportunity to participate in building a company from the bottom up and to make a decisive contribution to its success
- Long-term cooperation in order to transform today’s ideas into the successful market leaders of tomorrow
- A lucrative management participation model
- Comprehensive support and intensive collaboration with our internal managers and founders
What we offer experts:

A major component of IMM’s business strategy is the professional validation of ideas. In order to fulfill IMM’s high quality standards, we work with a large network of experts in a variety of fields. IMM is always interested in adding to its network of experts.

We are seeking:

■ Experts from various fields of technology and markets who would like to be part of our network
■ Sparring partners/mentors for specialized issues

We offer:

■ The chance to become part of a broad network of idea creators, market and technical experts, investors and founders
■ Active collaboration in the validation process for exciting inventions
■ Flexible working time models
■ Attractive participation models for experts in founding and licensing, and participation in the success of the company
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