

# Maximizing the Value of Your Intellectual Property.

Practical, expert-led webinars designed to help innovators protect, manage, and maximize the value of their IP.

## EMPOWERING INNOVATORS WITH STRATEGIC CLARITY

### The Challenge...and the Opportunity

Innovators face increasing pressure to protect their ideas, stand out to investors, and scale with confidence, yet IP is often one of the most misunderstood parts of the journey. Our webinar series gives growing companies the clarity and practical tools they need to manage risk, strengthen valuation, and turn their intellectual property into a true strategic advantage.

#### ABOUT THE SERIES

### Expert-Led Webinars to Strengthen Your IP Foundation

This dynamic series is designed for founders, innovation teams, SMEs, and scaling organizations looking to better protect their innovations and strengthen their competitive position. Each session translates complex IP concepts into practical, actionable steps—helping organizations understand how to manage risk, enhance valuation, and leverage IP as a driver of growth.

Participants learn how IP strategy influences investment readiness, commercialization opportunities, international expansion, and long-term business value. Whether you're building your first portfolio or refining an existing one, these sessions provide clarity, structure, and guidance to support better decision-making at every stage of growth.

#### Presented by Industry Experts

Each session is delivered by Stratford IP strategists who are globally recognized for their expertise and have hands-on experience drafting patents, managing portfolios, and guiding innovators through complex IP decisions.

#### Flexible Delivery Options

Delivered on your schedule, making it easy to bring practical IP training to your team or program.

#### 1 Hour in Length

Each webinar is designed as a concise, high-impact session; perfect for quick learning blocks or lunch-and-learns without taking your team away from their work.

#### Trusted by Leading Organizations



## AVAILABLE WEBINAR TOPICS

# What You Need to Know to Build a High-Performing IP Portfolio

Across these four focused sessions, we explore the fundamentals of strategic IP management, from investor expectations to patent monetization and international protection. These concise, high-impact webinars help teams understand what actions matter most, and how to apply them to drive meaningful business outcomes.



### Showcasing Your IP Strategy to Investors

Understand what investors look for in an IP strategy and how to communicate your strengths effectively. This session covers how IP influences valuation, risk, and due diligence, and offers guidance on preparing investment-ready documentation and positioning your assets with confidence.



### Pragmatic IP Strategy for Business Growth

Learn how to align your IP activities with business strategy to support growth, valuation, and long-term competitiveness. This session breaks down the key elements of practical IP management, including portfolio development, budgeting, and leveraging market intelligence to inform decision-making.



### Preparing Your IP Strategy for Export

Get clarity on how to protect your innovations as you enter international markets. This session outlines how to prioritize inventions, avoid disclosure risks, select filing jurisdictions, and evaluate competitor activity to build an export-ready IP plan.



### Successful Patent Monetization

Explore the essentials of building patents that create real commercial value. This session explains how early decisions shape monetization potential and provides insight into licensing, selling, and leveraging patents in negotiations to generate new revenue opportunities.

## Not seeing the topic you're looking for?

We're happy to customize a session or explore new areas that support your team's goals. Reach out anytime, we'd be glad to discuss tailored topics and delivery options.

## Bring Strategic IP Training to Your Organization.

Invite Stratford's IP experts to deliver practical, engaging training that helps innovators build stronger, more valuable IP foundations.

**CONTACT US** [info@stratford.group](mailto:info@stratford.group) | [Stratford.Group](https://Stratford.Group)

