

TSMOne®

TRADE SECRET VALUE MANAGEMENT

Solution description

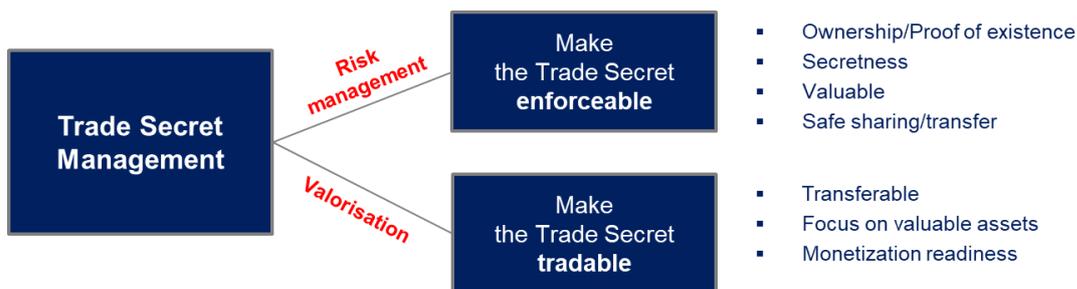
WHAT IS TSMOne®?

TSMOne® (Trade Secret Management) is a solution for the **protection and valorization of Trade Secrets and know-how** delivered through a digital platform.

Trade secrets are, in reference to the business, ownership of a formula, pattern, compilation, program, device, method, technique, process or other business documents that provide a competitive advantage because they are not generally known or easily discoverable by observation and for which efforts have been made to maintain secrecy.

The value management of Trade Secrets has two purposes: **risk mitigation** and economic **valorisation**.

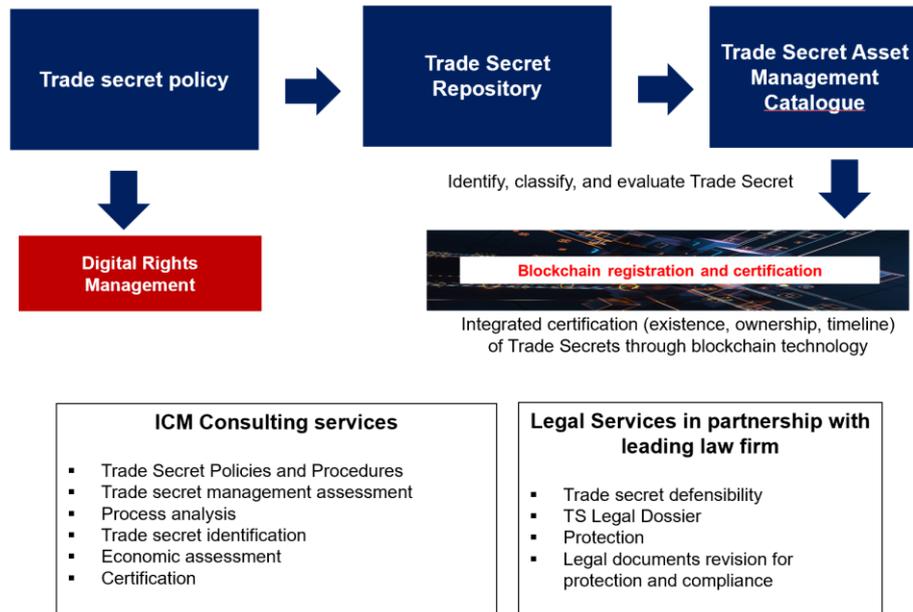
TSMOne® implements the best practice of Trade Secret management of ICM Advisors, leading international firm in valuation, valorization and finance of intangible assets and intellectual property (**track record** attached).



WHAT TSMOne® PROVIDES?

1. **Best practice** – contains a specialized database developed for Trade Secret asset management, a detailed built in Trade Secret classification methodology that is easily customizable
2. **Evidence** – existence of the Trade Secret in a certain date, secrecy and immutability
3. **Proof** – the global existence, integrity, and ownership of any Trade Secret
4. **Security** – inventories and manages Trade Secret metadata, not the actual Trade Secret, leaving the actual Trade Secret in its current, secure location. Metadata are information that characterize the Trade Secret. Users login is profiled, data is encrypted and back-up takes place regularly
5. **Private** – no information is disclosed, not even to ICM itself, thanks to a zero-knowledge architecture
6. **Version** – users move back and forth in time to demonstrate the status of a dossier (document, know-how, transaction, project, ...) on a specific date
7. **Easy** – Works with any browser, no need to manage cryptographic keys
8. **Defendable** – provides support to litigation through a proven and robust defensive/valuation dossier
9. **Scalable** – built on leading global cloud platforms without expansion limits

WHAT ARE THE BUILDING BLOCKS OF TSMOne®?



WHAT ARE THE FEATURES OF TSMOne®?

The TSMOne service is **delivered through a digital application platform** consisting of the following features and data bases:

- organized database management / Trade Secret catalogue**
 - Trade Secrets are organized by dossiers, intended as sets of Trade Secrets organized around a company organizational domain such as product, R&D project, business function, contracts, codified know-how, ...
 - detailed and easily customizable dossier profiling/classification according to business needs
 - tracking the evolution of the dossiers through the storage of subsequent versions
- association of business documents** to the Trade Secret dossier. To keep documents as secure as possible, documents are not stored in their full form: the system generates and stores the fingerprint of documents (alphanumeric sequence or fixed-length bit string that identifies a certain file with intrinsic characteristics)
- Trade Secret assessment** based on 10 parameters in order to evaluate a defensibility and a value score for each dossier
- track the access** to Trade Secret by internal or third-party persons
- blockchain dossier certification**: the encrypted set of all dossier profiling information (metadata) and fingerprints of associated documents are recorded on Ethereum blockchain
 - assignment of certain date
 - guarantee of immutability
 - certificate generation
- post-registration verification tool on blockchain**

HOW IS DATA AND INFORMATION SECURITY ENSURED?

The process of Trade Secret management today is facilitated by technological innovation, which offers easy to use and functional tools to make the most of the company intangible assets, of any type. **Blockchain technology has been selected as an ideal technology tool for the protection of Trade Secrets.** Blockchain is architecturally constructed as a distributed database, on which data can be **stored securely and immutably**, within information blocks chained together in chronological order, distributing the information on multiple computers (distributed databases). Each block is marked with a time-stamping mark having full legal value and references to the block on which the information is contained and the previous block. The Blockchain ensures the real immutability of the data because it can certify the complete history of all the data and all related operations.

Security, which underpins the technology itself, is given by encryption and the use of complex mathematical algorithms used to validate, close and open new blocks of the chain.

HOW SCALABLE IS THE SERVICE PLATFORM?

TSMOne® is a multilingual digital platform of services, delivered in Software-as-a-Service (SaaS) mode on public or private cloud and built on technologies tested, flexible and widely used and available (Microsoft Azure, Ethereum blockchain, ...). Scalability is limitless.

HOW DO I CUSTOMIZE THE TSMOne® SERVICE?

Customization of the proposed Trade Secret management solution takes place in the following phases:

1) Identification, qualification and organization of Trade Secrets (Trade Secret Repository)

- identification of business-relevant Trade Secrets
- assessment of protection and information policy, procedures, measures (physical, digital and legal)
- support in the organization of a Company Trade Secret repository on the client's systems
- consolidation of Trade Secrets in dossiers that can be organized according to business needs (by project, by product, by technology, by function, by partner, by contracts, ...)

2) User application support and training

- profiling dossiers by application customization and metadata creation
- assessment of the defensibility level and contribution to the economic value of dossiers (**Trade Secret Scoring**)
- registration and certification of dossiers on the blockchain

The activities described above are developed through workshops in collaboration with the identified business contacts.

3) Application operational release for recurring use

WHAT ARE THE PRICING ELEMENTS?

The service can be modulated depending on the size and needs of the customer.

The service requires a fee for the initial setup phase (Trade Secret portfolio qualification, organizational-legal assessment, application customization, related workshops) and an annual subscription cost for the application.

The fees consider the breadth and complexity of Trade Secret's portfolio and the application configuration (number of users, frequency of blockchain registrations, support services).

ICM Advisors

ICM Advisors, established in Geneva in 2002, is an international independent firm specializing in valuation, valorization strategy and financing of intangible assets (trade secrets, brand, technologies, patents, know-how, R&D, software, business models, digital platforms) and associated businesses.

ICM has developed over 700 projects and counts among its clients companies (large, mid-cap, SMEs, startups) and investors (Venture Capital, Private Equity, Investment Banks). Clients choose ICM for its highly specialized expertise, innovative services, advanced competitive intelligence unit and the high service quality. ICM operates at pan-European level with offices in Germany, Switzerland, Italy and partners in USA and APAC.

www.icmadvisors.com

ICM Track Record

DIGITAL & ICT
<ul style="list-style-type: none"> ▪ Customer Communication Management SaaS platform valuation for PE/IPO ▪ SaaS Platform Technology & IP Valuation for funding strategy ▪ IT Distributor Strategic Benchmarking ▪ Cloud Services Distribution Platform assessment for acquisition ▪ Healthcare Systems company technology equity research ▪ E-commerce platform valuation for start-up ▪ R&D project assessment for blockchain technology ▪ E-Logistics Industry and technology briefing for assessing licensing / cooperation partnership ▪ Printing technology platform competitive intelligence for product development ▪ Digital TV Services and Technology strategy ▪ Set-top box and smart card technology licensing ▪ Smart City landscape and visioning
TELECOM
<ul style="list-style-type: none"> ▪ R&D Unit Technology Know-how Assessment ▪ Intangible and IP Assets Valuation
MEDIA
<ul style="list-style-type: none"> ▪ Event study for stock trend analysis ▪ R&D project assessment
PHARMA/BIOTECH
<ul style="list-style-type: none"> ▪ Reproductive genetics -IP assessment & Strategy ▪ Cell based therapy oncology – In-process R&D Due diligence – Valuation for fund raising – Licensing contract design & closing with Big Pharma ▪ Patent and technology monitoring for patent strategy formulation ▪ In-process R&D projects portfolio for partnership ▪ R&D and Technology know-how valuation for partnership ▪ Early-stage R&D project valuation for transfer ▪ Worldwide Licensing Strategy ▪ Licensee target & assessment ▪ Licensing royalty valuation ▪ Patent portfolio valuation for start-up ▪ Licensing T&Cs and standard contract design
MEDTECH
<ul style="list-style-type: none"> ▪ IP Landscape for licensing ▪ Wearable technology & IP landscape ▪ Technology and patent assessment for acquisition ▪ Technology commercialisation processes design and set-up for a TTO
ADVANCED MATERIALS: nanotechnology, composites, plastics
<ul style="list-style-type: none"> ▪ Market scouting, technology licensing of adhesive superhydrophobic and self-cleaning films ▪ Technology and IP due diligence and risk analysis ▪ Patent FTO (Freedom-To-Operate) for acquisition ▪ IP assessment for Patent strategy ▪ Patent Transferability Assessment ▪ Separation of plastic from complex waste products competitive technology intelligence for Private Equity investment ▪ Bio-plastic market & technology analysis for funding

ENERGY
<ul style="list-style-type: none"> ▪ Smart Grid technology data bank for IP strategy ▪ Fusion Technology Patent Portfolio Valuation for IP holding setup ▪ Technology & IP Monitoring, Tech Strategy, Competitive Landscape for target acquisition ▪ National Energy Cluster strategy
CLEANTECH
<ul style="list-style-type: none"> ▪ Waste Management assets and company valuation for sale ▪ Environmental Dredging Technology and patent valuation ▪ Cleantech cluster Technology & IP assessment ▪ Green Building - Economic Valuation of Intangible Assets/IP and patent portfolio build-up to activate technology transfer
INDUSTRIAL: electronics, packaging, steel, automotive, mechatronics, industry 4.0
<ul style="list-style-type: none"> ▪ M&A EMS listed company ▪ Technology & know valuation for licensing ▪ Electronics manufacturing business valuation for shareholder exit ▪ EMS Market analysis for M&A targeting ▪ Patent portfolio assessment, benchmark and economic value contribution ▪ Patent portfolio landscape for investors ▪ Market and technology scouting for patent licensing-out ▪ Industrial & IP assessment ▪ IP Strategy ▪ Industrial plan ▪ Technology know-how and IP valuation for licensing ▪ Technology valuation for vehicle tracking application ▪ SME Cluster technology/application strategy ▪ Collaborative R&D project valuation ▪ Recurrent targeting for collaborative R&D ▪ I4.0 Technology licensing-in for Industrial Vending ▪ I4.0 Advanced remote maintenance application valuation
AEROSPACE & DEFENSE
<ul style="list-style-type: none"> ▪ Analysis & structuring of technology/patent portfolio for large aerospace & defense corporation (civil & military aircraft, avionics and space) ▪ Multi-year licensing initiative (transferability assessment, technology marketing, licensing deal management of IP portfolio for large aerospace & defense corporation) ▪ Technology assessment to identify commercialization potential of the Self-healing of and Recycling Composites technology ▪ Development of the strategic plan national aerospace industry including mapping of OEM, suppliers, R&D centers, universities and collaborative R&D projects for national platform (ACARE and ESA) ▪ Transferability study for aerospace electrical connector technology. Initiate and management of licensing deal
INVESTORS: Private Equity, Venture Capital, Family Office, Corporate Banking
<ul style="list-style-type: none"> ▪ Technology Equity Research for Health Digital services listed company ▪ Technology Valuation for several M&A deals ▪ Technology and IP Due diligence ▪ Technology Intelligence for M&A scouting ▪ Technology & IP Risk assessment for M&A deals ▪ Freedom-To-Operate FTO for investment venture capital decision ▪ IP Loan product design and pilot for commercial bank ▪ Intangible assets & IP Valuation for debt restructuring ▪ Industrial & Technology Score for asset-backed lending ▪ R&D project assessment for automated platform for private investments

FASHION

- Brand and intangible assets valuation of many sportswear and casual streetwear companies
- Valuation of the intangible assets of a leader company in the field of wellness equipment
- Valuation of the intangible assets of a leading company manufacturing shoes for sport and leisure
- Valuation and valorization of intangible assets in the footwear sector
- Valuation and enhancement of intangible assets in women's hosiery sector
- Valuation and enhancement of intangible assets for category associations
- Brand value first Italian ranking of excellent companies in the clothing and footwear sector
- Valuation of the brand value in the Top companies in the jewellery industry
- Valuation of customer experience in the customer's brand contact (shops, website, Catalogue, ...) for companies in the clothing, Fashion/luxury, Design
- Valuation of customer experience (DOS, multibrand shops, website, catalogue, ...) for a Global Luxury brand (clothing, leather goods, jewellery, perfumery, ...)
- Analysis of performance and strategies of jewellery
- Brand market entry strategy in Japan for a jewellery company

FOOD

- Economic and financial Valuation of a trademark of the agri-food sector
- Valuation of the marketing assets (brand, packaging, channels, ...) of a primary cheese company
- Brand Valuation of companies in the biscuits sector
- Brand Valuation of leading companies in the wine sector
- Valuation of the brand portfolio of a leader group in spirits
- Valuation of the brand of a leader group in the field of bitter
- Valuation of the brand portfolio of a leader group in the beverage industry
- E-commerce channel audit for premium-gourmet product distribution companies
- Brand Valuation of a company in the pasta sector
- Analysis of the Ho.Re.Ca. market for organic food
- Strategy and architecture of the brand portfolio of a leading coffee group
- Valuation and strategy of brand enhancement for a leading group in coffee machines manufacturing
- Strategy of co-branding coffee-Chocolate (premium segment, super-premium and gourmet) of a leader group in coffee
- Project for the development of the packaging of a new product range in France, England and Germany (leader group in coffee)
- Systematic and recurrent analysis of advertising communication in Europe and the USA for major coffee producers
- Brand Licensing strategy for Exclusive German Hotel Brand

FURNITURE & DESIGN

- Development of internationalization strategy (USA, Russia and India) for primary kitchen company
- Assessment of the consumer experience in furniture/design companies
- Valuation of the brands portfolio of leading companies in the segment of luxury furniture
- Valuation of the brand of a manufacturer of high/medium-high-end kitchens
- Valuation of the brand and intangible assets of leading companies in the production of sofas
- Valuation of the intangible assets of leading companies in the production of design articles
- Valuation of the brand/intangible assets of a leader group in lighting
- Valuation of the brand/intangible assets of a classical furniture manufacturer
- Valuation of the brand/intangible assets of a household appliances leading company
- Assessment of the brand/intangible assets of leading companies in the production of beds
- Valuation of the brand/intangible assets of a leader in the wellness sector
- Valuation of the brand/intangible assets of a home space organization products company
- Valuation of the brand/intangible assets of a taps manufacturing company
- Valuation of the brand/intangible assets of an office furniture manufacturer
- First Italian ranking on the value of the brand of excellent companies in the sector