WINnews
BY WINNOTEK

we grow value for innovation

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INNOVATION & IP ASSET VALUATION

Winnotek introduces a major breakthrough in the economic valuation of Intellectual Property assets

> *A new approach combining expert rigour and intelligent automation — for the benefit of SMEs, start-ups and their advisors.*

THE CHALLENGE OF IP VALUATION

The economic valuation of intellectual property assets (IPV) remains an expert discipline, requiring human judgement and specialist know-how to account for multiple factors:

- Competitive environment and height of barriers to entry
- Strategic context specific to the entity conducting the IPV
- Intended use of results: licence assignment, transfer pricing, asset sale, IP portfolio audit, liquidation…
- Market studies, royalty rate benchmarking, risk assessment

The preliminary documentation remains time-consuming and costly, regardless of the method applied (cost, market or income approach). Existing automation solutions carry a major flaw: they operate as *"black boxes"*, sacrificing reproducibility, auditability and regulatory compliance.

WINNOTEK'S METHODOLOGICAL BREAKTHROUGH

Over the past year, Winnotek's experts have developed an innovative approach that reconciles the benefits of automation with the full preservation of all essential characteristics of traditional IPV methods — operational across any sector, technology or context.

EXPERT JUDGEMENT PRESERVED

Market studies and business plan validation remain driven by specialists.

MACHINE LEARNING ALGORITHMS

IP environment mapping and royalty rate benchmarking are optimised through ML.

MONTE CARLO SIMULATIONS

Simulations and sensitivity analyses fully preserved, with automation interfaces.

FULL TRANSPARENCY

Complete visibility and control at every step — the opposite of black-box solutions.

GUARANTEED COMPLIANCE

Full adherence to accepted accounting practices and applicable tax law. Complete process auditability.

AUTOMATED REPORTING

Fast production of interim and final IPV reports under expert supervision.

THREE CONCRETE ADVANTAGES FOR YOUR ENGAGEMENTS

1 — Turnaround time cut by 4 to 5x

A full proposal is delivered in **3 to 5 days** — versus 2 to 3 weeks previously. Speed of response is now a critical success factor in any negotiation or transaction.

2 — Cost reduced by two-thirds

Complete IP valuation engagements delivered at **30–35% of standard market rates**, with no compromise on quality or regulatory compliance — bringing missions previously out of reach for SMEs and start-ups.

3 — Auditable and legally defensible results

Reproducible results, full fiscal and accounting compliance, complete process traceability. Our reports can be presented to **tax authorities, auditors, investors and courts**.

> *This new offering opens access to expert IP valuation assistance for a wide range of SMEs and start-ups, for which cost and timeline constraints had until now been a decisive barrier.*

USE CASES

FOR COMPANIES

SMEs, start-ups, mid-caps

- Fundraising or investor entry
- Licence negotiation or technology partnership
- Preparation of a sale or M&A transaction
- IP portfolio audit

FOR OUR PARTNERS

IP counsel, accountants, tax advisors, lawyers, investors, bankers

- Transfer pricing substantiation on intangible assets
- IP due diligence — bank financing or LBO
- Licence negotiation support
- Valuation in liquidation or restructuring contexts
- Intra-group transfer pricing

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