

# The Licensing Barrier



## Why it's hard to license



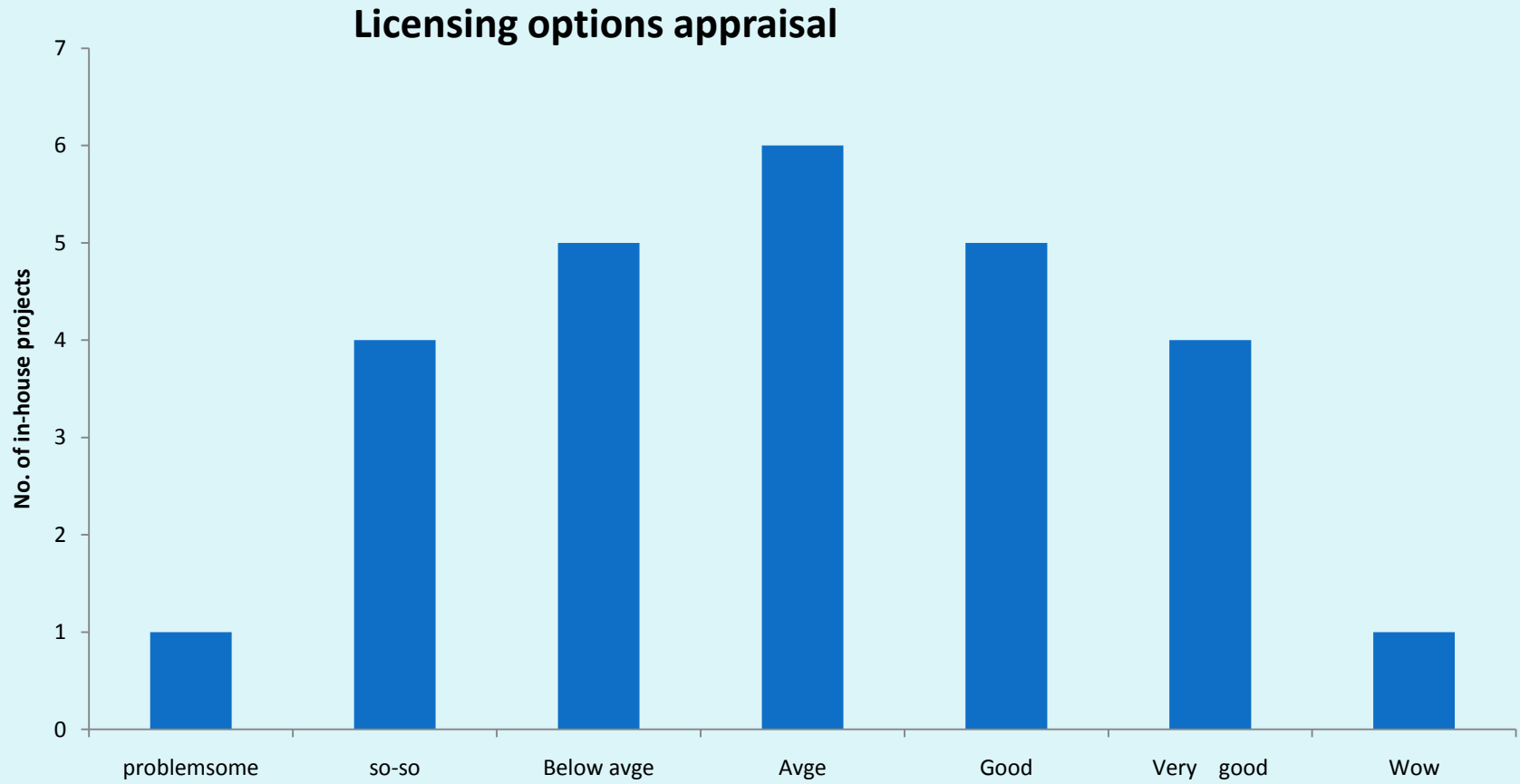
# If your idea is “good”

- Then it might be possible to do a licensing deal?
- But it is unlikely – it needs to be better than “good”
- It needs to be in the “wow” category
- Or better..

# Consider a manufacturing / marketing company

- It will have a number of “in-house” product opportunities
- It will rate these from “poor” to “wow”..

# “26 in-house projects assessed”



# Your product...

- Has to look better than the best in-house product
- The best idea, the new market opportunity, the watertight patent
- And the best “bottom-line
- .... and you need to convince ..

# ... Even if it's one of these



# The difficulties for a manufacturer when dealing with an inventor

- They have another five excellent in-house products to consider
- They have all the IP available on these projects
- They won't have long negotiations with an inventor
- They won't have to negotiate royalties
- They won't have to pay royalties...