



GenIP[®]

**GenAI services to help organisations
evaluate & commercialise new technologies**

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Smarter. Faster. Better.

Two complementary service offerings, transformed by integrating Generative Artificial Intelligence (GenAI), designed to help organisations evaluate and commercialise their technology discoveries.¹

- [InventionEvaluator](#): Provides bespoke research reports that assess the market potential of new technological innovations and discoveries using AI-driven proprietary software. **Hewlett Packard has been a historic client for the pre-AI versions.**
- [Vortechs](#): Provides executive recruitment services using AI-driven proprietary software to match technology organisations with experienced executives and business leaders. **MIT has been a historic client for the pre-AI versions.**

¹The Services as offered from 1 September 2024 under InventionEvaluator and Vortechs, (augmented on the Predecessor Products as provided within Tekcapital Plc) and significantly transformed by the Company through integrating GenAI technology. The Directors believe that launching a focused stand-alone GenAI based analytics service company will enable InventionEvaluator and Vortechs to expand their deep expertise in this rapidly emerging space, whilst the AIM listing will broaden investor base, provide liquidity and access to institutional and other investors.

Mission & Values

Mission

Bridging the gap between groundbreaking ideas and commercial success, GenIP offers a dual service designed to assess the viability of innovations and connect them with the leadership needed to take them to market and crystallise substantial shareholder value.

Values

Our core values revolve around fostering innovation and maintaining integrity in all its dealings. It is committed to achieving excellence in its services, providing insightful evaluations of market potential for new innovations and leveraging expertise to enhance the commercialisation process for research organisations. The aim is to help our customers improve their success rate in bringing discoveries to market, from innovation to commercialisation.

Strategy

GenIP's goal is to create a leading Generative AI analytic services company. To achieve this, the Company has established three strategic pillars:

- ❑ Organically grow InventionEvaluator and Vortechs' revenue through institutional and corporate connections as well as increase client pipeline through marketing, advertising and social media spend.
- ❑ Expand the Generative AI service offerings within InventionEvaluator and Vortechs' to reach new customers and improve margins.
- ❑ Bolt-on acquisitions of additional Generative AI services that are helpful to our clients and have demonstrated initial market traction.

InventionEvaluator is a bespoke proprietary software, generating comprehensive analytic reports that assess the market potential for new technological innovations and discoveries. More than 5,800 reports to over 300 research institutions and corporations worldwide have been delivered to date for the pre-AI versions.

InventionEvaluator's New Reports are now enhanced with GenAI algorithms, making the reports more comprehensive, enabling availability of the reports in multiple languages, whilst shortening delivery times and cutting preparation costs.

InventionEvaluator New Report Features

- Comprehensive Analysis: Now automated covers technology merits, IP research, and market analysis.
- Industry-Expert Analysts: Experienced team ensures high-quality reports.
- Proprietary Research Algorithms: Enhance accuracy and depth of analyses.
- Independent Analysis: Mitigates risks and provides decision support.
- Identifies potential commercial partners for technology progression.
- Intellectual Property Analysis.

Advantages of GenAI Integration

- ❑ **Market Evaluation:** to analyse market trends, demand, and competition for inventions.
- ❑ **Portfolio Analysis:** to identify strengths, weaknesses, and opportunities of a new technology and predict future technological and market trends for strategic decisions.
- ❑ **Multilingual Report Delivery:** to offer reports in English, including a built-in feature which will in due course offer report in +75 other languages, expanding the reach to a global audience.
- ❑ **Quick Report Generation:** to deliver reports promptly.



Vortechs serves a diverse client base including large corporations, universities, government agencies and medical research institutions. The Company's expertise lies in filling positions for individuals capable of bringing new technologies to market.

Vortechs' executive search and evaluation process has been enhanced with GenAI algorithms, which the Directors believe will increase effectiveness of executive placement services for matching technology organisations with experienced executives and business leaders, whilst improving profitability.

Vortechs Service Features:

- Diverse client base: Serving global startups, corporations, universities, and research institutions.
- Personalized Service: Understanding unique needs and facilitating rewarding connections.
- Research Institution Expertise: Numerous successful executive searches for leading research institutions worldwide completed
- Top Talent Delivery: Consistent delivery of high-caliber talent.
- Dual Expertise: Recruitment prowess combined with technology commercialization insights.

Unmatched Service Pricing

With a flat fee pricing model the service costs less than traditional executive searches.

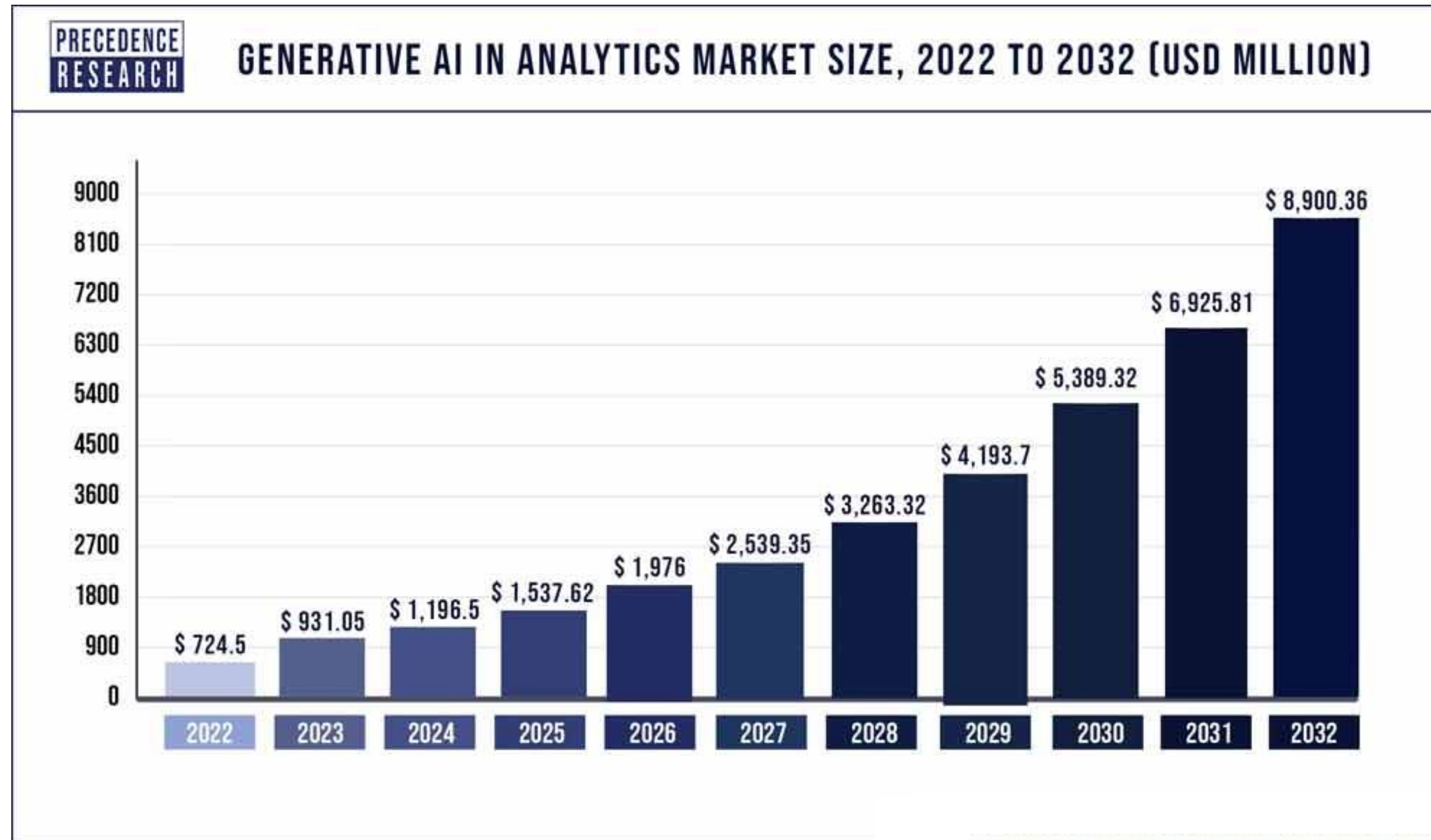


Advantages of GenAI Service Enhancements

- ❑ **Strategic Talent Acquisition:** AI-powered matchmaking algorithms for candidate **sourcing**, to match candidates with job openings based on skills, experience, and cultural fit, increasing the likelihood of finding the best candidate and reducing time to hire.
- ❑ **Predictive Performance Analysis:** GenAI enables faster analysis of historical data on successful hires and job performance metrics, to identify patterns and correlations in predicting the likelihood of candidate success in specific roles.
- ❑ **Bias Reduction in Hiring:** AI-powered recruitment tools can help mitigate unconscious biases in the hiring process, by focusing solely on candidate qualifications and skills, promoting diversity and inclusion within the workforce.

GenIP Market Segment

Demand for GenAI Analytics Services is Expected to Rapidly Expand



Source: <https://www.precedenceresearch.com/generative-ai-in-analytics-market>

The Board



Melissa Cruz, CEO

Melissa helps our global clients create marketplace value from university-developed IP. With a background in marketing and sales, Melissa collaborates with a diverse set of organizations in the United States, China, Europe, and Latin America to facilitate technology transfers between developed and developing countries. Melissa plays a crucial role in strengthening clients' in-house tech-transfer teams. Acting as a client advocate, she ensures that their needs are understood and met by working closely with our executive search group. She has contributed to the organization of international business events across Latin American countries. Melissa received her B.A. in International Business and an M.S. in Marketing from Florida International University.



Kevin Fitzpatrick, CFO

Kevin is a CFO/Finance Director with over 20 years' experience in SME and entrepreneurial businesses across various sectors and industries including Tech, SaaS, Media, and Retail. He has held numerous board positions with both quoted public and private businesses with full executive responsibility for finance, legal and corporate finance, most recently with Stanley Gibbons plc. He is internationally experienced having operated successfully in Europe, USA, and Africa. He graduated from University College Dublin with a BA(Hons) in Economics and qualified as a Chartered Accountant with Deloitte.



Lord David Willetts, NED & Non-Executive Chairman

The Rt Hon Lord Willetts FRS is Chairman of the U.K. Space Agency, President of the Resolution Foundation and former U.K. Minister for Universities and Science. He served as the Member of Parliament for Havant (1992-2015), and previously worked at HM Treasury and the No. 10 Policy Unit. Lord Willetts is a visiting Professor at King's College London, former Chair of the British Science Association and a member of the Council of the Institute for Fiscal Studies. He is also an Honorary Fellow of Nuffield College, Oxford. Lord Willetts has written widely on economic and social policy. His book 'The Pinch', which focused on intergenerational equity, was published in 2010, and he recently published 'A University Education'. Lord Willetts is a graduate of Oxford University and has been awarded numerous honorary doctorates.



Dr David Gann CBE, NED

David is a leader in the field of innovation, technology management and entrepreneurship and was recently Chairman of the UK Atomic Energy Authority. He serves as a Professor of Innovation and Entrepreneurship, Pro-Vice-Chancellor at Oxford University. Previously he served as Vice-President (Innovation) at Imperial College London and was Professor of Innovation and Technology Management at Imperial College Business School. He holds a PhD in Industrial Economics, an MSc in Science Policy and is a Chartered Civil Engineer. He is a Fellow of the Institution of Civil Engineers, Honorary Fellow of the Royal College of Art and Fellow of the City & Guilds Institute. David holds a Fellowship with Magdalen College, Oxford and is non-executive director of Directa Plus plc and VenCap International plc.

The Management Team



Melissa Cruz, CEO

Melissa helps our global clients create marketplace value from university-developed IP. With a background in marketing and sales, Melissa collaborates with a diverse set of organizations in the United States, China, Europe, and Latin America to facilitate technology transfers between developed and developing countries. Melissa plays a crucial role in strengthening clients' in-house tech-transfer teams. Acting as a client advocate, she ensures that their needs are understood and met by working closely with our executive search group. She has contributed to the organization of international business events across Latin American countries. Melissa received her B.A. in International Business and an M.S. in Marketing from Florida International University.



Selwyn Lloyd, CTO

Selwyn has 20+ years entrepreneurial/technology experience in software apps, data, telecoms, publishing and branded goods industries. He has been founder or co-founder of numerous technology companies and led software technology teams for the past 13 years. His clients have included the UK's largest mobile phone operators, ISP's, Universities and Colleges. Selwyn has developed our Innovation Discovery Network which effectively links together the IP output of 4,000 research universities for the first time. Selwyn holds a BA (Hons) from Loughborough University and an MBA from the University of Oxford.



Ana Orti, Manager of Global Client Engagements

Ana has worked for international businesses all over the world including United States, Latin American, & Hong Kong. She helps the Business Development team to create market value for University Intellectual Property (UIP) in the United States and Europe. She believes that building positive client relationships and exploring potential business opportunities are two crucial components to a successful business. Ana has a dual degree in Marketing and International business. She received her BBA from Florida International University and her MBA from EAE School in Barcelona



Kevin Fitzpatrick, CFO

Kevin is a CFO/Finance Director with over 20 years' experience in SME and entrepreneurial businesses across various sectors and industries including Tech, SaaS, Media, and Retail. He has held numerous board positions with both quoted public and private businesses with full executive responsibility for finance, legal and corporate finance, most recently with Stanley Gibbons plc. He is internationally experienced having operated successfully in Europe, USA, and Africa. He graduated from University College Dublin with a BA(Hons) in Economics and qualified as a Chartered Accountant with Deloitte.

Select Clients*



* for pre-AI enhanced products.

What our Clients Say*



“We have had a great experience with the results of the studies we have requested.”

Patricia Anguita

**Deputy Manager of Innovation Project Commercialization
Pontifical Catholic University of Chile- COPEC Foundation**



“The Invention Evaluator analyses have been very useful and have provided a clear insight into the technologies.”

**Diana Fuentes, Directora Dirección de Innovación y Transferencia
Vicerrectoría de Investigación, Santiago Chile**



“The Invention Evaluator reports provide us with fantastic perspectives to direct our commercialisation efforts. Stellenbosch University has a diverse and exciting research pipeline so we always need to be aware of the global commercialisation avenues that could be pursued.”

**Ravini Moodley, RTTP
Director Technology Transfer
Stellenbosch University**



“The University of Huddersfield utilise many tools in their knowledge transfer activities, to understand the opportunity, technology landscape, prior art and market validation. One of the key tools we use is the Tekcapital’s Invention Evaluator report. This report gives the technology transfer office a very early indication of a technology’s potential for commercialisation and justification to providing further resource to gather additional market evidence and network development for our license and spin out activities. It is an excellent indicator when deciding on resource allocation, initial companies in the field to approach and who else is patenting in the field. It is excellent value for money, on the go-no-go dilemma and has proved value for money in quickly establishing technologies that are likely to fail.”

**Paul Field
The University of Huddersfield**



“IE Provides a quick impartial overview of a technology’s landscape. Useful for prioritising resources on invention disclosures.”

**Murray Dickson
University of Technology Sydney**



“CIM UPC has found the Invention Evaluator tool to provide detailed, fast, and accurate analyses of our innovative proposals. The accuracy and thoroughness of these reports have been instrumental in guiding our projects to successful outcomes.”

**José María Cabrera
General Director at CIM UPC**

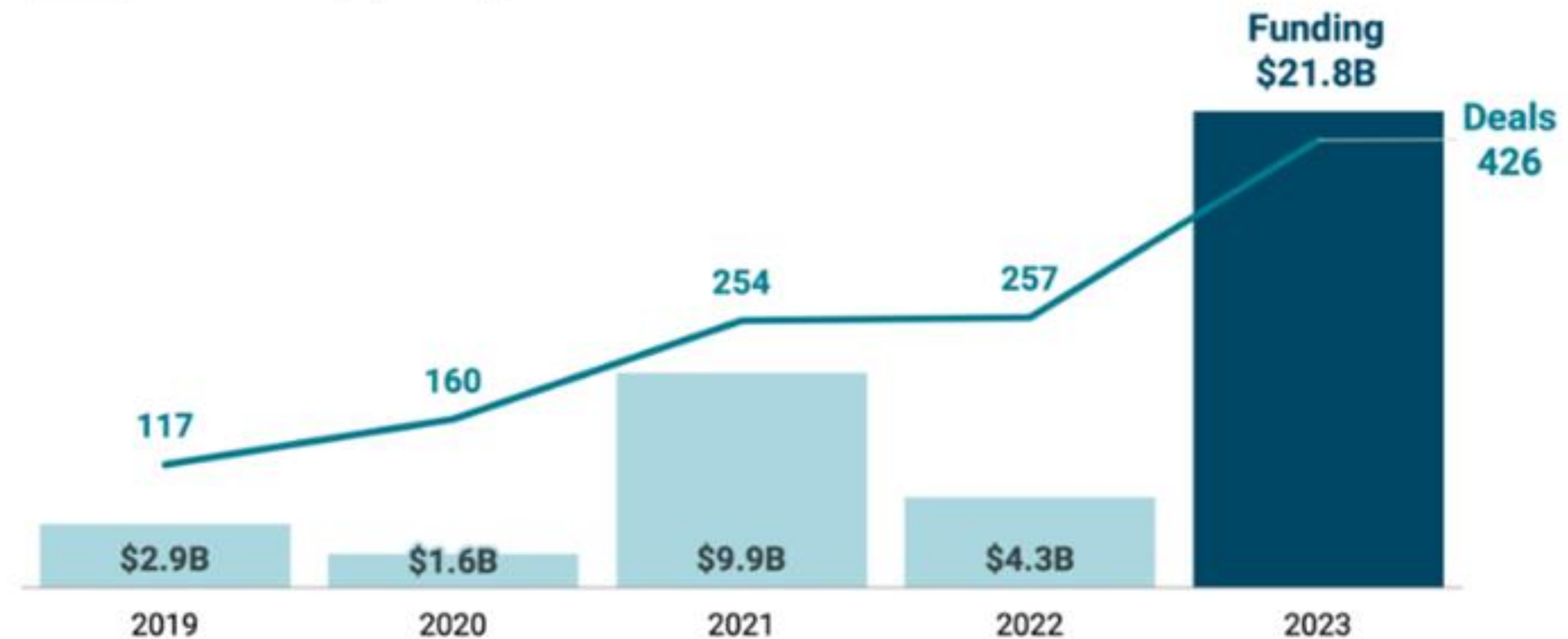
* for pre-AI enhanced products.

2023 Funding in Generative AI startups¹



Generative AI investment explodes in 2023

Disclosed equity funding & deals



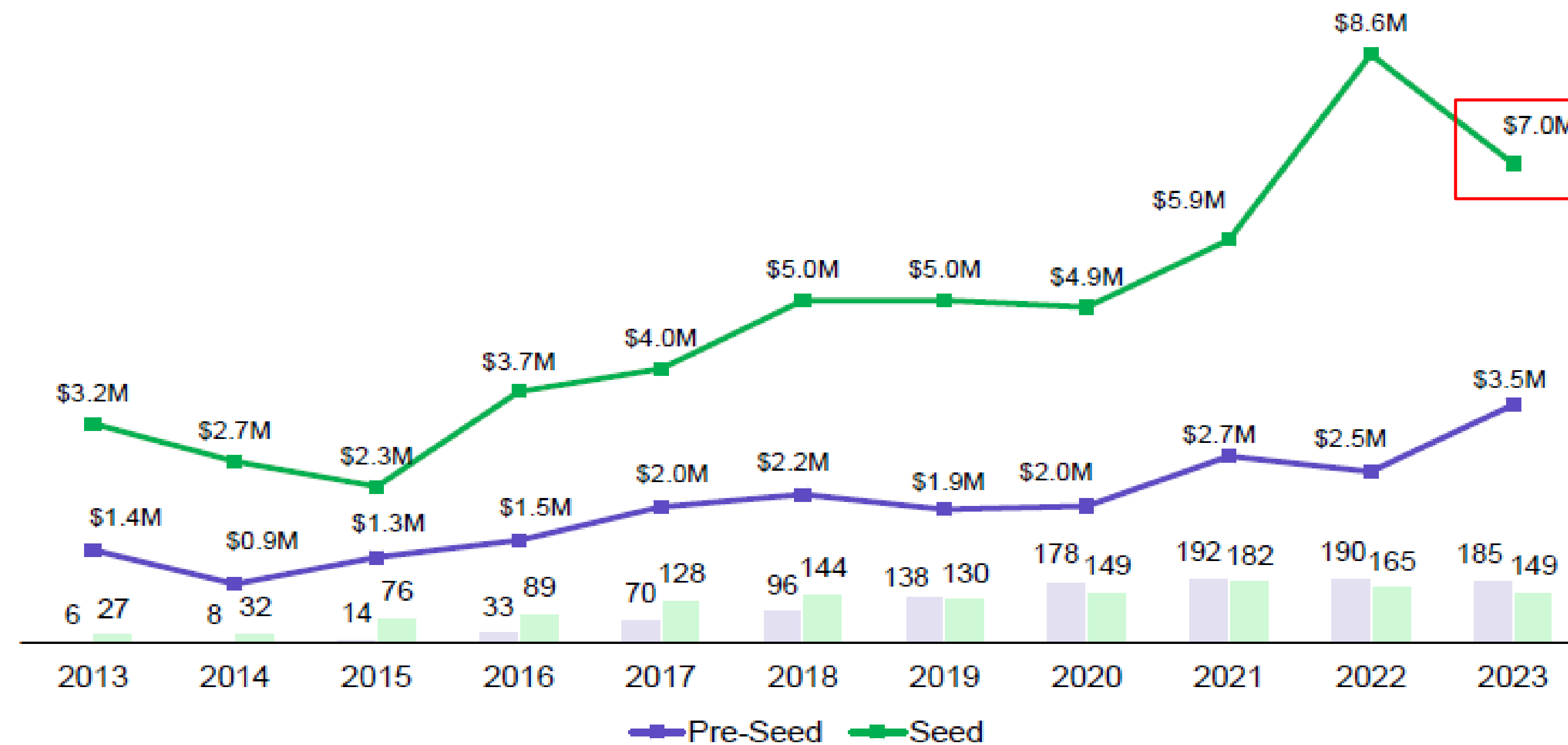
¹ <https://www.cbinsights.com/research/generative-ai-funding-top-startups-investors-2023/>

Recent GenAI Start-up Valuations¹

AI Valuations: Median pre-money valuation

The median valuations of AI startups have grown significantly over the past 10 years

Median pre-money valuation, \$M and Sample size, #



¹ <https://aventis-advisors.com/ai-valuation-multiples/>

Historic Unaudited Revenue Figures for the Predecessor Reports

Growing Sales

	Year ended 31-Dec 2023 US \$	Year ended 31-Dec 2022 US \$
	12 Mths	12 Mths
Invention Evaluator	178,488	156,517
Vortechs	101,000	39,000
Total sales	279,488	195,517

The historic revenue generated by the Predecessor Products whilst under the ownership of Tekcapital presented in the table above have been extracted directly without adjustment or modification from Tekcapital's audited consolidated annual report and accounts for those periods.

As the historic revenue figures relate to the Predecessor Products which was prior to the assets being acquired by the Company effective from 4 June 2024 and subsequently transformed by integrating GenAI technology into the New Reports and New Services, these historic figures are not considered to be representative of the GenIP's new business going forward and should be considered for information purposes only and should not be relied upon for estimation of future revenues or any other financial results of the Company.