

Case Study No. 1

A Hong-Kong based funded start-up approached NVID in 2007 to streamline their existing business plan and model to increase the valuation of the enterprise prior to deciding on the correct employee stock remuneration issuance.

The start-up operates a purchasing portal for magazines to be selected, ordered and delivered to subscribers in a standardized delivery envelope, and was facing a operating revenue short-fall due to a challenging macro-environment.

NVID first queried the purchasing portal and perform logistical analysis of the associated expense in packaging, collating and actual delivery of the purchased magazines to its customers.

It was discovered that the majority of customers chose to have the product delivered to offices, factories, commercial, high traffic endpoints.

NVID began working with the start-up to formulate an additional revenue potential by leveraging on the use of delivery envelopes to derive a novel 1.5 inch advertisement-fastener strip device that can accommodate both print advertising and promotional/discount coupons.

A patent application was prepared with technical assistance from NVID and subsequently filed in early 2008.

Further, in an independent audit conducted by a Series B Financing Venture Capital Firm, based out of the UK, it was found that the novel product could also be used with the delivery for food and beverage items. This led to additional fundings, and resulted in a higher valuation, and resulting in a foray into another industry.

(The original plan was to increase revenue by selling advertisement on the strip. But with encouragement of the venture capital firm, the company went into the distribution of food and beverage products (such as lunch/dinner take-away) as many of the advertisers of the IP were from the F&B business; generating another a totally new revenue stream.)

In Brief

NVID provided to the client the following:

- Review of the existing business model
- Creating a novel product on the client's behalf based on a specific target
- Developing intellectual property based on the agreed product identified
- Improved the overall enterprise asset value of the company

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Case Study No. 2

NVID was contacted in 2010 by a Finnish company that designs and supplies telecommunications protocol simulation software to various well-known cellular handset manufacturers. NVID was to provide advice on the difficult problem of packaging the intellectual property (IP) for sale to a prospective purchaser.

In addition, and at the same time, this company also encountered the following problems:

- a) to secure a patent grant from the US to develop the patents
- b) to include these patents in its sale to a prospective purchaser

As a solution, after analysis of similar patents already issued in the same technical space as with the company's IP, NVID quickly formulated a strong suite of proposed changes to the manner by which the patent grant request was submitted to the United States Patent & Trademark Office (USPTO).

The favorable result arising from NVID's proposed changes not only provided the USPTO and the company with a satisfactory outcome, but a higher valuation report from a third party legal services agent appointed by the company for its impending sale.

In Brief

NVID provided to the client the following:

- Engaged a difficult phase in the patent application process for the client that resulted in a positive and favorable response from the patent office
- Improved the overall enterprise asset value of the company

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