

Case Studies

Striking examples of what we achieved for owners of family and closely-held businesses

by Stefan Voswinkel

Realizing Global Market Access

An innovation with excellent market potential was at risk of fading away, due to a lack of commercialization strategy and entrepreneurial mentorship.

The Challenge

While prototype testing progressed, there was

- no clarity about roles and responsibilities of the inventor-entrepreneur
- no coherent business strategy
- no concurrent search for licensing partners
- no protection of intellectual property

Over a prolonged period, there was no consistent effort to realize the invention's market potential.

Our Intervention

- Intense meetings with the inventor entrepreneur and project sponsors to decide commercialization strategy and commit to implementation
- Selecting suitable licensing partners with global market reach
- Drafting professional material for potential licensing partners
- Business Health Check : Assessing the existing business and its capacity to take commercialization to the next level
- Mentoring the entrepreneur « from the kitchen table to the boardroom table »

Outcome

- Putting business legs under the invention : Strategy, structure, action plan, implementation
- Moving from only technological progress to holistic progress towards successful commercialization
- Decision made for desired licensing partner and significant progress of licensing negotiations and pre-production prototype funding
- US and Canadian patents filed
- Non-Disclosure Agreements signed with all parties involved
- Financial management parameters set and implemented
- Action Plan with milestones well on its way to full implementation



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Impact

- Clarity for inventor-entrepreneur and project sponsors: Less stress, better communication
- An inventor-entrepreneur who is in a position to follow through with business success
- Expedited movement towards time-sensitive protection of Intellectual Property
- Building of a solid and trusting relationship with desired licensing partner
- Global market access
- A company that is poised for dramatic future growth
- An invention that is ready to be "bought out"

A win for all: Happy sponsors, happy licensing partner, happy inventor-entrepreneur.

What does this mean for you? Tell me what you think: stefan@ylynx.ca

For a discussion about your own business situation and how I may be able to help you, please contact me.

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