



**PURSUE** | **PROTECT** | **COMMERCIALIZE**



## WHY ENTREPRENEURSHIP?

“Entrepreneurship involves the pursuit of opportunities beyond the resources one actually controls.”<sup>1</sup>

“Entrepreneurs and small businesses are the backbone of the Canadian economy. There are more than 1 M small businesses that employ 48% of Canada’s total workforce, account for 25% of total exports, and provide 30% of our total GDP. Of those small businesses, 4.7% are classified as high-growth enterprises and are responsible for 45% of new job creation in Canada.

Entrepreneurship is a powerful force for driving job creation, innovation, economic growth, and fueling healthy and sustainable communities.”<sup>2</sup>

1- <http://fbr.sagepub.com/content/14/2/141>

2- <http://www.startupcan.ca/about/why-it-matters/>

## Congratulations on your decision to pursue the entrepreneurial journey!

Aramax IP Services stands ready to assist you with many parts of that journey. We are a regional boutique service provider in Atlantic Canada, headquartered in Sydney, Nova Scotia, Canada.

Partnering with Aramax IP gives you access to a local touch with the resources of a North American network of experts. We are your “people on the ground”, locally, providing access to our external experts and partners from around North America.

Whether you are at the Idea Stage, the Startup Stage looking for funding, or you are preparing to sell your new product or technology, we have a range of services to assist at each step.

## SERVICES

We provide the following services, customized to fit your needs.

### **MARKET FEASIBILITY STUDIES and ASSESSMENTS**

Aramax IP specializes in early-stage market feasibility studies and assessments. We have partnered with experts (experts in market research, financial models, licensing strategies, technology and commercialization) that have paid-access to the top market research databases and know how to navigate around them quickly. That means you get access to the information obtained from these databases, rather than having to pay for them and figure out how to work them; saving you time, money and headaches. You get highly relevant reports based on your market opportunity not just generalized industry market data.

Whether you are an inventor, part of an Innovative Technology Business or have a University project you want to check through your Technology Transfer Office or Industry Liaison Office, our reports provide you with analytical-support as you decide to pursue the opportunity or prioritize it over other potential projects. Also, many times you need these for raising funds.

**Entering the USA?** Let us prepare a Market Feasibility Study for your technology as it relates to the USA. We have an in-market Market Research firm that does customized reports for USA clients in USA. Now you have the ability to get those high-quality, relevant reports performed for YOU !

## **INTERNATIONAL IP COMPETITORS ASSESSMENTS**

You have an idea and want to get a glimpse of who else is in the market space and intellectual property (IP) space, both potential threats and opportunities. This provides an insight to questions like these: Who else has been working in this area? Do they have something close to my idea? Are they using old technology to solve the same problem and mine is new and different? Are they a potential licensee for my technology? Maybe I could partner with them and get into the market even faster?

## **PRIOR-ART SEARCHES and PATENTABILITY OPINIONS**

You have a good idea on how you are different than the competition, the substitutes or the old ways people solved that particular problem. Now, you want to get an official prior-art search completed or get an official patentability opinion. Aramax IP, with our partners (patent agents) can obtain Prior-Art Searches and Patentability Opinions for you.

## **TRADEMARKS**

Aramax IP and our partners (trademark lawyers) can assist you with getting trademarks. Maybe you want to trademark your company name, your technology, or your product. These are highly valuable pieces of intellectual property, which helps you protect your Brand and can provide you with great licensing opportunities too.

## **PATENTS**

Aramax IP and our partners (patent agents, engineers) can assist you with getting patents for your technologies and products. We assist with writing patent applications, provisional patent applications, utility patents, and industrial design patents for USA, Canada, and internationally.

## **TECHNOLOGY VALUATIONS**

Are you looking to obtain venture capital to prepare for your next stage of growth? Maybe you are you selling your technologies, licensing them, or maybe you are being acquired. Maybe you are in court against an opponent and need to get a third-party technology valuation for settlement amounts.

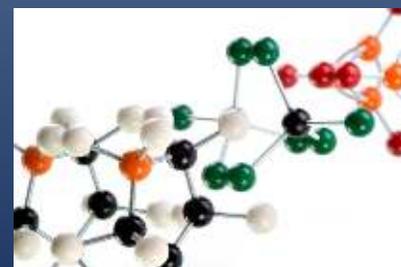
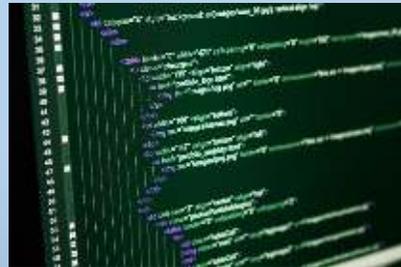
Aramax IP and our partners can provide you with an objective, defensible, third-party technology valuation to help you in your negotiations or settlements.

## **COMMERCIALIZATION – TECHNOLOGY LICENSING STRATEGIES and AGREEMENTS**

Aramax IP and our partners (licensing experts and lawyers) can provide Technology Licensing Strategies with full financial modelling, and can include the drafting of licensing agreements.

Some clients may also be interested in hiring us for negotiation assistance. Contact us to investigate this further.

***Contact Us Now, to Discuss the Possibilities!***



**Serving Atlantic Canada: Halifax, NS – 902-482-2168 Sydney, NS – 902-595-2737**

email: [rmackenzie@aramaxip.com](mailto:rmackenzie@aramaxip.com) Web: [www.aramaxip.com](http://www.aramaxip.com) Twitter: [@aramaxip](https://twitter.com/aramaxip)