

Breakout Session – AECM Annual event '25

Topic 4: “Facilitate SMEs’ use of intellectual property rights”

EUIPO Strategic Plan 2030
Intellectual Property and Finance

- EU agency protecting intellectual property rights (IPRs) in the EU and beyond.
- Host **European Observatory** on IPRs: Develops tools & best practices for IP protection.
- Manage **Ideas Powered for Business Network** (AECM joined in Nov 2024.)



Alicante, Spain since 1994



1,200 +

EUIPO IDEAS POWERED FOR BUSINESS NETWORK

Connecting IP & Finance to Empower EU SMEs



23 EU organisations working together to boost IP awareness, protection, and use among

- Business Advisers,
- Investors
- Fair organisers.
- Common goal: support EU SMEs

Network Event
28 & 29 April 2025 EUIPO, Alicante

- Agreement on the important role of IP in innovation
- Network as a potential platform for SME support
- Common position addressed to European Commission



DRAGHI REPORT

“The Future of European Competitiveness”

The future
of European
competitiveness

SEPTEMBER 2014

Capital Market Reliance in Europe

- Varies across Member States
- Higher reliance: Scandinavian countries, Netherlands
- Lower reliance: DE, IT and ES

Comparison with US & UK

- Even the most developed EU capital markets play a smaller role in financing the real economy compared to the US & UK

Scale-Up Challenges

- Highly volatile cash flows, often negative for years
- High risk of bankruptcy, even with modest debt
- Collateral is mostly intangible

Research Commercialization Issues

- Many research findings remain commercially unused
- Only 1/3 of patented inventions from EU universities & RTOs are exploited
- EU SMEs underutilize Intellectual Property Rights (IPRs), limiting global competitiveness

WIPO REPORT

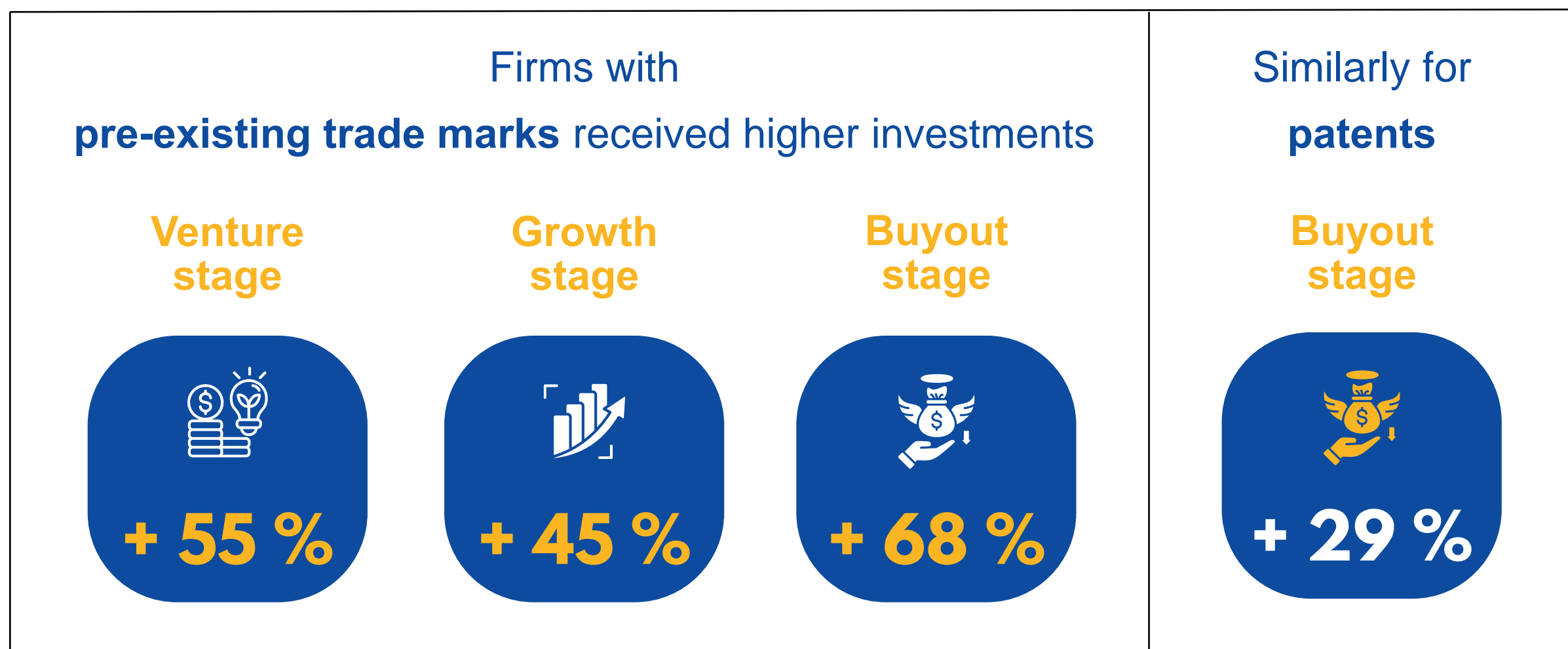
INTANGIBLE ASSET INVESTMENT GROWING FAST, SPREADING GLOBALLY

Key Insights on Intangible Investment

- **Resilience during economic uncertainty:**
Intangible assets held strong during downturns, despite high interest rates.
- **Increasing GDP share:** Intangible investment is raising GDP in both advanced and emerging economies.
- **Most-intensive locations:** Top: Sweden, US, France. In the US, intangibles are nearly double tangibles. The global gap is shrinking.

- **Leading economies (1995–2023):** The US, France, Germany, and the UK lead in intangible investment. France now tops in the EU.
- **Remarkable growth in emerging economies:**
India leads in growth rate, reaching levels of Germany and Japan.
- **Leading intangible asset types:** Fastest-growing: Software, data, brands.

EUIPO & INVEST EUROPE JOINT-PAPER



- A **100%** rise in investment increases the likelihood of further IPR filings by **10%**.
- Filing IPRs before seeking funding is highly recommended.





EUIPO will partner with financial institutions, to facilitate business access to financing based on their IP portfolios.

HOW

By bringing together actors from these two worlds, an added impetus to promote IP among SMEs will potentially lead to enhanced funding opportunities.

EUIPO will intensify our cooperation with **the European Enterprise Europe Network**, the **European Investment Bank (EIB)**, the **European Investment Fund (EIF)**, financial players and start-up organisations.

Establish a widely accepted *IP valuation methodology*

HOW

- 1) EUIPO will engage with the world of finance, including national accounting networks, to develop a commonly accepted valuation methodology in order to make it available for those seeking capital to support the growth of their business.
- 1) EUIPO will cooperate with relevant organisations providing the means for a **training certification** and **recognition process for professional evaluators in Europe**.

STRATEGIC PLAN 2030 – IP AND FINANCE – CREATION OF A NEW COMMUNITY



- **New EUIPO strategic positioning in the financial ecosystem**
- **Discussion of the creation of a new Financial Community:** strengthening the collaboration with financial players and set up new partnerships with financial players.

This community will support EUIPO to

- Promote joint capacity-building initiatives to empower financial players' staff on IP monetisation.
- Collect feedback on a new IP valuation initiative a feasibility study.
- Collect information on existing financial instruments which positively value IP components.
- Promote and share IP knowledge to capital providers.

IP VALUATION / FEASIBILITY STUDY

Background

- The financing of IP-based investments and their importance in the economy are not widely recognised or understood.
- Financial activities, transactions and operations remain strongly centred on traditional assets.



IP Valuation methodologies

- During 2025, the Office will conduct a feasibility study to **review the existing IP valuation methodologies and identify the best practices in this area.**
- To achieve this, the Office will partner with relevant organisations to conduct research and benchmarking activities including interviews and will gather feedback in order to make the necessary adjustments and improvements.
- The EUIPO aims to involve financial players to participate in providing input/feedback on voluntary basis

INSTRUCTIONS DURING PRESENTATIONS

You have post-its and pens in front of you, please write down your questions, difficulties and opportunities you see.

The moderator will collect them, put them on a flipchart, group them and start with the questions.



INSTRUCTIONS FOR GROUP WORK

On post-its, please write down your ideas per question – Individually, 5 minutes in silence

Share your ideas on the flipchart(s)

Read the ideas of the others and create more ideas



Interactive session with Audience

Objective: Stimulate a policy-oriented discussion among AECM members on how Europe can move forward in financing IP for SMEs, inspired by KOTEC's model.

“How should Europe (beyond EUIPO) move forward in integrating IP into policies and financing programs (such as InvestEU)? What lessons can be drawn from KOTEC's approach, and how can these be applied at the European level?”

Interactive Format:

1. How can the EU, through programs like InvestEU, better support IP-backed financing for SMEs?
2. What policy adjustments are needed to enable IP to be used more effectively as collateral or for financing?
3. How can the European ecosystem (including financial institutions, innovation agencies, etc.) better collaborate to promote IP-backed financing?

Potential Guiding Questions:

1. How should Europe (beyond EUIPO) move forward in integrating IP into policies and financing programs like InvestEU /Single Market?
 1. What specific actions should be taken to support IP-backed financing for SMEs?
2. What policy adjustments are needed to enable IP to be used more effectively as collateral or for financing?
 1. How can IP be better recognized in EU financial instruments and by financial institutions?
3. How can Europe's innovation ecosystem (e.g., financial institutions, innovation agencies, IP offices) better collaborate to promote IP-backed financing for SMEs?
 1. What role should each actor play (e.g., EU, member states, financial intermediaries)?
4. Are participants aware about additional initiatives / stakeholders to be considered as reference on the topic of IP & Finance / valuation?