

Innovation Concept Proposition Pitch

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This template is designed to provide an in-depth overview of your innovation concept, protect your concept & form the basis of your business plan. Once completed, it can be used to gain feedback from evaluators or gain the interest of partners, investors and brands.

INTELLECTUAL PROPERTY

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Your barcode / IP tag denotes creation date, concept ownership and permission based usage only. It protects 'early stage' ideas and enables safe disclosure to third parties who must accept the terms of the Trust Charter before downloading files sent through our file transfer facilities.

It is very easy to use. It is legally robust but there is no complex paperwork or legal fees.

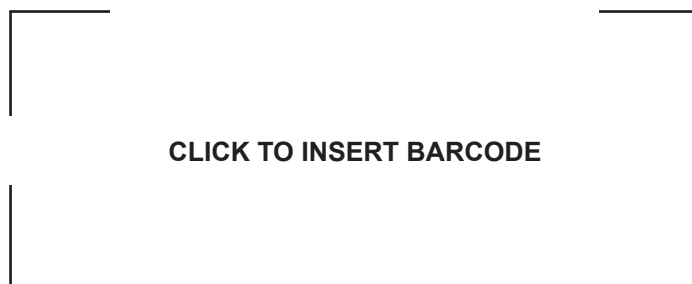
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Your IP Tag should be inserted into all supporting imagery; PDF's, research documents, correspondence and so forth. When you have completed your Proposition Pitch Template and, if applicable, applied your IP Tag/ barcode, save it with your concept title as the file name

Only disclose your full Proposition Pitch to known parties who have either agreed to receive it under Creative Barcode terms and conditions (if you are a member) or under a signed a Non-Disclosure Agreement.



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SECTION ONE: 3 Minute Summary

Completion of this template should enable you to assure yourself, and those evaluating it, that you have undertaken sufficient research to prepare this concept for evaluation, commercialisation and investment.

INTELLECTUAL PROPERTY OWNERSHIP

- I am a Creative Barcode[®] member & operate under their Trust Charter terms
- I own all Intellectual Property rights in this submission
- My University owns the Intellectual Property Rights
- Intellectual Property Rights are shared, or rely upon another party's rights
- Follow url in Creative Barcode / IP Tag attached for IP Rights associated to this Proposition

YOUR CONTACT DETAILS

Please complete this template to the best of your ability. If applicable your Evaluator/Mentor or intermediary advisor/ trade association will assist you with any terms you do not understand or sections you need input into.

Name

Address

Town

Country

Website

Telephone

Email

Date of birth (dd/mm/yy)

Completion date (dd/mm/yy)

Your Professional Title and 30 word description about yourself (e.g. *I am a technologist with 20 years' experience in the food and drink sector*)

CONCEPT SUMMARY DESCRIPTION (your summary should be 50 to 80 words maximum)

CONCEPT TYPE

You can select more than one

- Application Software
- Brand
- Business Proposition
- Digital Media
- Invention
- Interactive Games
- Knowledge Transfer
- Latent IP
- Material
- Mobile Application
- Packaging
- Process
- Product
- Published Research
- Service
- Technology
- Textiles
- Web Platform
- Other

(Please Specify):

Industry Sector: e.g. Food and Drink, Construction etc.
(Please Specify):

- Business Plan/Proposition
- Early stage Idea
- Full Visuals/Model
- Full technical Specification
- Pre-Production Prototype
- Production Prototype
- Proof of Concept
- Published Research
- Market Ready
- Other

(Please Specify):

EVALUATORS COMMENTS

(Only applies to Evaluators giving feedback
on this section)



SECTION TWO: Detailed Proposition Pitch

CURRENT TRENDS

WHAT IMPACT DOES THE CONCEPT HAVE ON THE FOLLOWING SECTORS?

POLITICAL

Impact of concept on:

ECONOMIC

Impact of concept on:

SOCIAL

Impact of concept on:

TECHNOLOGY

Impact of concept on:

LEGISLATION

Impact of concept on:

ENVIRONMENT

Impact of concept on:

POTENTIAL APPLICATIONS

What are the potential applications?

POTENTIAL LIMITATIONS

What are the potential limitations?

CURRENT STATUS OF DEVELOPMENT

What level of development have you reached and what tests have been carried out to date (if applicable)?

EVALUATOR COMMENTS

Only applies to third parties evaluating each section

STANDING OUT

WHY IS YOUR PROPOSITION DIFFERENT OR
BETTER THAN THAT WHICH CURRENTLY EXISTS
IN TERMS OF:

INVENTIVENESS

How is it different or better?

TECHNICAL FEASIBILITY

How is it different or better?

EASE OF USE

Simplicity / ergonomics / interaction

SCALABILITY

Scalability/additional applications

ECONOMIC BENEFIT

Benefit to UK / European / international econom

COMPETITORS

Who or what do you perceive to be key competitors?

SUPERSEDING COMPETITION

Which products or services do you believe will be superseded by this concept/proposition?

EVALUATOR COMMENTS

Only applies to third parties evaluating each section

TYPICAL CUSTOMERS

DESCRIBE THE TYPICAL CUSTOMER YOUR
CONCEPT IS FOCUSED ON AND WHY YOU BELIEVE
THEIR CURRENT NEEDS ARE NOT BEING MET.

AGE & DEMOGRAPHICS

What is the age & demographics of a typical customer?

LOCATION

Where is your typical customer based?

LIFESTYLE

Describe the type of lifestyle led by a typical customer

UNMET NEEDS

Describe the unmet needs of a typical customer

MARKET ANALYSIS

WHAT DO YOU PERCEIVE TO BE THE MARKET GAPS, SIZE AND SEGMENTATION?

MARKET GAPS

What do you perceive to be the market gaps?

SIZE AND SEGEMENTATION

What do you perceive to be the market size and segmentation?

CHANNELS TO MARKET

What are your perceived channels to market?

RESEARCH

What research have you undertaken that would support these perceptions?

MARKET ANALYSIS

CONTINUED...

SUPPLY CHAIN

Who are the players in the supply chain to be relied upon, including whether any Intellectual Property (IP) is owned by another party where a license of that IP is critical to the delivery of this proposition?

INCOME MODEL

Describe your income model & how and why you arrived at it.

CONCEPT INVESTMENT

How much money and time have you invested in this concept to date and how much more investment do you perceive it will need to be market ready?

SKILLS & RESOURCES

What skills and resources do you have to continue the development and what skills and resources are you seeking?

MARKET ANALYSIS

CONTINUED...

PARTNERS

Have you sought to find partners or investors to date – if so what has been their reaction to your concept/proposition?

EVALUATOR COMMENTS

Only applies to third parties evaluating each section

GUIDANCE NOTES INDEMNITY

In completing BOTH the 3 Minute and Proposition Pitch the Originator is legally responsible for its content being genuine and entirely owned by them. You can confirm ownership by joining Creative Barcode and applying an IP Tag / Barcode to the front page of this Proposition Pitch template.

Should any claim legal or otherwise arise as a result of any known or unknown false statements made by you in your Proposition Pitch content including IP claims Creative Bar-code, BDI Ltd and any authorised evaluators are automatically indemnified against any claims.

To check whether the idea already exists and to undertake a simple patent search:

Visit gb.espacenet.com and click on 'quick search'. Choose relevant keywords to describe your concept and separate each term with 'AND' (e.g. chocolate AND teapot).

To search international patent applications and to view the latest information and documents available to the International Bureau. <http://www.wipo.int/pctdb/en/>

For help with this, visit <http://www.wipo.int/pctdb/en/help-search-struct.jsp>

US Patent Search can be undertaken at United States Patent and Trademark Office www.uspto.gov or www.freepatentsonline.com, a free US resource for innovators.

Review the existing patents in this area and consider the differences between your concept and those listed.

If your idea is not subject to patent you should undertake a thorough search across the internet to assess whether any similar idea already exists. Even if it does, that does not make your concept redundant so long as it is significantly different in execution, target market, technology and or

will supersede similar commercialised ideas due to new innovation and design features, due to 'a new business model', innovation or improved design features. If your idea and business plan simply replicates that of an already commercialised concept you are likely to struggle to find any investor or partners willing to back you.

The **3 Minute Pitch** (front section of this form) can be used for initial disclosure purposes. It should not contain any sensitive information that is likely to affect your Intellectual Property rights. Therefore please only describe the benefits of your idea and target market but do not provide any technical information, know how or drawings unless these are already protected by a patent or patent application, copyright or registered design right or unless you are Creative Barcode[®] member and have added your IP Tag/ Barcode to the front cover of this template and disclose your Proposition Pitch using the Creative Barcode file transfer system.

See www.creativebarcode.com/trustcharter

The full **Proposition Pitch** should only be disclosed to third parties that you know personally; or after receiving your 3 Minute Pitch have requested further information either under a non-disclosure agreement or under the terms of the Creative Barcode. Creative Barcode members are supported by the World Intellectual Property Organisation mediation service should any dispute arise.

Bringing any product, service, process or proposition to market involves risk. Advice given by any third party is based on information you have provided and therefore an Evaluators response is a 'best of knowledge' response. Their response should not therefore be solely relied upon for commercial or legal purposes.

EVALUATOR TRACKER

THIS SECTION IS EITHER FOR USE BY INTERMEDIARY ORGANISATIONS OFFERING CONCEPT INNOVATORS AN EVALUATION SERVICE; INDEPENDENT THIRD PARTY EVALUATORS OR FOR THE CONCEPT INNOVATOR'S OWN RECORDS.

Date received by Intermediary/Evaluator

Name of Concept Innovator

Company Name (if applicable)

Email

Telephone No.

Website

Town

Region

Name of project

Brief description

Third Party evaluator 1

Name

Company name (if applicable)

Date received 3 Minute Pitch (if applicable)

Signed Creative Barcode Trust Charter?(if applies)

Signed Non-Disclosure Agreement?

Evaluator comment

Date received Proposition Pitch

Signed NDA or Creative Barcode Trust Charter

Evaluator comment

Third Party evaluator 2

Name

Company name (if applicable)

Date received 3 Minute Pitch (if applicable)

Signed Creative Barcode Trust Charter?(if applies)

Signed Non-Disclosure Agreement?

Evaluator comment

Date received Proposition Pitch

Signed NDA or Creative Barcode Trust Charter

Evaluator comment

Third Party evaluator 3

Name

Company name (if applicable)

Date received 3 Minute Pitch (if applicable)

Signed Creative Barcode Trust Charter?(if applies)

Signed Non-Disclosure Agreement?

Evaluator comment

Date received Proposition Pitch

Signed NDA or Creative Barcode Trust Charter

Evaluator comment

FINAL DECISION / NEXT ACTION

Feedback sent to concept originator

Date

Comments

ABOUT CREATIVE BARCODE

Creative Barcode digital IP tags and safe-disclosure services are positively changing how knowledge, creativity and innovation is valued, exchanged and procured worldwide between innovators, creative industries, academics, entrepreneurs, businesses, institutions and brand owners.

Creative Barcode has significantly reduced the risks, vulnerabilities and innovation blocks caused by the misappropriation of commercial ideas or misunderstanding of terms of disclosure.

No pre-contract proposal or visual concept, or creative work should be shared without its IP Tag / Barcode.

Innovation annual membership is just £125/\$200 plus vat at 20% or £45/\$75 for Community membership.

[Learn more](#)

Creative Barcode[®] overview



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Creative Barcode

Intervention and Mediation support by the World Intellectual
Property Organization (WIPO) Arbitration and Mediation
Center for Creative Barcode[®] members