

# Project VIA – Valuing Intellectual Assets in Renewables Companies in the Highlands and Islands

Company Profile



greenspacelive

## Background to the Company

Greenspace Live is a limited company founded in 2008 and is a spinout from the Greenspace Research low carbon building and renewable energy research programme at Lews Castle College, UHI Millennium Institute (LCC), based on the Isle of Lewis. The company has developed a suite of web-based software based solutions aimed at evaluating the carbon footprint of new and existing buildings in order to comply with EU wide legislation. The resulting data are used to improve the energy efficiency of these structures and hence their carbon footprint. Greenspace Live's four software products are:

- gWorkspace – a shared workspace where owners, occupiers, architects, architectural technologists, energy assessors, construction service personnel and product manufacturers can share key design information including building documents, site photos and plans.
- gModeller – a plug-in for Google SketchUp that allows users to turn gWorkspace information such as CAD drawings, photographs and survey data into rich 3D gbXML models which can be exported to a wide range of industry applications including gEnergyEPC (see below)
- gEnergyEPC – generates government accredited Energy Performance Certificates (EPC's) and building energy analysis reports, to comply with the EU Energy Performance of Buildings Directive. As well as providing energy assessment of buildings and associated carbon footprint, it provides recommendations for improvement while enabling qualified Energy Assessors to produce and manage the EPC's.
- gDashboard – presents comprehensive information and reports to users about the full building portfolio managed by the range of Greenspacelive products. Users can check their building portfolios, at-a-glance project status, view charts, maps and reports and find expertise and products to carry out energy efficiency works throughout a building's life-cycle.

## The Engagement:

The company was in the process of developing its business plans when it learned of the opportunity to engage with the IA Centre's VIA project. It wanted to understand why and how its intellectual assets (IA) could be more comprehensively leveraged to underpin its vision for the company and recognised there may be potential advantages for their business plan's development, through a parallel engagement with the IA Centre.

## Project VIA – Valuing Intellectual Assets in Renewables Companies in the Highlands and Islands

### Company Profile

Following the launch of the project and completion of the IA Centre's Benchmarking exercise, key Greenspace Live Ltd staff met with the IA Centre's associate consultant [Maurice Alphandary from Collier IP Management](#), to discuss and review what actions were needed to secure, to protect and to build upon its IA.

#### **Outcome:**

The early work carried out with the IA Centre identified that a high priority for the company was the need to establish a comprehensive record or register of its IA and assert ownership as necessary. This resulted in a review of all of the existing and proposed agreements with the various organisations upon which the company relied for its product development, to ensure that there existed a clear and agreed understanding of the ownership of the Intellectual Property (IP) associated with the company's products and services. This process of identifying and asserting IP rights is now established and continues in use as the company grows its business and develops new products.

This was particularly beneficial to the company when negotiating rights associated with a new collaborative product development, for which it has secured for itself over £100k of funding from the Technology Strategy Board, which has recognised the potential significance of the company's software to minimising energy use in the built environment.

Branding of its products and creating a brand identity for each, was another key area that was identified, in which the company decided to take early action. As the company's products are accessed through its web-site ([www.greenspacelive.com](http://www.greenspacelive.com)) it was important that the design would not only address the company's product portfolio, but also create a seamless look and feel to the company's image as a whole. At the same time it has developed the marketing messages for its software suite based on a comprehensive understanding of the potential customers for each product.

***“Given our early stage of development, our participation in the VIA project gave us a very valuable boost in being able to understand the concept of Intellectual Assets and why they have particular significance for our future business growth. The support in terms of management, marketing and value proposition was excellent as we were taking products to market. Although we have a challenging action plan as a result of the project, the engagement has made us stronger and more focused on the creation of a successful business, using the output from the IA Centre's tools to guide our way forward.” Donald Macritchie , Managing Director, Greenspace Live***