

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

Company Profile



Background to the Company

Synergie Scotland is a privately owned company based in Inverness providing a wide range of services associated with the renewables industry. The business was founded in 2001 and comprised 3 main divisions, each offering a range of services for the built environment as described below.

- Projects - with its main focus on construction project management;
- Environ(ment) - offering services in the areas of energy management, building energy performance and remote metering;
- Training- where it offers specialist accredited training in IT systems from many of the world's major software providers.

In 2008, Synergie Scotland bought a controlling interest in Mirspot (Micro Renewables on the Spot) as an integral part of widening the scope of the company's activities associated with the use of energy in the buildings sector. Mirspot, originally a spin-out company from Robert Gordon's University in Aberdeen, has developed its ClimateCapture™ software to enable analysis of local renewables energy availability for more efficient building design, based on the collection of local meteorological data.

The Engagement:

The success of the company was a result of a combination of organic growth with its project management services and developing capabilities in response to local market demand. However, the company was concerned that the structure was not necessarily ideal for realising its future growth ambitions. Recognising that this growth would be determined to a greater or lesser degree by how well aligned were its Intellectual Assets (IA), the company took the opportunity to engage with the Intellectual Assets Centre (IA Centre) through its involvement with Project VIA. In addition, one of the directors, Uisdean Fraser, was particularly interested to understand whether or not the ambitious growth plans for Mirspot's products and services were adequately underpinned through the protection of its IA and where there might be potential risks.

Outcome:

The starting point for Synergie Scotland's engagement with Project VIA was to understand the relative strength of its IA, which was achieved through the use of the IA Centre's Benchmark Tool. This was followed up with a 1:1 meeting with the IA Centre's consultant, [Maurice Alphandary of Collier IP Management](#), to discuss and

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

review the results of the completed benchmark and to identify what actions were needed to realise greater value from and protection for the company's IA.

As a result of these activities it was evident that a key consideration was whether or not the company structure and the brand that it was projecting was consistent with the largely independent nature of the products and services associated with each of its operating divisions and its Mirspot subsidiary. The IA underpinning each operating division was largely independent of the others, yet there was the possibility of brand confusion for existing and potential customers. In addition, it was concluded that more effective use could be made with each division's discrete IA for its client facing activities.

This information was used to inform and in support of Board level discussions about the future strategic direction of the company. As a result it was agreed that the best interests of each of the operating divisions would result from the creation of new companies each of which is aligned to the products and services of the operating divisions. On April 6th 2010, two new companies were formed: Synergie Environ and Synergie Training with what was the Projects division now forming the core of Synergie Scotland.

“Engagement with the project has opened my eyes to the value of a company's Intellectual Assets and their importance to the ongoing success of my business. The IA Centre's Project VIA and the guidance and advice obtained during its delivery was also of premium importance in shaping the structural review and future planning for the business. It has had a major influence on our development and we will be using many of the lessons that we learnt during the course of the project to build secure foundations upon which to build our new businesses.”
Uisdean Fraser, Managing Director, Synergie Environ