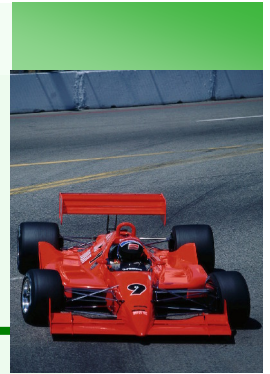


Unlocking value from Intellectual Capital



Each year, the UK Motorsport and High Performance Engineering industry undertakes development programmes to produce leading edge technologies and yet very little is protected for wider commercialisation. Collier IP Management undertook a programme of work that was designed to improve the capture and commercialisation of IP for companies serving the UK Motorsports sector. The programme was aimed at Small and Medium sized Enterprises that characterise this sector, many of which were unfamiliar with the need to protect their Intellectual Capital.

The programme was grant-funded by Motorsport Development UK, and operated across the UK with a focus on three regions and in partnership with the Motorsport Industry Association.

The work we carried out encompassed:

- IP Audits of twenty seven companies and the subsequent development of IP action plans
- Organisation and delivery of five training workshops
- Benchmarking of each company's approach to IP Management
- Development of training material on Intellectual Capital and its value in underpinning commercialisation.

The programme clearly made a difference to the participants as shown by the results below:

Characterise your IP awareness before and after this programme:

	Unaware	Basic u/standing	Aware	Convinced	Taking action
Before:	3	15	7	1	
After:		1	1	8	16

Will the programme make a difference to the way you operate your business?

Not at all	In minor ways	Some difference	Significant change	Major difference
		12	11	3

"The project succeeded in making these issues relevant to the industry and was effective in helping companies to understand the hidden potential of IP and its importance in driving commercial success." – Howard Partridge, Project Manager

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 MANAGEMENT

Participating Companies

- Advanced Fuel Systems
- Alcon Components
- Aerospace Metal Composites
- Autocar Electrical
- B3 Technologies
- BR Racing Ltd
- Buzzpro Motorsport
- Cosworth
- Crompton Technology Group
- DPS
- Engenuity
- Forsberg Services
- Hartham
- K4+
- Lola Cars International
- Mahle Powertrain
- Pi Research
- Prodrive Automotive Technology
- Race-Tec NAK
- Red Bull Racing
- Renault F1
- Richard Hurdwell Engineering
- RML Group
- Superchips
- Tyre Technology
- Ultimate Sports Engineering
- Xtrac