

Landing Your First Licensing Partner

Webinar and
Coaching Clinic



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Licensing4Profits

LEVERAGING TOMORROW'S IDEAS TODAY

www.licensing4profits.com

What We'll Cover

Part 1

Presentation

- Where to Find Them
- How to ID the Right Partner
- What to Send Them

Part 2

Questions and Answer
Submit during Part 1

Rule #1: It Takes Time



Find the right partner
Dynamic process
90 – 120 days

Where to Find Them



Internet Search
Company Website
Trade Magazines
Trade Shows
Social Media - Linked In
Your Network

Does Your IP Fit Them?

- Quality
- Experience
- Financial
- Products



The Right Fit Creates Success

- Small French company
- Burn treatment effective against wrinkles
- Licensed to P&G
- Created world's top selling women's facial cream



What to Send Them

What do they Want

- Introduction Email
- One Sheet

An open book is shown from a top-down perspective. The left page is filled with faint, illegible text. The right page features a decorative gold-colored swirl design at the top. Below the design, the words "The Brochure" are printed in a large, bold, black sans-serif font. The book is set against a light, warm-toned background.

**The
Brochure**

Don't Tell Stories- Solve Problems

- Must be concise in communicating
- What is problem/solution or cost /profit
- Say it in one or two sentence intro email



Creating Emails that Get Results

Short and to the point

Would you be interested in a new patented fried food cooking technology that reduces fat by over 60%?

Don't shotgun

One email /company/week

Keep track

Tailor and refine

One Sheet

- One-paragraph intro
- List of benefits
- IP applications
- Details: What - How - Why
- Status: Supporting info
- Call to action

Nothing Confidential
 Ideal: 1 Page
 Max: 3 Pages

*Introducing a healthier chicken sandwich
Crackle-baked™*

A new patent-pending food preparation technology developed at the University of Arkansas, makes baked foods taste fried with 60% less fat.

- **Healthier:** improves the nutritional value of traditional fried foods
- **Tasty:** duplicates all of the unique attributes of fried food
- **Easy and cost effective:** process may be incorporated into existing coating lines without modification and uses all commercially available products

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The skinny on great chicken

The food industry has become increasingly focused on healthier menu items.

Frying imparts several critical and desirable product qualities, such as developing texture and color, and providing mouth-feel and flavor. Until now, no-one has been able to duplicate all of the unique characteristics of fried food with a baking process. This new technology uses the application of enzyme-modified starch as an oil delivery system in bake-only foods to provide characteristics of fried items. This improves the nutritional value of traditional fried foods by eliminating the frying process while preserving the desired characteristics of fried products.




How it works

This invention, developed at the University of Arkansas, is an improved composition and process to bring liquid oil into a powdered or wet batter coating for food products. The coated products, when baked, have the taste, texture and appearance of fried products. This significantly reduces the fat content in the finished product (by approximately 60%), thus enabling baked products to successfully substitute for higher fat content fried foods. This process can be incorporated into existing coating lines without modification and uses all commercially available products. A peer reviewed publication in the Journal of Food Science (Volume 79, Issue 5, pages C802-C809, May 2014) has indicated that there are no significant differences between baked vs. fried samples for all sensory attributes.

Various native starches are hydrolyzed by amyloglucosidase to a hydrolysis degree of 20% to 25% and plated with 50% (w/w, starch dry basis) with canola oil to create a starch/oil matrix. This matrix is then blended into a dry ingredient blend for batter and breaders components. Nuggets are prepared with pre-frozen, hydrated batter and breaders. The coated nuggets are then steam-baked until fully cooked and then frozen. Sensory attributes related to fried foods (for example, crispness and mouth-coating) do not significantly differ between bake-only nuggets using the enzyme-modified starches and the fried ones. This technology can deliver a sufficient quantity of oil to create sensory attributes similar to those of partially fried chicken nuggets.

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Keys to Success

Landing Your First Licensing Partner

Use Several Sources to Find Partners

Find the Right Fit

Be Brief: Don't tell stories – solve problems

Goal – Yes, I want More Information

Coaching Clinic

Answers to Your IP Questions

Use Chat Box

No Confidential Information

Keep it Brief



Need More Coaching?

Special Offer

One hour telephone coaching session

50% off - \$175

Regular **\$350**

<http://www.licensing4profits.com/lp/coaching-special-offer/>

Thanks for Participating

More Information

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