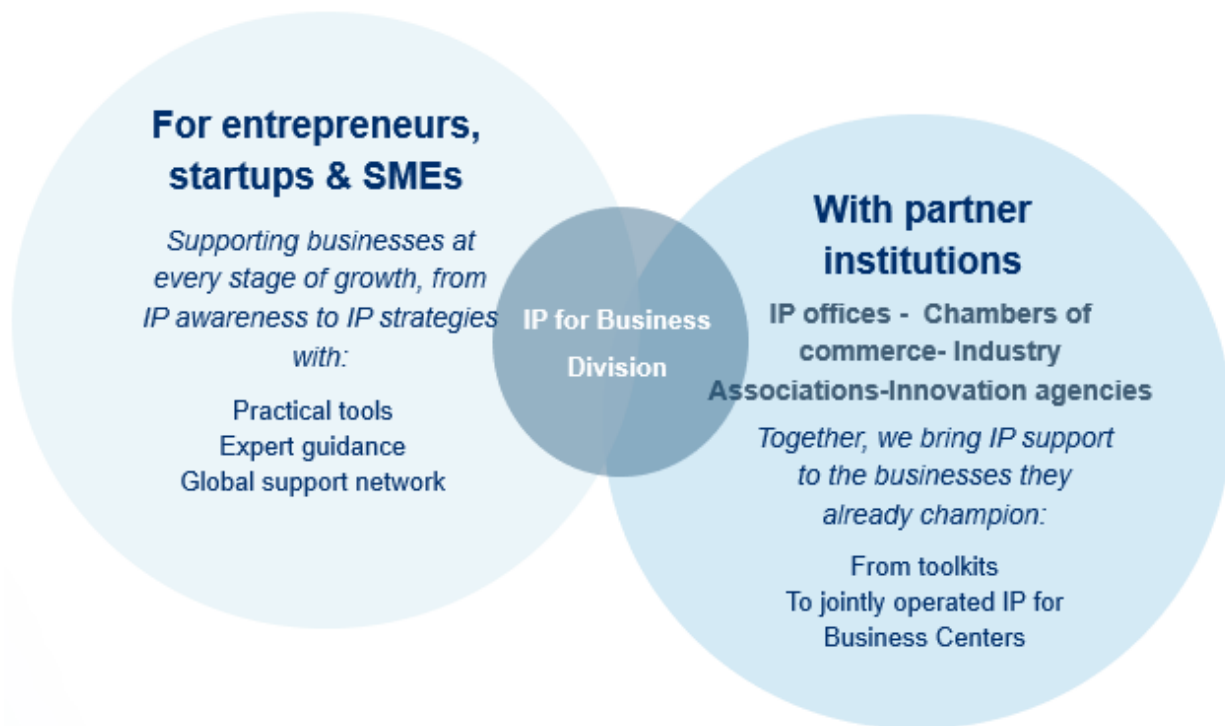


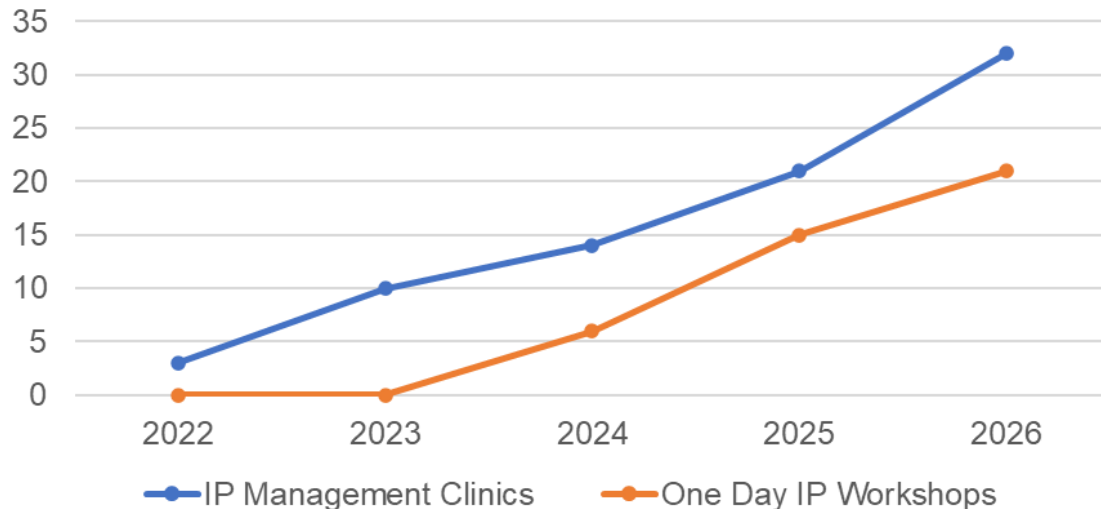
IP FOR BUSINESS
DIVISION

IP as a Key Business Enabler



Growth at a Glance

2022 to 2026 IPMCs and ODIPW program scale:



100+

IPMCs and One-Day-Workshops

Delivered globally

3500+

SMEs and start-ups

Benefited from direct strategic IP advice

2M+

Downloads of web-based guides for SMEs and Innovators

100K+

IP Diagnostics users worldwide

60+

Member States

Partnered to deliver IPBD programs

What is GEEP

The unified front door to WIPO's full offer for businesses, organized around the entrepreneur's journey, enriched by a new Global Mentorship Platform

1

Guided Entrepreneur Journey

Start your IP journey

A diagnostic-driven pathway that routes any entrepreneur to the right WIPO resource for their exact situation and stage: tools, programs, or mentors.

2

Global Mentorship Platform

Free · On-demand · Pro bono

Curated matching with IP experts, business leaders, and peer entrepreneurs.

- Any topic, any stage.
- GEEP's newest offer.

3

Partner Network

Towards a shared ecosystem

- Co-branded partner space with your identity
- Your community is connected to the Global Mentoring Program
- Data on how your entrepreneurs engage and progress

The Journey (3 pillars)

1

Know your IP

Identify what you own

Discover your intangible assets, understand their value, and find where to start.

2

Secure your IP

Protect what you have built

Protect key assets wherever you operate.
Resolve disputes efficiently.

3

Grow with your IP

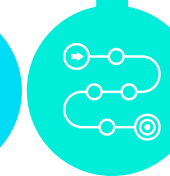
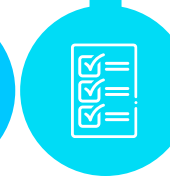
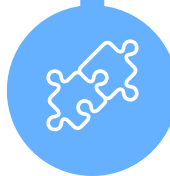
Turn IP into business value

Raise funding, generate revenue through licensing and partnerships, and expand your business.

Global Mentorship Platform

**Free. One-on-one.
On demand. At any stage**

WIPO curates a global pro bono roster of IP specialists and business experts — with automated matching based on sector, stage and specific question



01

Online application

Sector, stage, needs, no login required

02

Automated matching

With the right IP expert, business advisor, or peer entrepreneur

03

1-on-1 session

Free · Any topic · Tailored to the specific situation

04

Written Report

Recommendations and next steps curated for the business

05

Continue the IP journey

Participants act on the identified priorities and refine their IP strategy

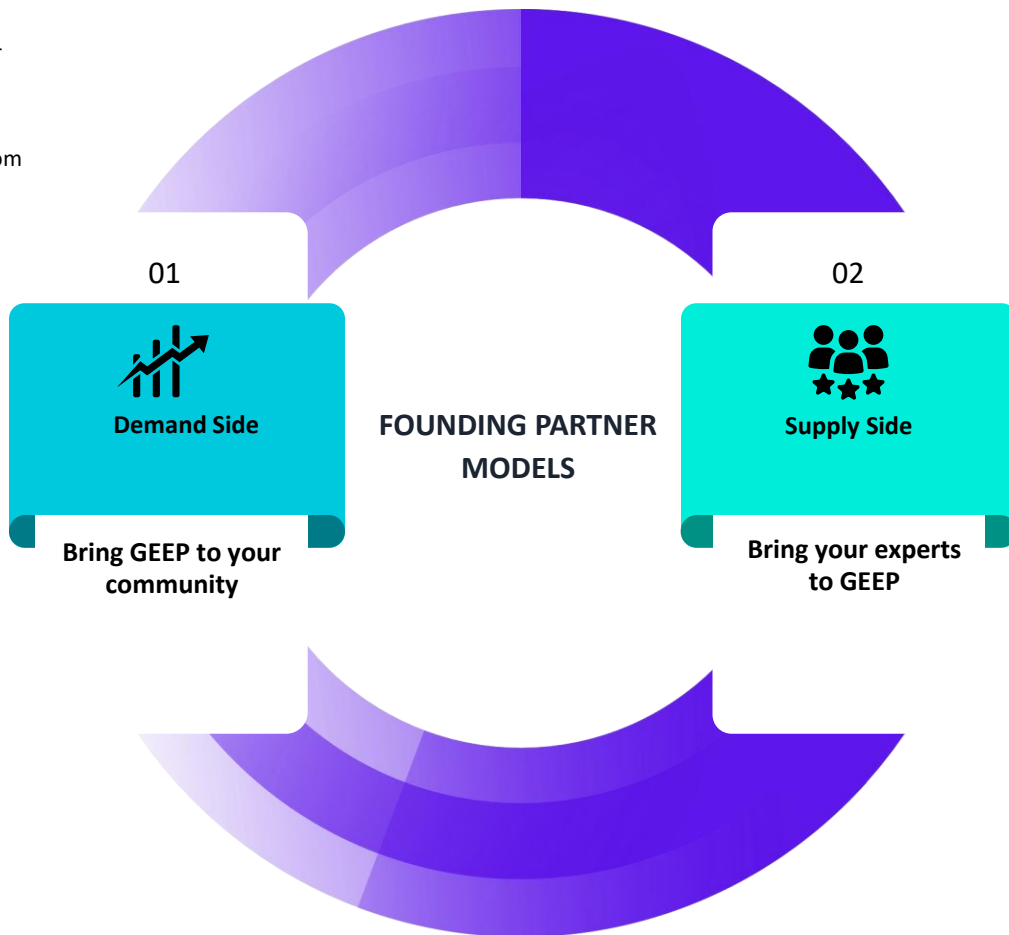
Two ways to partner

What We Ask

- Offer GEEP access to your entrepreneur community
- Together with WIPO, increase the number of entrepreneurs that benefit from IP tailored support
- Optional: contribute your own experts

What You Get

- Priority access to the Mentoring Program
- Visibility of your organization on WIPO's website
- Impact data on your community's engagement
- Priority on co-branded programs (IPMC, One Day IP Workshop)
- Partner co-branded toolkit (comms, guides, branding)



What We Ask

- Vetted experts willing to give pro bono time

What You Get

- GEEP accreditation, badge & pin
- Visibility on a WIPO-backed global platform
- Recognized pro bono status
- New professional connections
- Option to become a community partner too



How to benefit from IPBD programs

1

Request a program

Submit a request for an IP Management Clinic, One Day IP Workshop, or IP Business Center. WIPO covers expert matching, methodology and quality assurance costs.

2

Join a Topical IP & SME Dialogue

Participate in WIPO's peer exchange network for national IP offices. Share experience, align program approaches, and co-design new delivery models with counterparts in your region.

3

Adopt WIPO tools for local deployment

Co-brand and embed the WIPO IP Diagnostics tool and IP for Business Guides into your national SME support ecosystem. Free, available in 26 languages, and ready to localize.