IP as a Key Business Enabler

WIPO's Initiatives for SMEs



IP for Business Division
IP and Innovation Ecosystems Sector

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Amplifying the effective and smart use of IP as a key business enabler

Our scope

We cover the full business journey

Across all IP-intensive sectors

Addressing all dimensions of IP management and commercialization

For entrepreneurs, startups & SMEs

Supporting businesses at every stage of growth, from IP awareness to IP strategies with:

Practical tools
Expert guidance
Global support network

IP for Business Division

With partner institutions

IP offices - Chambers of commerce- Industry Associations-Innovation agencies

Together, we bring IP support to the businesses they already champion:

From toolkits
To jointly operated IP for Business Centers

Our formats

Tools & content
Guides, self-assessment tools, practical resources, independently accessible, globally scalable

Programs & services
Capacity-building, workshops, clinics, mentoring, delivered with and through partner networks worldwide

3500+
SMEs supported since 2023

100K+
IP Diagnostic Tool users since 2021

2M+
Guides downloads since 2020

60+
Countries reached

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How our Offer is Organized

Two Tracks

For entrepreneurs, startups & SMEs

- **IP Management Clinics & C-Suite Governance**
  Flagship programs · direct strategic advice
- **One Day IP Workshop & IP Business Moments**
  Entry-level programs
- **IP Diagnostic Tool**
  Free self-assessment · 31 languages
- **IP Business Series of Guides**
  WIPO Publications · 70+ adaptations

For partner institutions — a spectrum of support

- **Tools & content**
  Adapt guides locally · access full WIPO tool library · white-label solutions
- **Capacity building**
  For intermediary Institutions to understand, integrate, and deliver IP support with the assistance of WIPO
- **IP for Business Centers**
  Jointly operated hubs via MoU
- **Knowledge & community**
  SSIP Platform · Topical Dialogues · Quantitative & Qualitative Study



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TRACK A

Directly to Entrepreneurs, Startups and SMEs

Programs that build capability
Tools that extend reach

- IP Management Clinics
- IP Governance for C-Suite
- One Day IP Workshop
- IP Diagnostic Tool
- IP for Business Guides
- IP Business Moments

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For Entrepreneurs - Programs

Flagship

IP Management Clinics

A four-month program giving SMEs sustained, one-on-one expert support to build and implement an IP strategy aligned with their business plan

- 20–30 selected businesses per edition
- Develop a custom IP strategy that fits their business goals
- One-on-one strategic mentorship with IP and Business experts
- Tailored, sector-specific workshop

WIPO handles expert matching, methodology & quality assurance
Local partner manages outreach and local coordination



New: Investor-Readiness Module

- Tailored feedback on pitch decks
- IP valuation and licensing strategy sessions
- Go-to-market and fundraising positioning
- IP financial literacy workshops

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For Entrepreneurs - Programs

NEW • NEW • NEW • NEW • NEW •

IP Governance for the C-Suite

Complements the IP Management Clinic through a dedicated focus on strategic IP leadership and decision-making for senior executives and board-level leaders of established, IP-intensive businesses

WHAT IT ADDRESSES

- IP as a driver of valuation, competitive positioning, and licensing revenue
- A decision framework built on the chain IP Issue → Business Area → Executive Decision
- Translating complex IP issues into the commercial, financial, and governance language

PROGRAM FORMAT

- Executive forums (half-day)
- Simulation-based board exercises
- Peer council: ongoing executive exchange

DELIVERY MODEL

- Joint facilitation by WIPO and industry sector specialist
- Through executive education partnerships, business associations, and C-suite peer networks



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For Entrepreneurs - Programs

One Day IP Workshops

Hands on introduction to IP strategy through a session that offers startup founders a focused, one-on-one consultation based on their WIPO IP Diagnostics report to identify priority IP actions for their business.

- Up to 20 startups selected per workshop
- Support in generating the WIPO IP Diagnostic report
- One-on-one sessions with IP experts
- Actionable, business-model-specific IP recommendations
- Deployable on request



Also, at trade fairs & exhibitions

- On-site WIPO booth : one-on-one IP consultations for visitors
- Co-organized with national IP offices, business support institutions, jointly with WIPO Global Services

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For Entrepreneurs - Tools

Flagship

WIPO IP Diagnostic Tool

A free online self-assessment that helps businesses identify their IP assets, understand where the gaps are, and build the foundation for a smarter IP strategy

100K+
Users since launch (2021)

10K+
Personalized IP reports generated

188
Countries & territories

31
Language versions

11
Regional adaptations

1
Industry-specific version

Coming: WIPO IP Diagnostics 2.0

- Enhanced user experience & reporting
- Specific actionable recommendations with a heat map
- Sector-specific versions: agri-food & video games first
- Co-brandable for national deployment

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For Entrepreneurs - Tools

IP for Business Series of Guides

2M+
Guide downloads

450K+
Unique users of IPBD materials

70+
National & regional adaptations

- Practical guides covering all major IP rights and their commercial application
- Written for business owners
- Free to access

New — in development : IP and Generative AI

IP and AI Guide for SMEs
Navigating AI-related IP issues, risks, and opportunities.

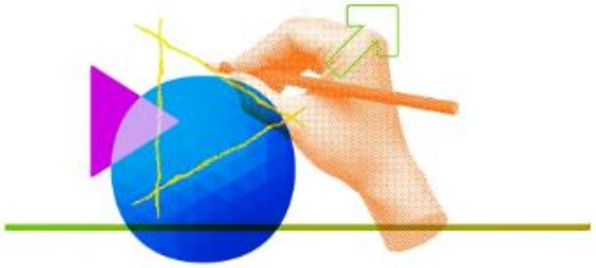
Guide to third-party AI platform licensing
Key considerations for AI platform licensing and IP ownership.

Partner with WIPO to produce a locally adapted version.

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IP Business Moments

IP made relevant to business: connecting IP decisions to the specific situations entrepreneurs face every day



1. Start

Develop an IP strategy for your business



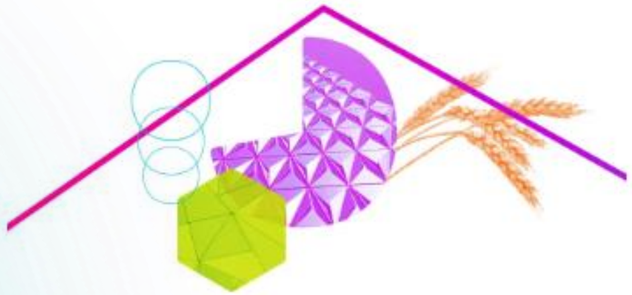
2. Grow

Integrate IP into your business decisions



3. Manage

Plan your IP portfolio for disruption



4. Earn

Generate value from your IP



5. Accelerate

Work with investors and buyers

TRACK B

Working through Partners and Institutions

We multiply impact not by doing more alone, but by building strong partnerships with institutions that are closer to businesses than we will ever be

- Adaptable WIPO Resource Toolkit
- IP Support Integration
- IP for Business Centers
- SSIP Platform
- Knowledge and Evidence

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For Partner Institutions - Support

A Spectrum of Partner Support

Every institution brings different strengths and different ambitions.
We build the collaboration around what works for them, from shared tools to jointly operated hubs.

1 Tools & content

Partner Institutions translate and adapt to the local context WIPO's resource toolkit for their communities

- IP for Business series of guides
- IP Diagnostic Tool, IP Business Moments, SSIP Platform

White-label solutions deployable upon request

2 Capacity building

WIPO and the Partner institution co-design the approach to integrate IP support into their existing services

- Structured training on WIPO tools and programs' methodology
- Ongoing support from WIPO
- Continued quality standards and expert access

3 IP for Business Centers

For institutions seeking a fully integrated, jointly operated presence

- Hub delivering the IPBD program offer
- Established via Memorandum of Understanding
- Joint operational board and co-designed activities

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For Partner Institutions - Network

SSIP : SME Support Institutions Platform



A global directory connecting entrepreneurs with IP-capable business support institutions and giving listed institutions direct access to WIPO tools and materials.

For Entrepreneurs : Find credible, locally rooted IP and business support institutions in their country or region

For partner institutions : Direct access to WIPO tools, materials, and program frameworks, independently deployable

Scope : Covers both IP-specialist organizations and broader business support institutions: Accelerators, chambers of commerce, industry associations, and development agencies

Direction of travel : Evolving toward a living network where partner institutions connect, share experience, and collectively strengthen local IP ecosystems

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For Partner Institutions - Knowledge and Evidence

Topical Dialogues and SMEs Studies

Creates shared knowledge that strengthens future tools, programs, and our collective impact on businesses



Topical Dialogues

High-level discussions bringing together WIPO and partners to explore emerging IP and business issues

IP and Insurance
Managing litigation and infringement risks through insurance solutions

IP and Taxation
IP tax considerations for business structure and cross-border operations

IP and Funding
Leveraging IP assets in financing and venture capital strategies

IP and Corporate Governance
Embedding IP into board-level oversight and executive accountability

Quantitative & Qualitative Study

Help build the evidence base

Ongoing research into how SMEs engage with IP: barriers, motivations, and what support models produce results.

Partner with WIPO to develop data-driven insights on IP-intensive SMEs

Participate in the upcoming dialogues

Regional Dialogues

Translate stakeholder insights into commitments and country-level action

- Latam & Caribbean, Bogota, November 2024
- Asia-Pacific, Singapore, August 2025

20 IP offices and regional institutions per dialogue

Outcomes: New IP Management Clinics, localized tools, and stronger ecosystem partnerships

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Global Entrepreneurship Empowerment Program

The unified front door to WIPO's full offer for businesses, organized around the entrepreneur's journey

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 Mentoring Program

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, WIPO's tools and content
- Your community is connected to the Global Mentoring Program
- Impact dashboards with visibility into how your entrepreneurs engage and progress



Know your IP →  **Protect your IP** →  **Grow with your IP**

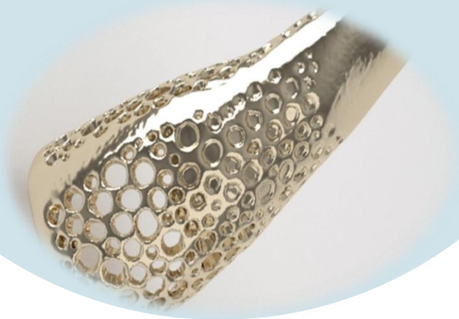
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OUR IMPACT

Driving the Full IP Journey Through Our Work with Entrepreneurs: Identification, Protection & Growth

Know your IP

Helped New Attitude inventory the intangible assets underlying 20 years of R&D, identified commercially valuable know-how and product innovations, resulting in a clearer roadmap for protection, commercialization, and future growth



New Attitude's story

Protect your IP

Helped Hillkoff strengthen its international IP strategy, leveraging the Madrid System to secure trademark protection across export markets while building a broader portfolio of IP rights



Hillkoff's story

Grow with your IP

Helped Debuz develop a structured IP commercialization strategy, enabling the company to unlock new revenue opportunities from its games, characters, and brand



Debuz's story

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Work with us

Three ways to engage with the IP for Business Division

USE OUR TOOLS

Any organization or individual, free of charge

- Access the WIPO IP Diagnostic Tool www.wipo.int/ipdiagnostics
- Download the IP for Business Series of Guides www.wipo.int/publications
- Explore IP Business Moments
- Use the SSIP Platform directory

BECOME A PARTNER

IP offices & business support institutions

- Disseminate WIPO tools locally
- Upskill through capacity building support
- Establish an IP for Business Center via MoU
- Join a Topical IP & SME Dialogues,
- Partner with WIPO in the Qualitative and Quantitative Study

HOST A PROGRAM

Member States, IP offices & Partner Institutions

- Request an IP Management Clinic for your SME community
- Host a One IP Day Workshop for local entrepreneurs/ startups/ SMEs
- Bring WIPO experts to your trade fair or exhibition

Contact: ipbd@wipo.int

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