

## Block 1

Chapter	Module
1.1 Why Value IP <i>(fundamentals 1)</i>	1.1.1 Reasons for valuing IP
	1.1.2 Role & value of IP in innovation and business
1.2 Understanding the key features of different forms of Intellectual Property <i>(fundamentals 2)</i>	1.2.1 General introduction
	1.2.2 Patent, Utility model
	1.2.3 Trademark, design
	1.2.4 Software and data
	1.2.5 Know-how and trade secret
	1.2.6 Other copyright works & Informational and Knowledge Assets
	1.2.7 <i>Individual / group exercise(s)</i>
1.3 Qualitative analysis of IP - IP Due Diligence <i>(qualitative method 1)</i>	1.3.1 Legal, IP law aspects
	1.3.2 Technological aspects (of course not all IP is of technological nature)
	1.3.3 Business and environmental aspects
	1.3.4 <i>Individual / group exercise(s)</i>

## Block 2

Chapter	Module
2.1 Financial concepts and theories required for valuation <i>(quantitative methods 1)</i>	2.1.1 Value vs price
	2.1.2 Time value of money, perpetuity
	2.1.3 Compounding & discounting
	2.1.4 Discount rate
	2.1.5 NPV & IRR
	2.1.6 Tax (incl depreciation) & TAB
	2.1.7 <i>Individual / group exercise(s)</i>
2.2 Deterministic valuation approaches <i>(quantitative methods 2)</i>	2.2.1 Cost
	2.2.2 Market
	2.2.3 Income
	2.2.4 <i>Individual / group exercise(s)</i>
2.3 Probabilistic valuation approaches <i>(quantitative methods 3)</i>	2.3.1 Introduction to uncertainty
	2.3.2 Heuristics criteria
	2.3.3 Risk-adjusted NPV - Adjusting discount rate
	2.3.4 Sensitivity analysis
	2.3.5 Scenario analysis
	2.3.6 Monte Carlo simulation
	2.3.7 Real Option approach
	2.3.8 <i>Individual / group exercise(s) - wrap-up of all 3 days</i>

## Block 3

Chapter	Module
3.1 Defining the engagement <i>(practice 1)</i>	3.1.1. Standards of value (e.g., fair market value, fair value — financial reporting, investment value, intrinsic [fundamental] value)
	3.1.2 Premise of value (i.e., going concern and liquidation)
	3.1.3 Relationship between purpose of the valuation and the value definition and premise of value
	3.1.4 <i>Individual / group exercise(s)</i>
3.2 Valuation process <i>(practice 2)</i>	3.2.1 Overview of valuation process & main steps
3.3 Considerations for specific applications/purpose of IP valuation <i>(practice 3)</i>	3.3.1 Professional standards
	3.3.2 Specific applications/purposes
	3.3.3 <i>Individual / group exercise(s)</i>
3.4 Input data and assumptions for valuation <i>(practice 4)</i>	3.4.1 Market research & sources of information
	3.4.2 Benchmark data
	3.4.3 How to estimate market size, do sales projections, estimate costs
	3.4.4 <i>Individual / group exercise(s)</i>
3.5 Contribution of qualitative assessment to the valuation model <i>(practice 5)</i>	3.5.1 Useful life of IP assets
	3.5.2 How to quantify risks
	3.5.3 <i>Individual / group exercise(s)</i>
3.6 Conclusion of value <i>(practice 6)</i>	