



# GenIP<sup>®</sup>

**Helping organisations evaluate and commercialise new technologies**

**Investor Presentation July 2025**

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# What Does GenIP Do?

**GenIP provides AI-powered research and recruitment services to universities, corporates and investment firms enabling them to accelerate investment decisions at a lower cost**

**GenIP has developed proprietary AI systems that:**

- Accelerate the analysis of new technologies to enable organisations to make investment decisions faster
- Enhance output quality and accuracy of analysis to help clients make smarter decisions
- Augment the recruitment process for technology-focused organisations



- Ranks candidates/startups using domain-fit scoring
- Uses predictive profiling to surface hidden talent
- Expands reach into exclusive innovation networks



- Extracts insights using NLP and semantic AI
- Maps IP and competitor activity
- Clusters technologies to identify key opportunities
- Analysts focus on high-level interpretation





Global Expansion

**25**  
**Countries**

Traction

**\$981k\***  
**Orders since IPO**

Balance Sheet

**\$1,077k**  
**Cash** (June 2025)

\*as of June 25



# Technology Transfer

Our core technology transfer market drives global innovation



**Technology Transfer occurs between businesses, universities, and governments to commercialise new innovations**



**Google, Yahoo and the mRNA vaccine were the products of university technology transfer**



**Technology Transfer can generate research organisations billions in royalties and support further innovation**



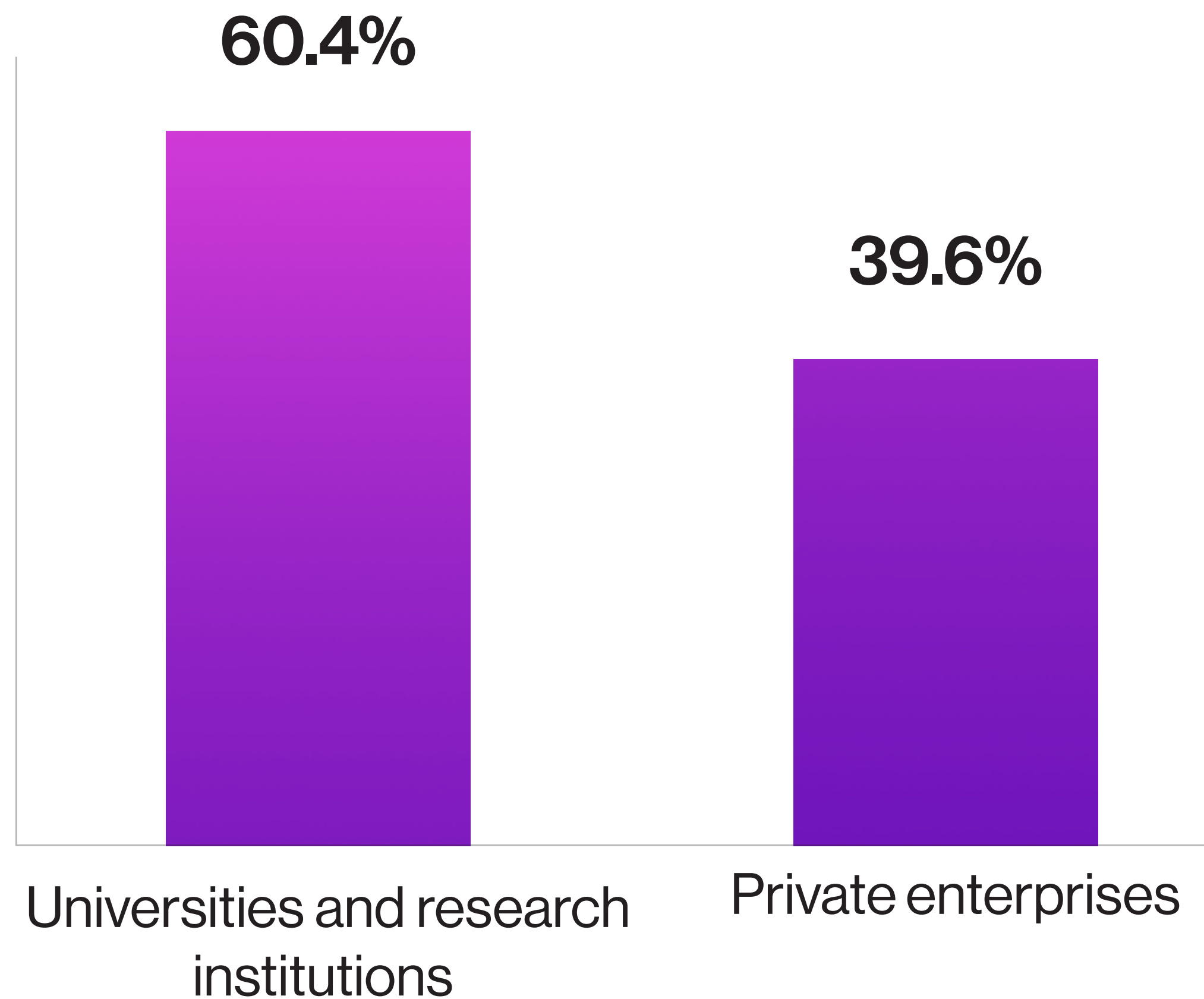
**~ 80% of university discoveries do not make it to commercialisation**





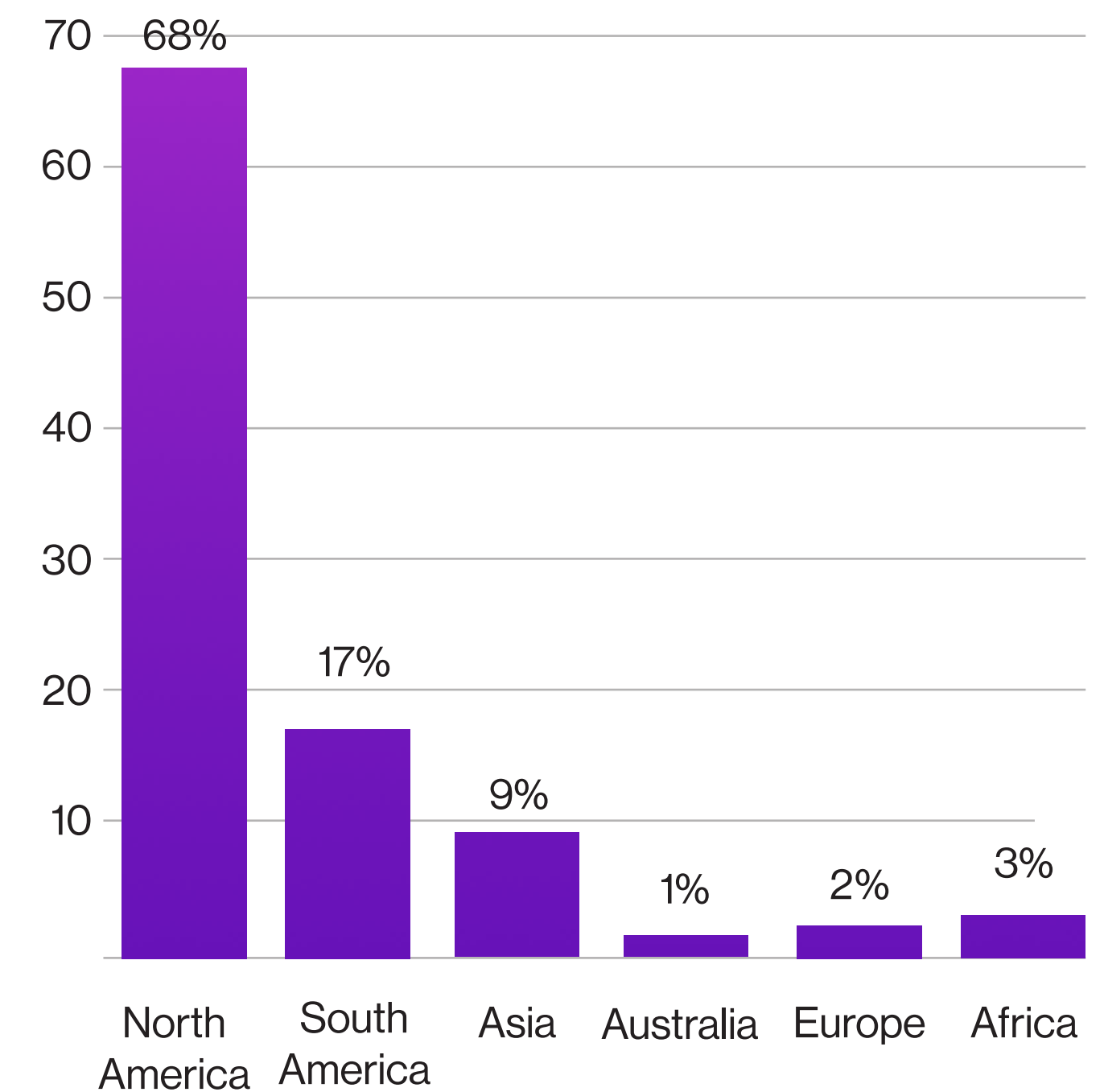
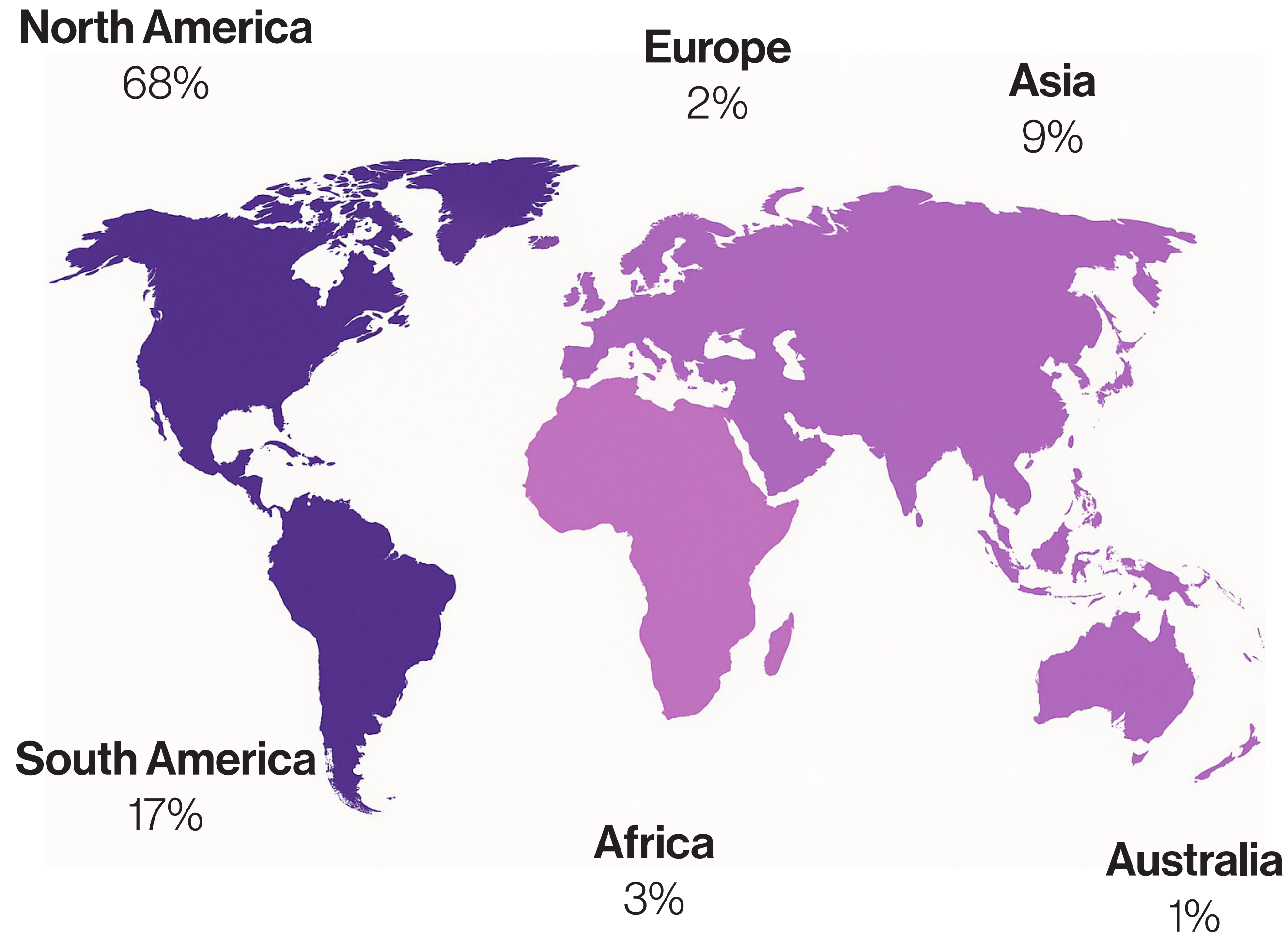
# Revenue Distribution by Customer Type

Universities and research institutions contribute 60.4% of total revenue, while private enterprises account for 39.6%.





# Geographic Expansion



Revenue by Geographical Segment (Dec 2024)



# Our Solutions to Industry Pain Points

## The Problem

80% of university inventions never reach the market or commercialisation

Universities receive 100+ invention disclosures per year on average, but can only act on a few

Tech evaluation cycles can take 6-10 weeks

Traditional IP and market assessments cost in the region of \$5K–\$20K per invention

One in five deep-tech start-ups fail due to mis-hires with recruitment firms charging a high % of salary without any guarantee of right fit.

## GenIP's Solution

**We identify strong innovations and guide organisations to allocate resources to those with a high chance of success**

**Our reports can evaluate every disclosure, not just the ones they can afford to review**

**We deliver expert evaluations in less than two weeks**

**GenIP delivers initial commercial evaluations for under \$1K**

**Our recruitment arm finds innovation-ready talent for a flat \$15K**



# Why Clients Use GenIP

## How They Use GenIP

## Outcome

### Universities

Triage 100+ invention disclosures annually

**Focus IP budgets on high-potential inventions faster**

### Corporates

Validate startup tech for licensing; benchmark internal R&D

**Avoid dead-end deals and improve internal decision-making**

### VCs / Funds

Screen early-stage startups and incubator applicants

**Shorten evaluation timelines and minimize false positives**

### IP Firms

Support patent strategy with third-party commercial evaluations

**Deliver strong client guidance for less billable hours**

### Government Agencies

Evaluate grant-funded innovations and public-sector research programs

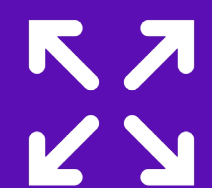
**Accelerate commercialisation, improve ROI on R&D investments**



# GenIP's Growth Drivers



**Hundreds of AI-enhanced reports delivered since GenAI integration**



**Expanded global presence across Middle East, Europe, LATAM, and Asia-Pacific**



**Won record contract in Saudi Arabia**



**Launched 'Competitive Intelligence' product, now in use by a Big Four accountant**



**Improved client outcomes with deeper analytics and prompt engineering**



**New client acquisitions driven by event participation and board-led introductions**



Invention Evaluator is a bespoke software, generating comprehensive analytic reports that assess the market potential for new technological innovations and discoveries. Before AI, we delivered over 5,000 reports across 300+ institutions. Since integrating AI, we have delivered hundreds more, better, faster, and at scale.

## Invention Evaluator Report Features



### **Comprehensive Analysis**

Report covers technology merits, IP research, and market analysis.



### **Industry-Expert Analysts**

Experienced team ensures high-quality reports.



### **Fast & Affordable**

Under \$1,000 per report, delivered in under a week.



### **Trusted by Experts**

Used repeatedly by R&D teams, tech transfer offices, government agencies and global tech companies.



### **Generative AI-Enhanced**

Multilingual, AI-powered insights with expert human review.



### **Comprehensive Analysis**

Covers market fit, IP risks, tech potential & partner mapping.



Vortechs serves a diverse client base including large corporations, universities, government agencies and medical research institutions. The Company's expertise lies in filling positions for individuals capable of bringing new technologies to market. Vortechs also helps companies to scout for opportunities for partnership and acquisitions.

## Vortechs Service Features



### Global Clients

Used by leading universities, start-up companies and major corporations.



### AI-Driven Matching

Screens and Ranks candidates/startups using domain-fit and performance signals.



### Expert Final Selection

Human specialists' interview and shortlist top talent.



### Top Talent Delivery

Consistent delivery of high-caliber talent.



### Venture Scouting

Also scouts ventures & targets-now used by a Big Four accounting firm.



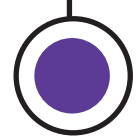
### Extensive Network

Connects clients with hard-to-reach innovation networks.

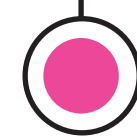
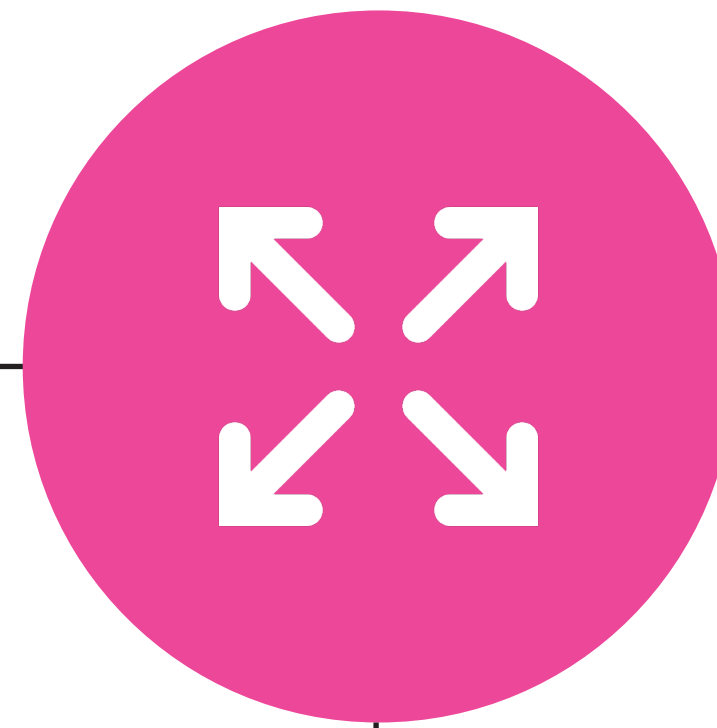


# Go-to-Market Strategy

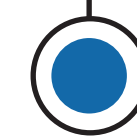
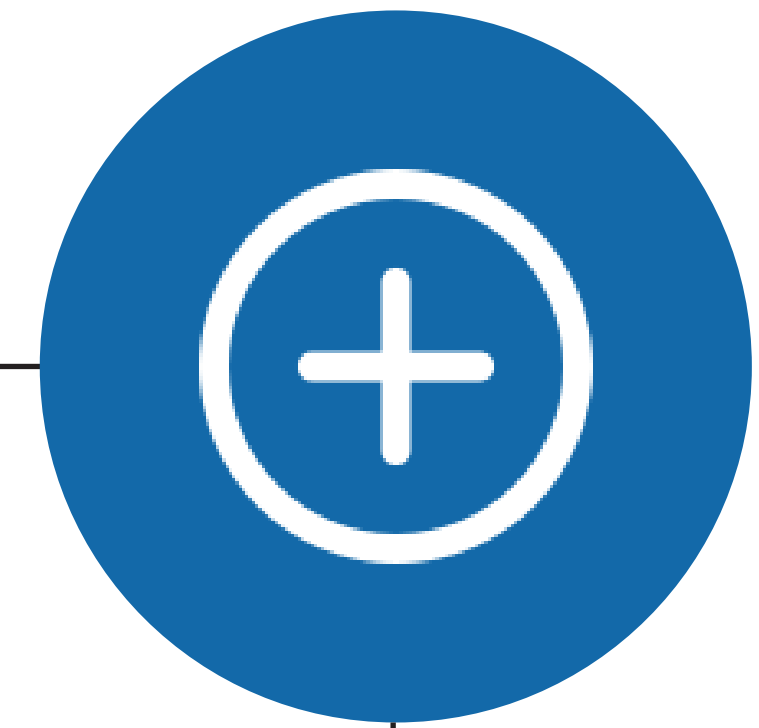
GenIP's goal is to be the go to Generative AI analytic platform for evaluating, recruiting, and scaling innovation globally, adding complementary services along the way. To achieve this, we have established three strategic pillars:



Expand through B2B marketing, strategic events participation, and board-level introductions.



Expand the Generative AI service offerings within Invention Evaluator and Vortechs' to reach new customers and improve margins.



Bolt-on acquisitions of B2B Generative AI applications and businesses that have demonstrated initial market traction.





## What's Coming Next:

**Vertical Expansion:** Introducing new GenAI tools tailored to the evolving needs of our clients, such as the recently launched Competitive Intelligence Report, now in use by a Big Four accounting firm.

**Platform Enhancements:** Upcoming features include adaptive scoring, multilingual delivery, and real-time collaboration tools to streamline evaluations and usability.



# 1st Year Financial Highlights PE December 2024

**\$123,015\***

Revenue

**\$888,545\*\***

Operating Loss

**\$972,364**

Cash

**\$1,272,122**

Net Assets

## Total Order Value Received Since IPO

**\$981,000+\*\*\***

Orders as of June 2025

\*Generative AI service sales began October 2024

\*\* Operating Loss of \$888,545 included \$358,924 of share-based payments relating to the IPO that are not expected to recur

\*\*\* Orders are treated as pre-payments with revenue recognised upon report production by GenIP and delivery to the client. Typically, pre-payments are utilised approximately 50% within the first 12 months



# What our Clients Say



“The Invention Evaluator reports provide us with fantastic perspectives to direct our commercialisation efforts. Stellenbosch University has a diverse and exciting research pipeline so we always need to be aware of the global commercialisation avenues that could be pursued.”

**Ravini Moodley, RTTP**  
**Director Technology Transfer**  
**Stellenbosch University**



“IE Provides a quick impartial overview of a technology’s landscape. Useful for prioritising resources on invention disclosures.”

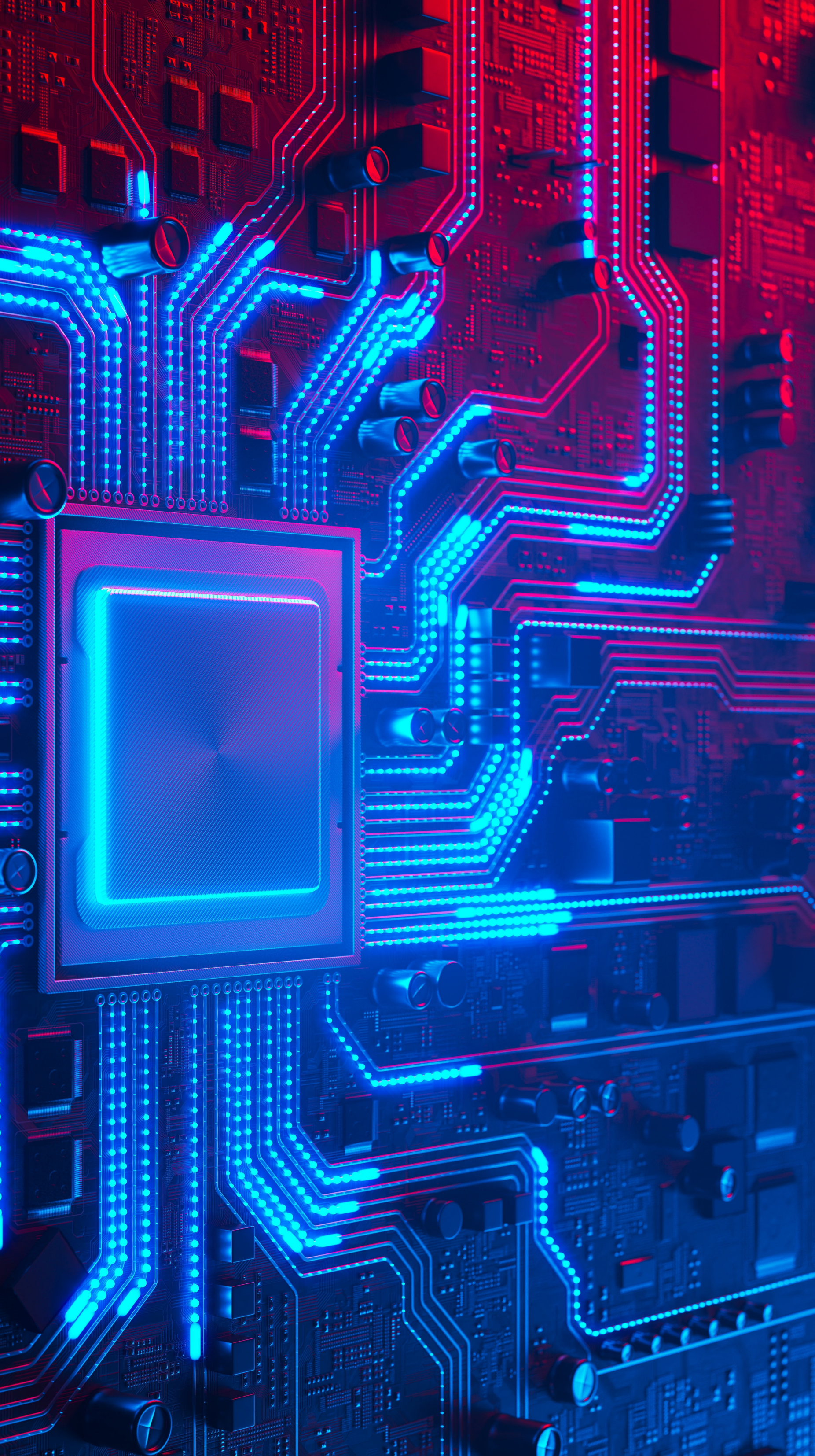
**Murray Dickson**  
**University of Technology Sydney**



“CIM UPC has found the Invention Evaluator tool to provide detailed, fast, and accurate analyses of our innovative proposals. The accuracy and thoroughness of these reports have been instrumental in guiding our projects to successful outcomes.”

**José María Cabrera**  
**General Director at CIM UPC**





# Analyst Team & Science Advisors

Our in-house team of analysts, all of whom hold advanced degrees, brings specialized expertise across a wide range of technology areas. From life sciences and physical sciences to engineering and information and communication technology (ICT), our analysts provide in-depth technology analysis reports that are both comprehensive and insightful.

With their strong academic backgrounds and industry knowledge, our experts are well-positioned to evaluate the commercial potential, innovation prospects, and competitive landscape of emerging technologies. This allows us to deliver tailored reports that meet the specific needs of universities, research institutions and corporations, ultimately facilitating more informed decision-making and accelerating the path to commercialization.



# The Board

## **Melissa Cruz** CEO

Melissa helps our global clients create marketplace value from university-developed IP. With a background in marketing and sales, Melissa collaborates with a diverse set of organizations in the United States, China, Europe, and Latin America to facilitate technology transfers between developed and developing countries. Melissa plays a crucial role in strengthening clients' in-house tech-transfer teams. Acting as a client advocate, she ensures that their needs are understood and met by working closely with our executive search group. She has contributed to the organization of international business events across Latin American countries. Melissa received her B.A. in International Business and an M.S. in Marketing from Florida International University.

## **Kevin Fitzpatrick** CFO

Kevin is a CFO/Finance Director with over 20 years' experience in SME and entrepreneurial businesses across various sectors and industries including Tech, SaaS, Media, and Retail. He has held numerous board positions with both quoted public and private businesses with full executive responsibility for finance, legal and corporate finance, most recently with Stanley Gibbons plc. He is internationally experienced having operated successfully in Europe, USA, and Africa. He graduated from University College Dublin with a BA(Hons) in Economics and qualified as a Chartered Accountant with Deloitte.

## **Lord David Willetts** NED & Non-Executive Chairman

The Rt Hon Lord Willetts FRS is Chairman of the U.K. Space Agency, President of the Resolution Foundation and former U.K. Minister for Universities and Science. He served as the Member of Parliament for Havant (1992-2015), and previously worked at HM Treasury and the No. 10 Policy Unit. Lord Willetts is a visiting Professor at King's College London, former Chair of the British Science Association and a member of the Council of the Institute for Fiscal Studies. He is also an Honorary Fellow of Nuffield College, Oxford. Lord Willetts has written widely on economic and social policy. His book 'The Pinch', which focused on intergenerational equity, was published in 2010, and he recently published 'A University Education'. Lord Willetts is a graduate of Oxford University and has been awarded numerous honorary doctorates.

## **Professor David Gann CBE** NED

David is a leader in the field of innovation, technology management and entrepreneurship and was recently Chairman of the UK Atomic Energy Authority. He serves as a Professor of Innovation and Entrepreneurship, Pro-Vice-Chancellor at Oxford University. Previously he served as Vice-President (Innovation) at Imperial College London and was Professor of Innovation and Technology Management at Imperial College Business School. He holds a PhD in Industrial Economics, an MSc in Science Policy and is a Chartered Civil Engineer. He is a Fellow of the Institution of Civil Engineers, Honorary Fellow of the Royal College of Art and Fellow of the City & Guilds Institute. David holds a Fellowship with Magdalen College, Oxford and is non-executive director of Directa Plus plc and VenCap International plc.



# Management Team

## Michael Rosen

Global Business Development

Michael is a Senior Advisor at GenIP with over 35 years of leadership experience in biosciences, technology commercialization, and international market expansion. He has worked in over 50 countries and lived in 9, building a global network that spans Fortune 500 companies, leading research institutions, and biotech startups. His expertise includes developing innovation ecosystems, science parks, and incubators, and he has served as CEO and board member for several biotech companies. A former professor of international management and biotechnology, Michael currently sits on the Strategy Committee of Oswaldo Cruz Alemão Hospital (Brazil), the board of the American Friends of the University of Haifa (Israel), and UP Oncolytics, an early-stage cancer biotech company. At GenIP, he plays a key role in shaping strategic partnerships and commercialization initiatives worldwide.

## Selwyn Lloyd

CTO

Selwyn has 20+ years entrepreneurial/technology experience in software apps, data, telecoms, publishing and branded goods industries. He has been founder or co-founder of numerous technology companies and led software technology teams for the past 13 years. His clients have included the UK's largest mobile phone operators, ISP's, Universities and Colleges. Selwyn has developed our Innovation Discovery Network which effectively links together the IP output of 4,000 research universities for the first time. Selwyn holds a BA (Hons) from Loughborough University and an MBA from the University of Oxford.

## Ana Orti

Manager of Global Client Engagements

Ana has worked for international businesses all over the world including United States, Latin American, & Hong Kong. She helps the Business Development team to create market value for University Intellectual Property (UIP) in the United States and Europe. She believes that building positive client relationships and exploring potential business opportunities are two crucial components to a successful business. Ana has a dual degree in Marketing and International business. She received her BBA from Florida International University and her MBA from EAE School in Barcelona.

## Celia Aguirre

Sales & Marketing Manager

Celia is a global business strategist with deep expertise in international expansion, client engagement, and marketing across Europe and Latin America. At GenIP, she plays a key role in managing client operations and driving commercial strategy. Her background includes strategic consulting and market development for major brands and tech firms, supported by an MBA in International Management from ICEX-ECO and international studies at Solvay Business School and the University of Wollongong. Known for her strong sales acumen and ability to build lasting client relationships, Celia consistently delivers growth-focused strategies in highly competitive global markets.





# GenIP<sup>®</sup>

Thank You

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