



Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools

By *Richard Razgaitis*

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This indispensable tool provides readers with complete coverage of the issues, methods, and art of valuing and pricing of early-stage technologies including backgrounds in the core concepts, sources of value, methods of valuation, equity realizations, and negotiation strategies.

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By Richard Razgaitis Bibliography

- Sales Rank: #1264679 in Books
- Published on: 2009-08-03
- Original language: English
- Number of items: 1
- Dimensions: 10.30" h x 1.72" w x 7.50" l, 2.75 pounds
- Binding: Hardcover
- 624 pages



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Editorial Review

From the Inside Flap

Commercializing technology innovation is no risk-free journey. But as technology licensing expert Richard Razgaitis thoroughly explains, by applying reasoned judgment and proven approaches, methods, and tools, you can profitably succeed in risk-based opportunity. Essential reading for licensing executives, M&A dealmakers, technology startups, and intellectual property consultants and attorneys, *Valuation and Dealmaking of Technology-Based Intellectual Property* shows you how.

This new book—a completely revised and expanded edition of Razgaitis's previous book *Valuation and Pricing of Technology-Based Intellectual Property*—brings together material designated as "Approaches" into three core technology business processes used for transforming technology into money: opportunity Discovery, Valuation, and Dealmaking, or the acronym D-V-D. In addition, this book introduces, develops, and applies the following six valuation methods:

- Use of Industry Standards for Valuation
- The Rating/Ranking Method, and Tool
- Rules of Thumb to Determine Valuation
- Discounted Cash Flow Method to Determine Valuation
- Advanced Valuation Methods
- Valuation by Auctions

The use of Monte Carlo as an Advanced Valuation method has also been expanded in this new edition and an accompanying Web site, www.razgaitis.com, provides spreadsheets used in this book as well as a link to a free trial of the Monte Carlo software to allow professionals to run their own simulations.

Guiding licensing executives through world-class techniques on how to transform a technology opportunity into a reason-based valuation and consummated license/sale, *Valuation and Dealmaking of Technology-Based Intellectual Property* provides the critical guidance licensing professionals need.

From the Back Cover

Updated, expanded—and proven—methods to account for risk and assign value, from Richard Razgaitis

Developers of cutting-edge technologies are confronted with compelling questions years before their technologies even reach the marketplace: To develop or not to develop? To license or not to license? What price will be a true reflection of the product's value from the buyer's and seller's points of view?

In *Valuation and Dealmaking of Technology-Based Intellectual Property*, author Richard Razgaitis answers these questions and more, offering updated and complete coverage of the issues, methods, and art of valuing and pricing "early-stage" technologies.

This guide presents three core technology commercialization business processes: opportunity Discovery, Valuation, and Dealmaking, or Technology Licensing D-V-D, authoritatively covering topics including:

- Risk and Reward

- Taxonomy of Technology Licensing
- Principle Based Valuation Methods (and Tools)
- Monte Carlo and Real Options as an Advanced Valuation Method
- Identifying and Prioritizing Technology Opportunities
- Term Sheets and Deal Teams for Negotiation Readiness and Dealmaking

Drawing upon over thirty years of experience in developing technology-based intellectual property, the author thoroughly examines these challenging business processes from a practical, experienced-based perspective. An accompanying Web site, www.razgaitis.com, provides spreadsheets used in this book and a free trial of the Monte Carlo software to allow you to run your own simulations.

Presenting six proven valuation methods as well as a series of case studies showing them in action, *Valuation and Dealmaking of Technology-Based Intellectual Property* is an essential addition to every technology/R&D manager, M&A dealmaker, and IP lawyer's professional library.

About the Author

Dr. Richard Razgaitis is a Senior Advisor at CRAI, an international consulting firm providing expertise in economics, finance, and business strategy. He has over thirty years of experience working with the development, commercialization, and strategic management of technology, more than twenty-five of which have been spent specializing in the commercialization of intellectual property. He has negotiated numerous commercialization agreements with clients in the United States, Europe, and the Far East, ranging from Fortune 500 to small startup companies and is the author of four books on valuation and negotiation/dealmaking published by John Wiley and Sons.

Users Review

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Gary Kruse:

The book Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools gives you the sense of being enjoy for your spare time. You can use to make your capable much more increase. Book can to become your best friend when you getting tension or having big problem with the subject. If you can make examining a book Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools to be your habit, you can get considerably more advantages, like add your own personal capable, increase your knowledge about many or all subjects. You are able to know everything if you like open and read a publication Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools. Kinds of book are several. It means that, science reserve or encyclopedia or other people. So , how do you think about this publication?

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