



Harmonizing IP in entrepreneurship Case Study of AMALGAM & CHIRON

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ARH

What value IP holds for young
founders/startups?

Most of the youth don't care

Why?

1. Knowledge base (pile of information vs goldfish attention span)

Solution: Bite size info. on dedicated website with social media promotion

2. Funds for registration (Is it really a priority against development cost?)

Solution: Free yearly registrations for companies generating less than x MUR
(Meritocratic process and not free for all)

3. Funds for enforcement (Any guarantee? Foreign enforcement ?)

Solution: Free legal counseling (within reason)

4. Strategies for implementation (Why?)

Solution: IP commercialisation strategies (based on business model & product/service)

5. Lack of innovation

Solution: Time & funding in the right environment with a bit of luck



AMALGAM Watches

Mauritius first watch brand, making bespoke watches with the propriety strap design

Founded in June 2017 and operational since Nov. 2018, we're at the forefront of a disruptive business model for the watch industry

Instead of selling mass-manufactured designs as most other brands, we have a different approach: custom-made.

From our designer pieces to individual timepieces to collection line (for hotels and luxury car dealership), we make small-scale assemblies accommodating more requirements of the customer

AMALGAM's WINNING FORMULA

Aligning industry problems to value proposition

- **The scourge of the watch industry ? Counterfeiting (2 bn \$ lost in 2019)**

So IP enforcement is not really a solid strategy since big brands are failing at it.

- **An improbable savior ? The AMALGAM-Model**

A hybrid of high-end custom made bespoke timepieces with a fast design & assembly time akin large scale manufacturing. Pre-made/assembled parts.

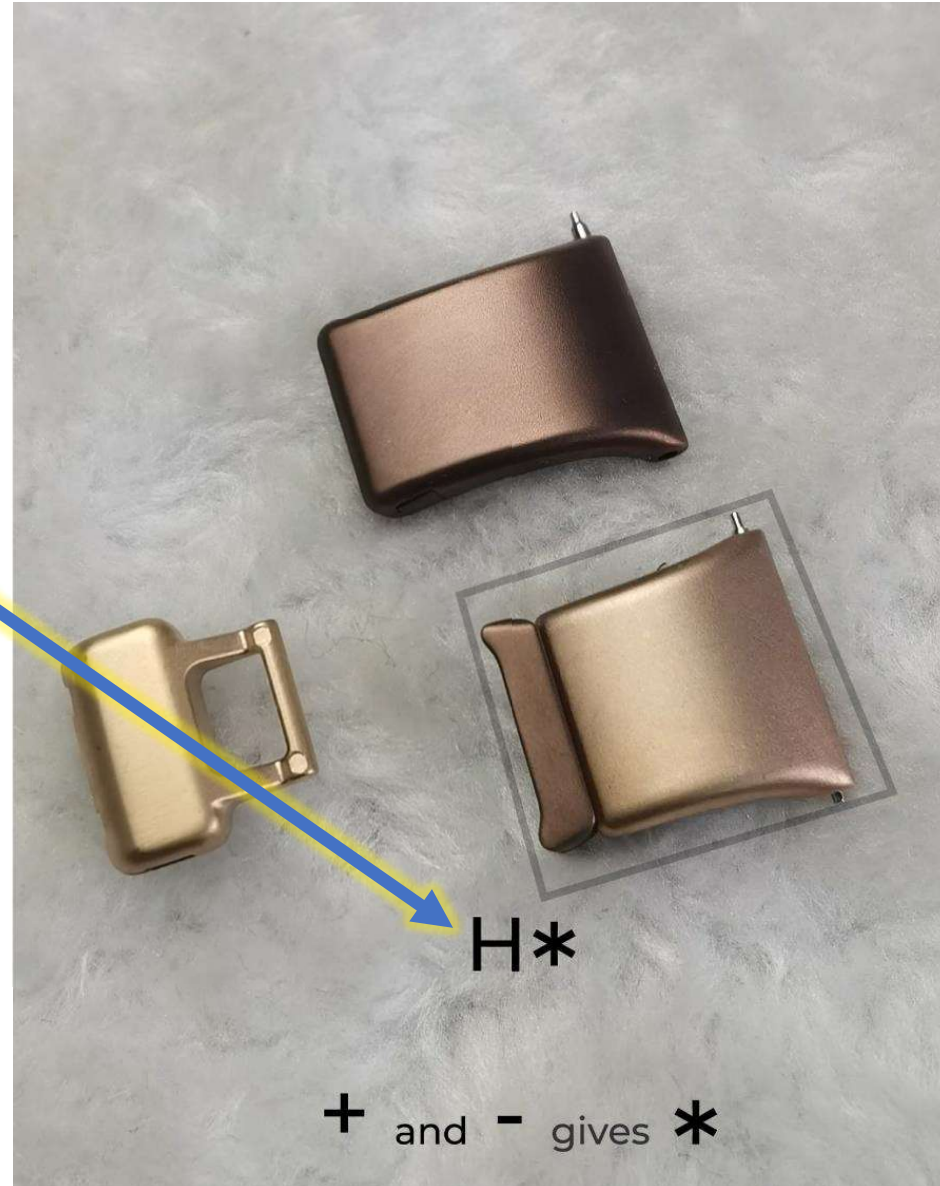
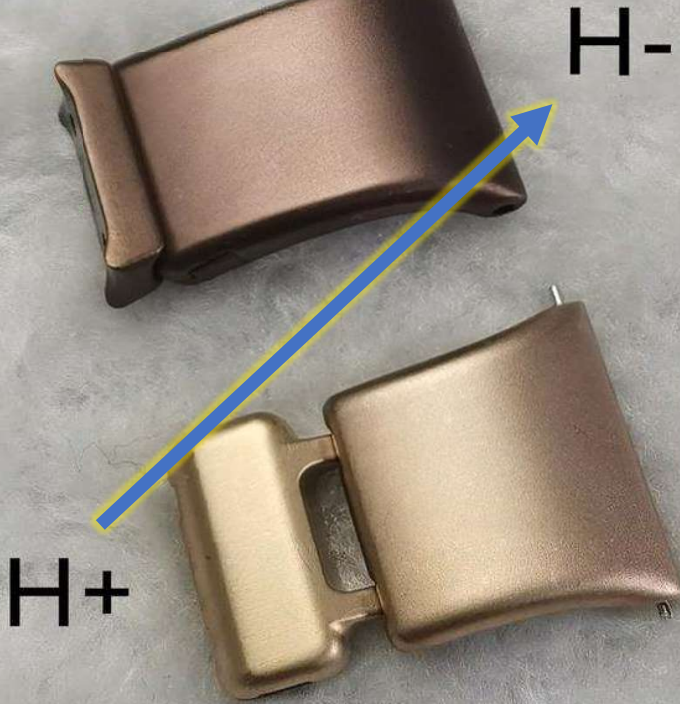
- **Advantage vis-à-vis counterfeiters?**

Our vision is a natural enemy to counterfeiters who prefers static designs which can be mass-manufactured. Some replicas are deceptively good.

- **Advantage vis-à-vis competitors?**

A fluidic framework enabling most requirements with a short ideation cycles and a 2-way communication for the design process. Quick assembly & QC.

STRAP DESIGNS



AMALGAM-Intellectual Property

Existing:

- Industrial designs(x4) : Strap model & clasp parts

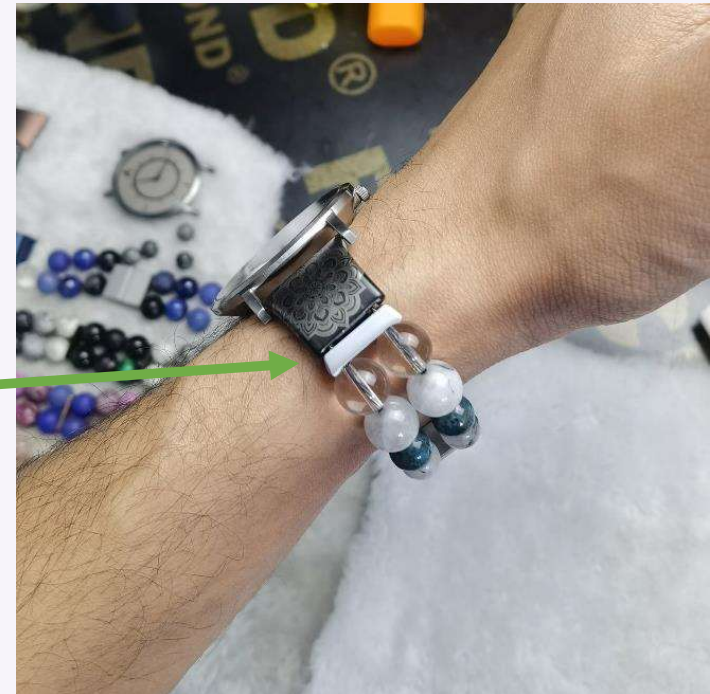
- Trademark: 



AMALGAM-Intellectual Property

Upcoming:

- Industrial design : Watch case (MYST), H*Model
- Utility model (H+ Model)
- Copyright for signature designs



Enter Chiron Biometric Consulting

A disruptive idea with great commercial potential locally and abroad.

A continuation of my graduating thesis for biomedical engineering degree in India. Currently under funding by MRIC and incubated at Turbine owned by ENL group. Winner of pitch night organized by the latter.

Mauritius first biometric consulting company, or world's first actually. The goal is to make biometric monitoring comfortable, easy and reliable with a small setup time compared to competitors like Polygraph machine or fMRI or other bulky contraptions. In the form of a headset, it can be applied for various applications within different industries including Mobile App Testing, Gaming industry, Music & Movie production, Education, Science/Research and Marketing. The hypothesis was validated at the beginning of the year and we expect to get out first customer before this year ends.

CHIRON's WINNING FORMULA*

Aligning industry problems to value proposition (pt 2) + A fortunate thesis

- **'It is too much of a hassle' is a thing of the past**

We deliver a comfortable solution with low setup times (<4 mins vs 20-30 mins)
We can test 1000 individuals in less than 2-3 months including data analysis!

- **'But it's not as accurate as competitors/existing solutions!'**

We're not making medical diagnostics but our results are close to medical standard ($r=0.85$) in practical output. There's no need for a missile to kill a bird.

- **'Wait, so it's easy to copy then?'**

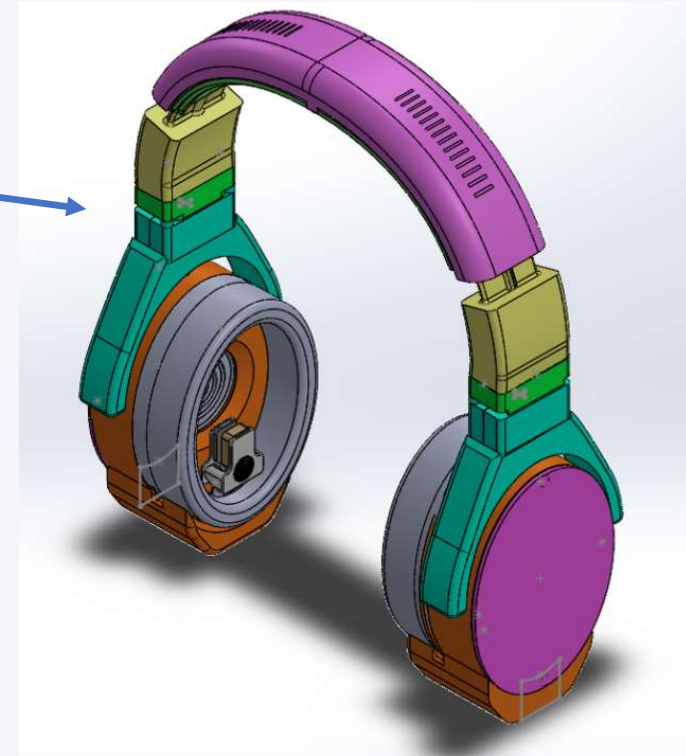
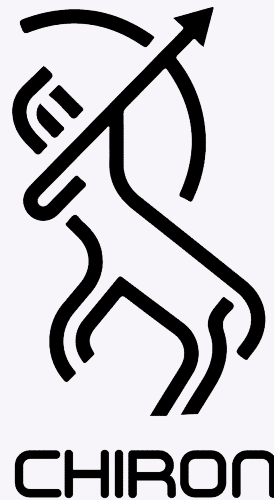
Sure, we'd love the competition. Our hardware and software is a match made in heaven and a closely guarded secret. You can come close but never the same. KFC-style.

- **'So it's just heart rate, like HRM devices?'**

HRM is way behind us in terms of data resolution. To expand the scope of our results, we're testing a thermal camera with a third party EEG sensor (Muse Headband).

CHIRON Intellectual Property

- Industrial Design
- Trademark
- Copyright
(Emotional
Response
Quantification,
ERQ™ report)



IP strategies for commercial and R&D:

- IP can be utilized in various form other than protection:

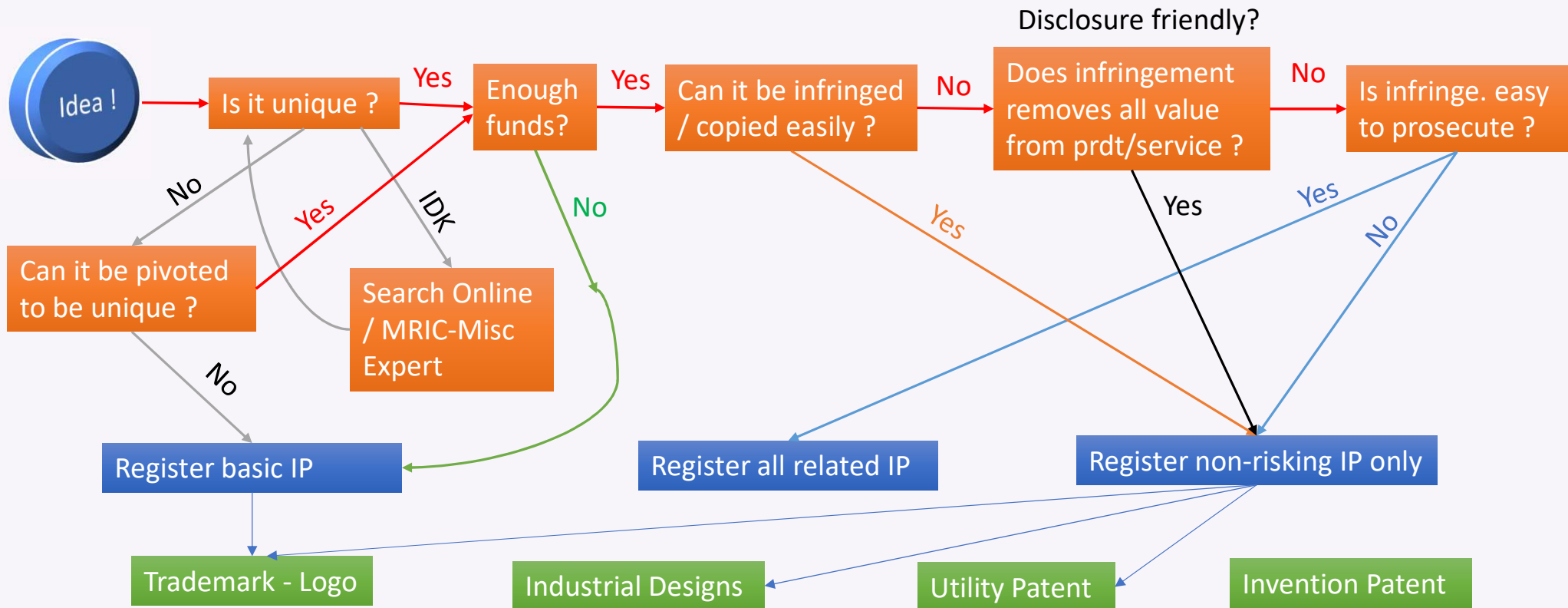
- (i) Marketing – Trademark TM and Registered [®] give more credibility and peace of mind to customers and potential investors

- (ii) R&D – To avoid cross-conflicts relating to IP development chain. By having prior IP, you have a better claim.

- (iii) Exit – Selling asset or merging asset in the future means that the 'IP' of the company holds significant value during 'exiting' round.

- (iv) IP goes beyond designs, hardware and software but can be used to cover (restrict) know-hows but at a price

IP decision making template



P.S. It does not constitute legal advice but a simple decision making workflow to support startups based on existing conditions

“Never regret thy fall, O **Icarus** of the fearless flight.
For the greatest tragedy of them all, is never to feel the
burning light.”

Oscar Wilde

Thank You. Any questions?