

THE IDEATION INNOVATION AND NETWORKING ECOSYSTEM



Ukraine as 'Brain Basket' of the World

Ukraine has long been recognized as the 'bread basket of Europe' but what is perhaps not as well-known as should be, is that it has long been the 'brain basket' of Europe' and the world.

Many inventions that we have become accustomed to originated in Ukraine. These include the helicopter (Sikorsky), the Antonov aircraft, the photovoltaic effect (Pylchikov), explosive armor (Morozov), the Voronoi diagram and even postal codes. As is often the case, others have frequently claimed the credit and now, with the current economic crisis, the misappropriation of Ukrainian ingenuity could be occurring at industrial level.

One problem is the lack of funds to get global patent protection for Ukrainian innovation. Often funds only allow for a Ukrainian patent which announces the innovation to the world but does not protect it beyond the borders of Ukraine. This provides a knowledge base for others to plunder with no benefit to the inventor or Ukraine.

IDEATION and its Ukrainian affiliate UGTI is addressing the broader problems of innovation – in particular why do so few new innovations ever get realized? The data are clear by looking at the global balance sheet and the global income statement. While 87% of global assets are intangible (i.e. intellectual – derived from the mind) when we look at global trade only 1.5% is attributable to intangibles.

Why is there such as disparity? Some of the major reasons are the same ones that account for WHY Ukrainian scientists and engineers are not getting the recognition (both academic and financial) that they deserve:

- ✦ Not capturing the ideas as they are created;
- ✦ Not protecting them with globally enforceable patents;
- ✦ Not protecting them from cyberattacks which unfortunately are becoming much more prevalent and are now often state sponsored;
- ✦ It is difficult to market ideas that need to be kept secret.

Our solution is a comprehensive suite of software combined with a trusted innovation community in which innovators can collaborate and innovate securely in the knowledge that their IP will be protected. At its most basic level, ERP software integrates these various functions into one complete system to streamline processes and information across the entire organization. The central feature is a shared database that supports multiple functions used by different business units. The IDEATION ERP System provides confidentiality to your ideas, but allows you to share the information, as you decide, for collaboration, licensing and joint ventures.

Of immediate value to Ukrainian scholars, researchers, and engineers, Ukrainian universities and institutes, and Ukrainian companies is a system in which:

- ✦ Innovators can register their expertise;
- ✦ Innovators can seek contract R&D to fund their further research;
- ✦ Specialists in a field can derive income from reviewing patents – major corporations have amassed massive patent portfolios but have little idea what most of the patents cover – specialists in Ukraine could review these portfolios at affordable rates. If you want to participate simply go to www.ideation.com and register (in your public profile you can indicate your availability for contract R&D and patent review);
- ✦ Innovators can irrefutably prove that the date of their invention and innovators can determine who can see either a ‘Marketing Abstract’ of their innovation or the more proprietary details – and have an audit trail of everyone who did;
- ✦ Inventors seeking a global patent can fund the process with ‘innovation funding’ in which investors (including successful alumni of the university or the global Ukrainian diaspora) will just invest in a contractual share of resulting royalty income;
- ✦ Inventors can as an alternative to patents protect their inventions as a trade secret and yet still be able to be found by those interested in utilizing their technology without compromising their confidentiality.

Ukraine needs to utilize all of its resources and one of the most significant and least utilized is the enormous brain power of their scientists and engineers.

**Register today to join Ukraine’s innovation ecosystem at www.ideation.com
(Use code ‘UKRA’ for free membership)!**

Five Reasons to Join IDEATION

1. Register Your Ideas

- ✦ Retain irrefutable proof who and when an invention was created.
- ✦ Build your own highly secure repository of ideas.
- ✦ Automatically file Provisional Patents.

2. Protect Your Ideas

- ✦ Secure your innovations with military-grade security.
- ✦ Control access to your innovation's data with fine-grained permissions.
- ✦ Validate that anyone with access has signed an NDA.

3. Confidentially Share Your Ideas

- ✦ Find potential investors, partners, manufacturers, and clients without necessarily compromising confidentiality or even anonymity.
- ✦ Let potential partners find you without compromising your confidentiality.
- ✦ Confidentially find technology partners willing to provide needed supplemental innovations and to collaborate.

4. Participate in a Secure, Trusted, and Global Community of Innovators

- ✦ Collaborate, cross-license, and create joint ventures. Your data and identity are only released if you so choose.
- ✦ Source all kind of IP-related services at competitive prices.
- ✦ Create virtual companies alone or with others to develop new projects.

5. Get a lifetime membership for free



Vic KORSUN
Innovation, Tech
Transfer & Entrepreneurship

From 2006—2014 Vic KORSUN worked in Ukraine as Deputy Executive Director (US) of the Science and Technology Center in Ukraine (STCU) under the auspices of the US Department of State. Upon returning to the US Vic has been working as a Tech Transfer Consultant to promote Ukrainian products and technologies in order to bring them into the US market. Prior to his work in Ukraine Vic worked as Associate Vice President for Technology Transfer and Commercialization at Drexel University and MCP Hahnemann Medical University in Philadelphia. He was instrumental in starting several companies based on university technologies. For many years he worked at RCA Laboratories (David Sarnoff Research Center) in Princeton, NJ, where he rose to become Vice President for Business Development.

He brings unique strengths in understanding complex processes, an ability to implement, team building, and a facility to translate scientific concepts into business solutions and applications. Vic is a creative technology manager with extensive expertise in a broad spectrum of technologies, including health sciences and diverse technologies, having worked on patents, licensing, start-up companies and business development. Vic earned his BS degree and MS degree in Electrical Engineering from the University of Pennsylvania, and his MBA degree from Drexel University.



Douglas GRAHAM
Cybersecurity
and Innovation Management

Douglas Graham has over 30 years' experience advising and leading major firms in financial services, technology and innovation management. As CEO and Chairman he restructured Circle Trust, a bank administering \$8.5 Billion in assets. As Managing Director at KPMG he led the Security and Financial Services practice which executed major projects including high level strategy for 'C' level executives at Chase and Citibank; NetAid, the massive joint venture with the UN intended to significantly reduce world poverty; and OASIS, the system that deregulated the electrical energy business in North America for which he won a Gartner Award.

In the area of cybersecurity, Mr. Graham is CEO of InfoShield which is developing advanced Homomorphic Encryption. Together with Bob Flores, Former CTO of the Central Intelligence Agency and Major General Dan Balough, Retired US Army, Mr. Graham is an Advisor to Vidder, whose PrecisionAccess system is based on a new security model called the Software Defined Perimeter (SDP) that is being developed by the Cloud Security Alliance.

Mr. Graham has advised six heads of state and has testified to the US Congress and spoken at Brookings Institution, RAND Institute, Gartner Conferences, and the US Chamber of Commerce.