THE MICHELSON INSTITUTE FOR INTELLECTUAL PROPERTY

An initiative of

MICHELSON 20MM FOUNDATION
IP in the Knowledge Economy

38% of total U.S. GDP

80% of market value of all publicly traded companies in the U.S.
IP in the Entrepreneurial Environment

- Rights that allow author or owner to benefit from their work or investment
- Provides the entrepreneur with a unique value proposition, defensibility, competitive advantage
- Opportunity to play both offense and defense
- Formal legal framework, yet grey areas
Addressing the IP Education Gap

Foundational IP Textbook
Co-creating Curricular Solutions
Partnership w/ Community Colleges
Educator Portal
Focus Groups
Foundational IP Textbook without “Legalese”
Co-creating Curricular Solutions:
‘The Entrepreneur’s Guide to Intellectual Property’

- Explains the basics of intellectual property policies in the United States.
- Describes the relationship between intellectual property protection and economic growth.
- Demystifies how intellectual property protections benefit individual creators, business owners, and entrepreneurs.

3.5 Hours of content
Free on Udemy.com
Community College Partnership with NACCE
Educator Portal

- **LMS Course Cartridges**
  - Upload IP modules directly into your LMS.

- **PowerPoint Presentations**
  - Use overview slides to cover key topics.

- **Assessment Bank**
  - Evaluate student understanding.

- **Discussion Questions**
  - Engage students in dialogs on applications of intellectual property in today’s economy.
VentureWell OPEN 2020: Faculty Focus Groups
95% of students believe learning about IP is valuable for entrepreneurs.

90% of students report having a better understanding of IP after using our materials.

7 out of 10 students surveyed are interested in learning more about IP.
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