

Valuing Intangible Assets and Sustainability: Strategies for Maximising Long-Term Value

PROFESSIONAL



OVERVIEW

In 2020, intangible assets accounted for 90% of the value in the S&P 500, a significant increase from just 17% in 1975. This dramatic shift underscores the growing importance of intellectual property (IP), technology, and sustainability in the modern economy. As startups continue to emerge and enterprises increasingly integrate technology solutions, the need to understand and value intangible assets has never been more critical.

This two-day course delves into the nuanced world of intangible asset valuation, emphasising the role of sustainability in creating long-term value. Participants will gain practical knowledge on how to accurately value IP and other intangible assets, understanding the implications and impact of these valuations. The course covers the intersection of sustainability and IP valuation, highlighting how sustainable practices contribute to the overall value of intangible assets.

Fee

SGD2180.00 incl. GST
As low as SGD254.00 incl. GST (for Singapore Citizens/ PRs) after maximum funding

Programme Schedule

2 weekdays

Registration

For enquiries, please email enquiries.academy@smu.edu.sg

LEARNING OBJECTIVES

- Understand the basic concept of IP and the considerations behind the valuations attached to it
- Identify the appropriate valuation methodology behind each IP at its given circumstances and objectives behind the valuation
- Understand the narrative behind each valuation and be in a better position to articulate that value to various audiences for whom the valuation is designed
- Better position their IP and strengthen their negotiation with investors, collaboration partners and stakeholders alike

ASSESSMENT

As part of the requirement for SkillsFuture Singapore, there will be an assessment conducted at the end of the course.

WHO SHOULD ATTEND

Investors, Bankers, Startups Founders and Executives, Enterprise's Owners, Investor Relations Executives, Researchers, Public Servants, Legal Advisors, Consultants and Tech-Transfer Officers

TRAINER PROFILE



Tyler Capson

Tyler is a Managing Director at EverEdge, a global intangible asset advisory, corporate finance, and investment firm. He also heads up the company's finance and operations functions.

Over the last several years, Tyler helped establish the company's Singapore office and its alliance with IPOS International, a subsidiary of the Intellectual Property Office of Singapore, before recently moving to the United States to continue building EverEdge's North American footprint.

Prior to joining EverEdge, Tyler worked in New York City for Deloitte and Goldman Sachs, advising Wall Street banks and financial institutions, along with working on a number of high-profile transactions including the Facebook IPO and the Apple Bond Offering.

Tyler is a Certified Patent Valuation Analyst (CPVA) and Chartered Valuer and Appraiser (CVA). He also holds an MBA from the University of Utah.

PROGRAMME PARTNER:

