

SOLO

Intellectual Property Management

Who We Are

SOLO Intellectual Property Management is an intellectual property (IP) management platform and IP services provider developing innovative IP solutions across the Web2 and Web3 spaces.

Our Vision

Our vision is to revolutionise the global IP markets, unlocking the value of IP assets across numerous industries and verticals to fuel global innovation.

What Is IP?

IP refers to creations of the mind, including inventions, literary and artistic works, designs, symbols, names, and images used in commerce.

IP can be protected by law under IP rights such as patents, copyrights, trademarks, and geographical indications.

Problem

Unused IP

- Legal documents required for effective IP management are often jargon-filled and deathly dull to the average business
- The importance and value of IP is rarely discussed publicly in any meaningful way
- Results in hidden technologies

Poor Service Quality

- Problems relating to IP management are solved mostly through a combination of niche software and overpriced legal and industry-specific services
- Value-for-money IP professionals are hard to find

Problem

Illiquidity

- There are countless businesses that boast a robust portfolio of IP but do not have the critical mass of tangible assets required to exploit traditional lending services
- A total lack of lending platforms concerned solely with leveraging intangible assets such as IP

Undervaluation

- Access to single-item IP valuation tools, where standalone patents, trademarks, or innovations can be valued, is incredibly limited
- Discrepant valuations result in the general undervaluation of IP assets

Solution

Main Site

- A unique IP management platform that provides a secure environment for users to register, catalogue, and manage their IP assets

IP Valuation Tool

- A proprietary and expertly moderated valuation tool enabling accurate and reliable valuations of IP assets

Solution

HyDRAULIC

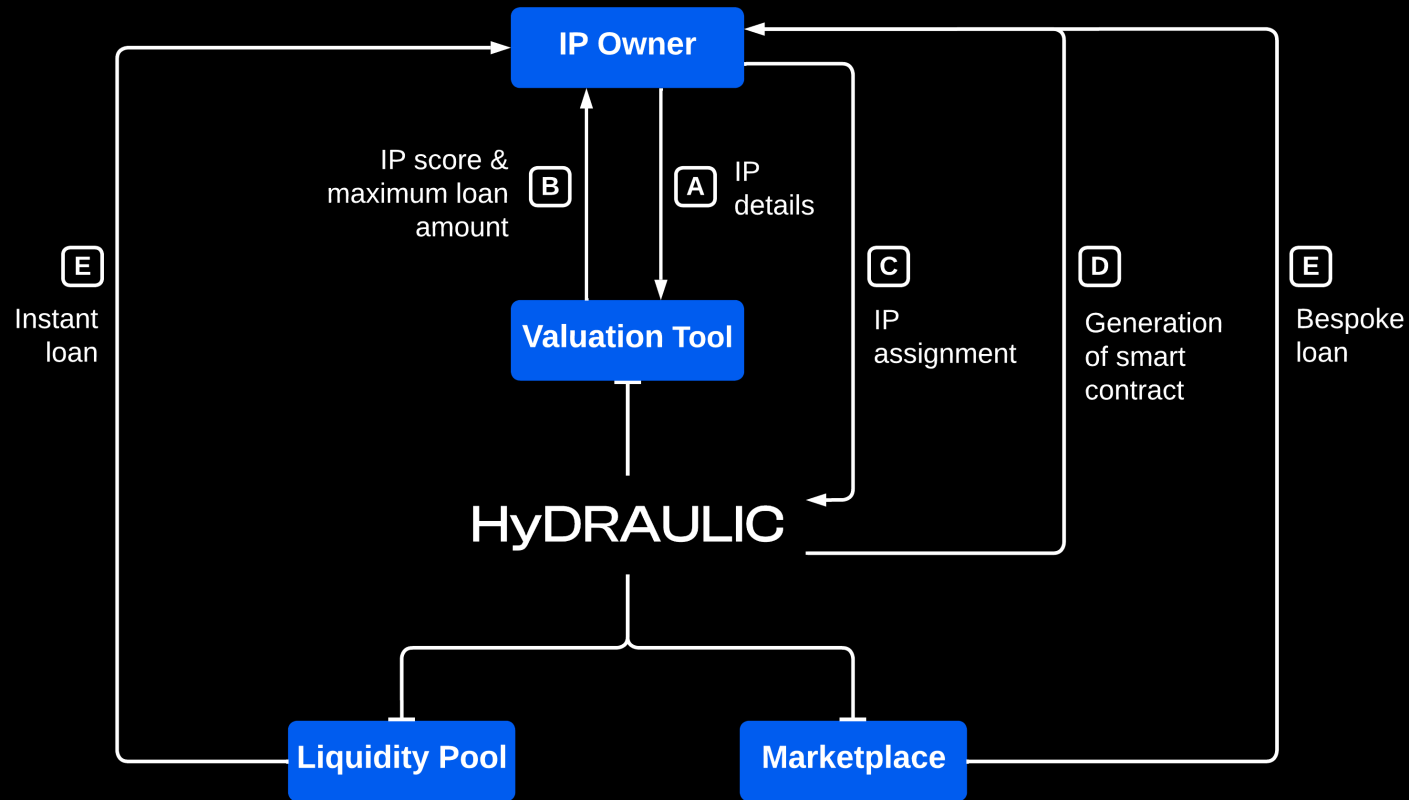
- A novel Web3 platform providing liquidity for the IP markets
- Fuelled by innovations in marketplace technologies and machine learning methodologies, HyDRAULIC is well placed to disrupt and subsequently revolutionise the IP markets forever

[READ THE LIGHTPAPER](#)

HyDRAULIC

- 1.** IP owners submit any new ideas or projects they would like to fund along with the details of the IP they want to borrow against.
- 2.** IP owners assign their IP to HyDRAULIC as collateral and choose to borrow funds from our internal liquidity pool, our marketplace, or both.
- 3.** IP owners use the loan amount to fund their new idea or project, paying the loan back over an agreed time period.

Lending Model



Lending Model

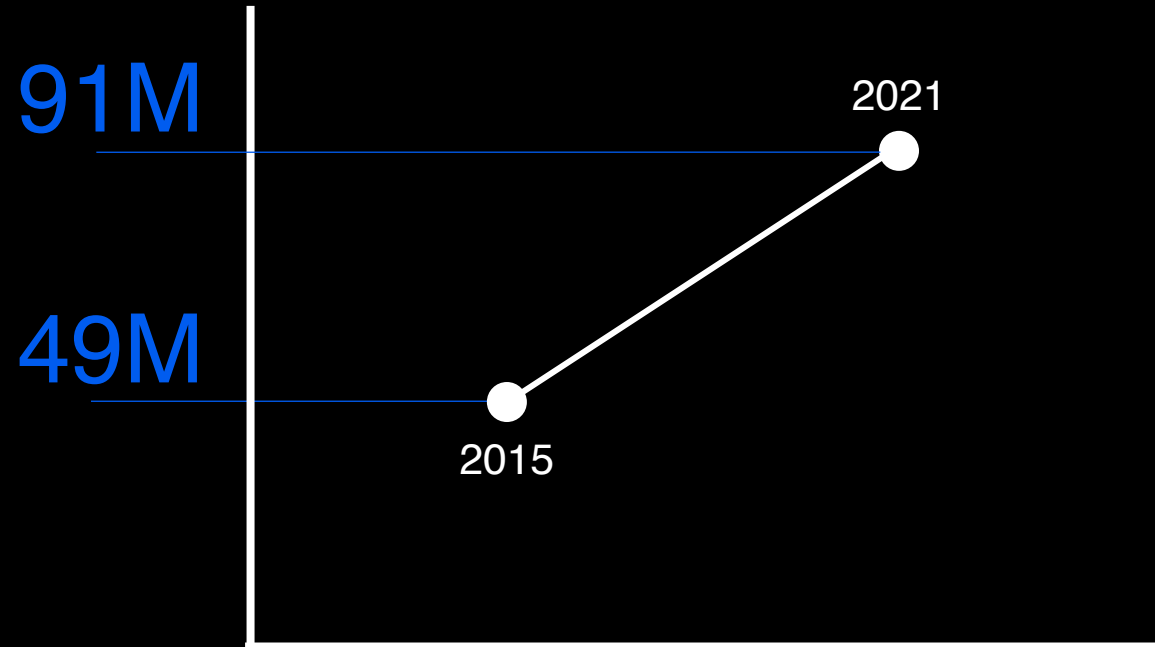
Liquidity Pool

- Liquidity providers can stake **HyDRAULIC** tokens and other crypto assets to earn a fixed rate of return
- Staked assets will form a liquidity pool from which IP owners can instantly recruit funding following manual approval of a loan by the **HyDRAULIC** team

Marketplace

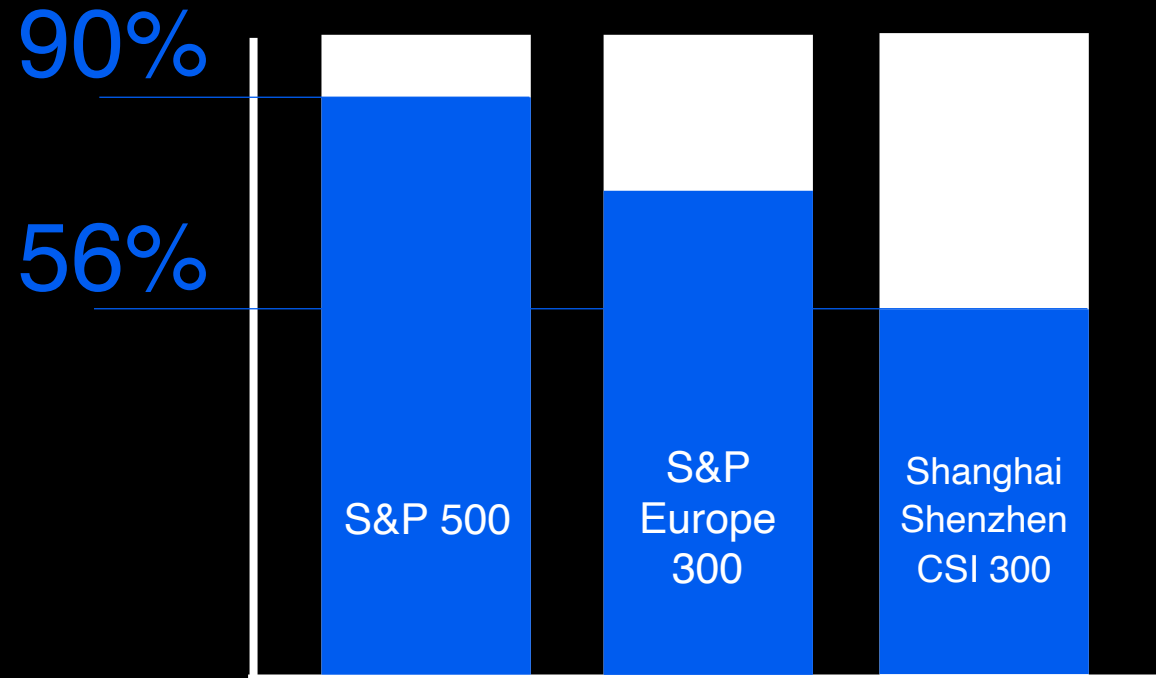
- IP assigned to **HyDRAULIC** as collateral may also be tokenised, with IP-backed tokens subsequently offered to users of our marketplace
- These tokens can be purchased, with buyers earning a fixed rate of return for helping to fund the ideas and projects of creatives and businesses borrowing through **HyDRAULIC**

Market Stats



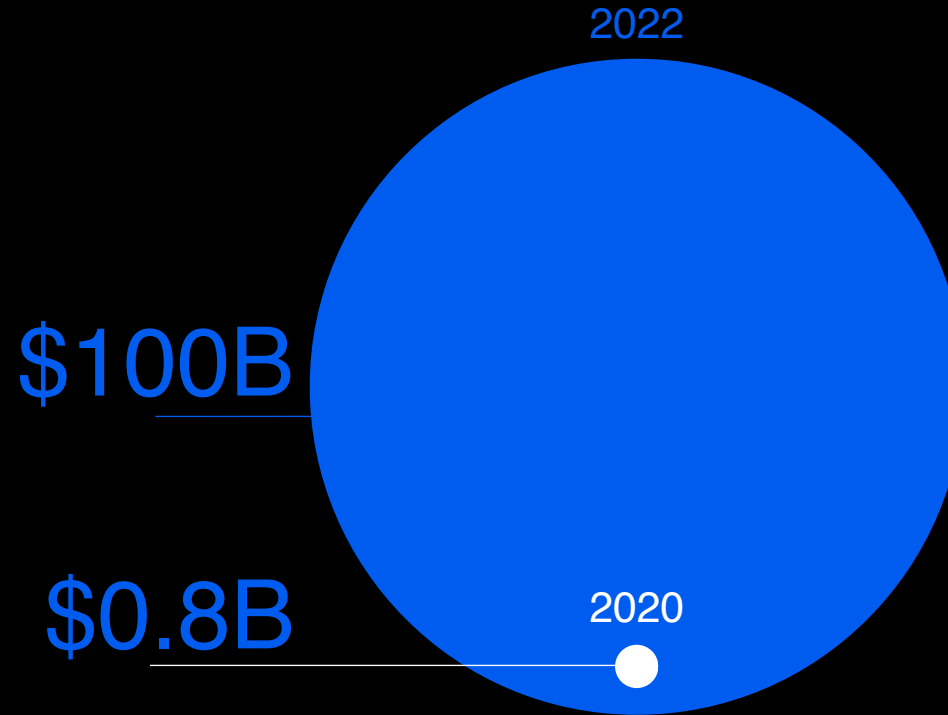
A 6-year near doubling in the number of trademarks and patents registered globally reflects an increased demand for IP management services and demonstrates a growing market for IP-backed financing options.

Market Stats



Due to technological innovation and digitalisation, intangible assets including IP now represent between 56-90% of the value and investments of most listed and private companies.

Market Stats



The size of the DeFi market is over 100 times larger than it was in 2020, providing an inclusive source of liquidity for SMEs and enabling newer, more transparent financing methods.

Market Stats

\$5.2T

Funding gap
for SMEs
globally

\$26B

Funding gap
for UK SMEs

Revenue Streams

SOLO

Intellectual Property Management

- Subscription fees
- Trademark/patent search and filing
- Copyright/design registration
- IP audit and consulting
- Contract drafting

HyDRAULIC

- IP monetisation fees
- IP-backed loan interest
- Secondary sales of IP rights
- Transaction fees
- Advertising fees

Traction

2019

- Company launch
- Free to use website dedicated to building IP awareness for creatives and SMEs in Africa

2020/21

- First revenue through both copyright registration and trademark filing
- Focus on the London creatives community
- IP & NFT pilot project launch

2022/23

- Development of IP valuation tool
 - HyDRAULIC lightpaper release
- HyDRAULIC v1 smart contract architecture



Road Map

Short Term

- Main site expansion
- IP valuation tool web application v1 release

Mid Term

- HyDRAULIC v1 launch
- Establish partnerships with leading IP law firms
- Expand number of IP assets available for lending

Long Term

- Build out additional HyDRAULIC features, including a secondary marketplace for buying and selling IP assets
- Build out additional services on main site, including IP insurance



Team

Martial Medi

It was in 2016, when Martial, our Founder and CEO, first wondered whether IP can be used as collateral to broker business deals. Since then, his passions for alternative investments and creativity have formed a unique interest in IP as an asset class.

Jonah Rodgus

Our COO and Head of Investor Relations, Jonah, is a PhD student in Bioinformatics at Imperial College London. He takes great personal pride in the potential of HyDRAULIC to improve liquidity issues in the IP markets.

James Zaki

Our Web3 advisor for HyDRAULIC, James, is an engineer and educator specialising in tech product development, IoT, and Ethereum.

Ayo Bello

Our Head of Sales and Business Development Lead, Ayo, recognises the huge value of IP and has set his sights on providing streamlined IP management services for all.

Our Ask

We are seeking £375,000 of Pre-Seed funding in exchange for a 5% equity stake.

Funds will go towards hiring a team of developers to achieve the launch of **HyDRAULIC v1**.

Where To Find Us

SOLO
Intellectual Property Management

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HyDRAULIC

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SOLO
Intellectual Property Management

Thank
You

Thank you for reviewing our pitch deck.

Some of the specific details provided in this document may undergo future changes.