

Press Release

CONTACT:

James Throckmorton
IP2Biz LLC
404.961.3000
jt@ip2biz.com

For Immediate Release

IP2Biz Enhances Process for Comparing Technology Investments

System offers smarter way to generate value with fewer resources

Atlanta (March 31, 2009) – IP2Biz LLC today announced a new valuation system that quantifies the value of breakthrough technologies. The process works as both a portfolio management tool and a way to help clients understand the potential value of their investment in game-changing technologies.

“With this powerful methodology integrated into our due diligence process, we are able to identify and mitigate risk and manage the uncertainty that comes with early stage technologies and intellectual property,” says John Bacon, CEO of IP2Biz. In challenging economic environments, it is more important than ever to continue investing in the latest and best technology to stay ahead of the competition.

Through the IPScout program, IP2Biz helps corporations unearth early stage strategic technologies to pursue for further development.

“Early identification of key hurdles allows our IPScoutSM clients to select technologies for investment of limited resources while focusing those investments to demonstrate value,” Bacon added.

In addition to valuing early stage technologies, the analytical and disciplined approach provides a basis for comparing internal projects with new technology investments. The process helps to focus further project investments to gain the biggest “bang for the buck.”

The method requires identifying simple assumptions and potential risks and rewards to develop a pro forma range of market values. Knowing the range of values of an investment allows smarter, incremental investments to ensure maximizing future potential.

With the help of Incite! Decision Technologies, IP2Biz has incorporated this methodology into the IPScoutSM program and into the ProofCo projects to focus

translational research investments on proving outcomes. The continued economic pressures make this methodology even more valuable in evaluating new investments.

About IP2Biz LLC

IP2Biz LLC is a leading technology acquisition, development, licensing and growth company that transfers technology for commercial application. IP2Biz's unique business model revolutionizes the early stages in the commercialization process, improving the efficiency, effectiveness and returns for corporate buyers and investors. As a result, clean, packaged IP is delivered to business with greater speed, reduced costs and lowered risks. For more information, visit www.ip2biz.com.

About Incite! Decision Technologies LLC

Incite! Decision Technologies, LLC provides deep insight from advanced analytical processes and information management tools to help capital intensive companies increase value and manage risks for complex, investments. These methodologies are absolutely necessary to navigate successfully in today's risky economy. For more information, visit www.incitedecisiontech.com