

Licensing Strategies for Nonprofits

How to Use Licensing to Create a Funding Model



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What We'll Cover



Why Licensing

Nonprofit IP

Licensing Strategies

How it Works

Summing it Up

How I Got Started



Nonprofit Licensing Strategies

About LCG



Licensing



Strategy



IP Audit

Nonprofit Licensing Strategies

Industry Experience



Medical Devices



Consumer Products



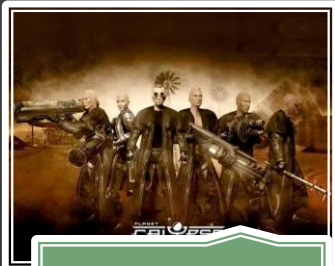
Characters & Brands



Entertainment



Training Courses



Online Gaming



Formulas



Oral Healthcare



Natural



Process Tech

What is IP?



What is Licensing



What is Recurring Revenue?



Revenues that are
predictable,
stable, and occur
at *regular intervals*

Licensing is a NP Funding Model



Growing NP/FP Partnerships



Non Profit

- Dependent



Social
Entrepreneur
s

- Nonprofit



Social
Enterprises

- For-profit
- Sustainable



For Profit

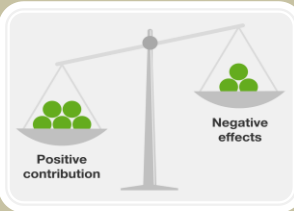
- Revenue



The Big NP Licensing Opportunity



Growing consumer trust in businesses with worthy cause



Consumers are looking for social value



Positive association with non-profit cause

Every Nonprofit Has IP



Operational secret sauce



Process for mission success



Technology system or app



Brand goodwill from mission

Nonprofit Licensing is Big Business



Sesame Workshop (\$1.5 billion)



National Geographic (\$250 million)



NTHP(\$209 million)



ASPCA (\$115 million)

*Est. Retail Sales

Nonprofit Licensing Strategies

Licensing Partnership Strategies



Hybrid (Nonprofit/For-profit)



JV – Nonprofit/For profit



JV – Nonprofit/Nonprofit



Brand Extension



Scale Technology

Licensing Benefits & Risks



Biggest Benefits

- Recurring revenue
- Sustainable funding
- Attract donor

dollars

Biggest Risks

- Wrong partner
- Bad licensing deal
- Bad product fit

Getting Ready



- IP Audit
- Licensing Assessment
- What is Licensable

Find the Right Licensing Partner



The #1 deal
point

Due diligence



Negotiating the Business Terms



Know what you want
Performance based
Make it a win-win
Bad deal is worse than no deal

Licensing Agreement

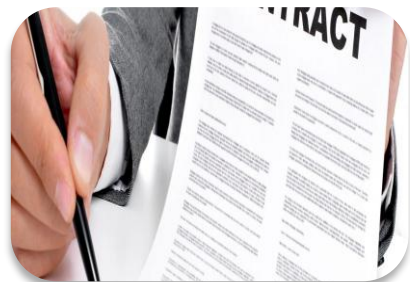


Use the right type

Be sure it's clear

Get legal counsel

Managing Licensing Partners



Compliance
Monitoring



Quality
Control



Royalty
Collections



DIY or
Licensing
Agent

Nonprofit IP is a Funding Source



Your IP is a
revenue
generating
asset



Licensing
turns your IP
into recurring
revenue



Tax free
royalty revenue
– check with
CPA

LCG Resources



Video Presentations



Special Reports



BLOG ARTICLES



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Nonprofit Licensing Strategies

Questions About Licensing?



Set up a free consulting call today. We'll discuss your IP and explore your licensing options.

<https://calendly.com/licensingcg/15-minute-call>