



**ÜSİMP ULUSAL Kongresi - Fuarı - Sempozyumu**

**Değişen Küreselleşmede Sürdürülebilir Üretim için ÜSİ**

# **ULUSAL EKOSİSTEMLERDE ÜRETİMİN SÜRDÜRÜLEBİLİRLİĞİNE FİLİZ ŞİRKETLERİN KATKILARI**

## **Patent Sahibi Girişimlerin Avantajları**

Mustafa Çakır, Patent Effect & Patentiv GmbH

**27-28 Kasım 2025 | ODTÜ Kültür ve Kongre Merkezi, Ankara**

[www.usimppatentfuari.org.tr](http://www.usimppatentfuari.org.tr) | [usimp@usimp.org.tr](mailto:usimp@usimp.org.tr) | [in usimplatformu](https://www.instagram.com/usimpmerkez) | [f usim.platformu](https://www.facebook.com/usim.platformu) | [t usimplatformu](https://www.twitter.com/usimplatformu) | [i usimpmerkez](https://www.instagram.com/usimpmerkez)

# ABOUT SPEAKER



🎓 Industrial engineer by education.

🕒 +15 years of expertise in patent intelligence, patent valuation, and patent commercialization.

💍 Married.

👶 Have a 10-month baby.

🐱 Have 2 cats.

🏠 Living in Berlin.

**Mustafa ÇAKIR**, *RTTP, QPIP, IAM 300*

Co-founder, Patentiv

Founder, Patent Effect

Board Member, LES Turkey

Chair, RTTP Peer Review Committee, ATP

Member, QPIP Exam Review Committee

Commercialization Consultant, SUNUM Nanotechnology Center


Founding Board Member, Association of Technology Transfer Professionals



# ABOUT SPEAKER



Made in BERLIN



- Dashboard
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## Calculate Your Patent Value

User: Mustafa Cakir  
Email: mstfcakir@gmail.com

[Go back to the valuations](#)

✓

✓

✓

✓

✓

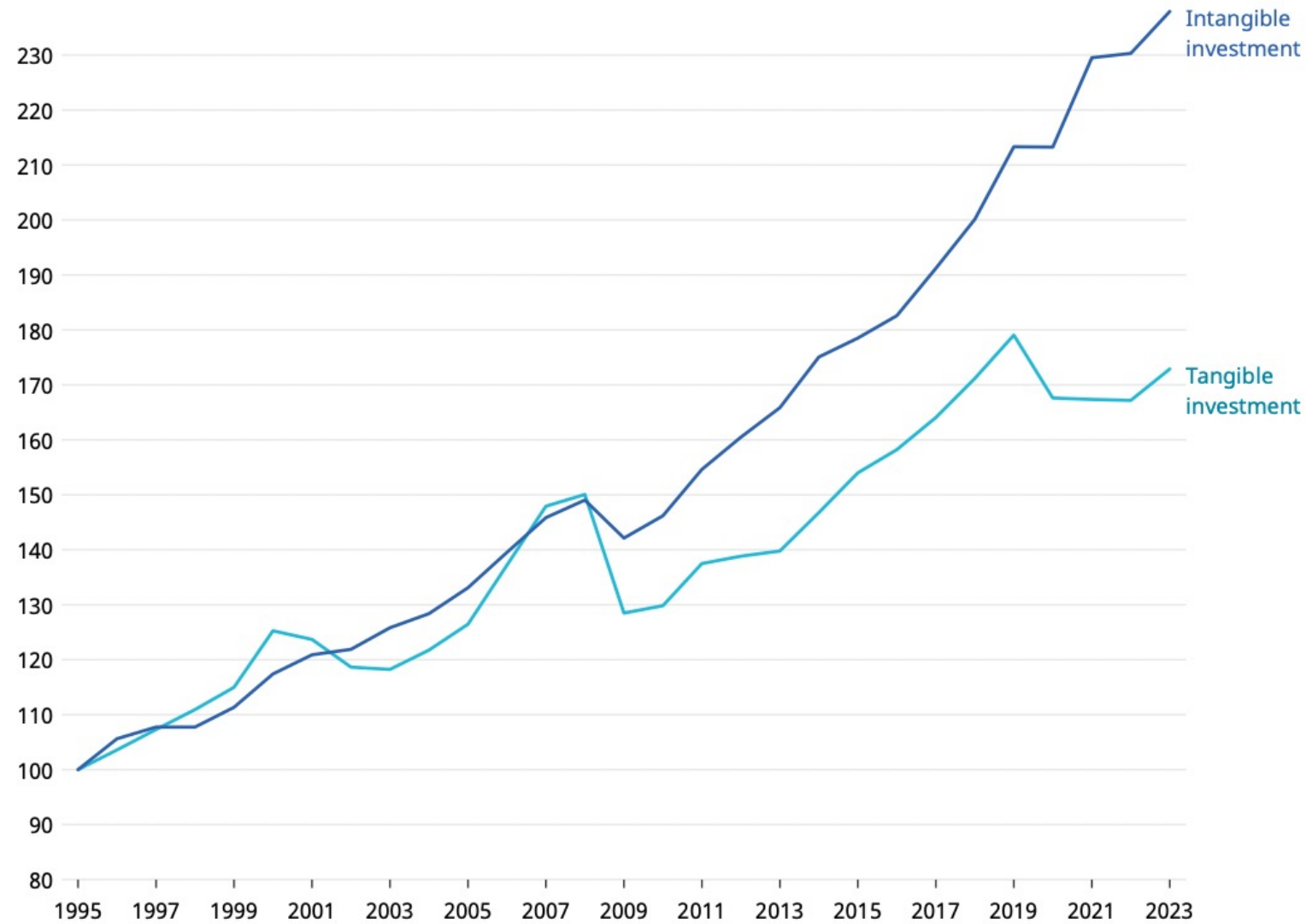
✓

### Valuation Report

<b>Patent Score</b>	<b>Royalty Rate</b>	<b>Net Present Value</b>
64.4/100	%3.64	€218,990.72
%28 higher than other patents	%12 higher than other patents	%15 higher than other patents

[Back](#)[Valuation Reports](#)[Calculate Patent Value](#)

**Figure 1** Total intangible and tangible investment, 1995–2023, indexed (1995=100)



<https://www.wipo.int/edocs/pubdocs/en/wipo-pub-rn2024-32-en-world-intangible-investment-highlights.p>

Our  
**PURPOSE**



What we  
**NEED**



Our  
**PURPOSE**



What we  
**NEED**

**INNOVATION**

# Our **PURPOSE**



## **INNOVATION**

### **10** VALUE PROPOSITIONS

1. **Time saving**
2. **Ease of use**
3. **Performance / quality**
4. **Status / prestige**
5. **Price / cost advantage**
6. **Risk reduction**
7. **Entertainment / experience**
8. **Security / privacy**
9. **Easy access / distribution**
10. **Sustainability / Eco-Friendliness**



Our  
**PURPOSE**



What we  
**NEED**



**INNOVATION**



Risks  
we  
**can**  
control

Risks  
we  
**can NOT**  
control

What we  
**NEED**

**INNOVATION**



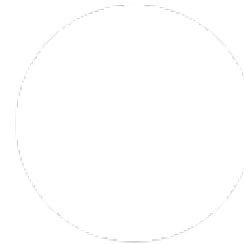
Risks we  
**can** control

Risks we  
**can NOT** control



**Customer  
Acquisition**

**Customer  
Retention**



What we  
**NEED**

**INNOVATION**



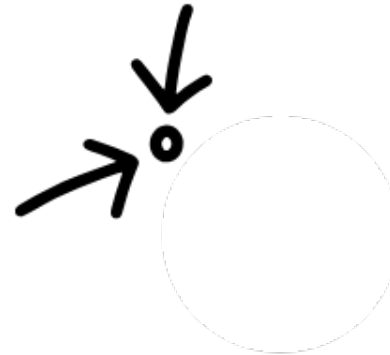
Risks we  
**can** control

Risks we  
**can NOT** control



Customer  
Acquisition

Customer  
Retention



What we  
**NEED**

**INNOVATION**



Risks we  
**can** control

Risks we  
**can NOT** control



Customer  
Acquisition

Customer  
Retention



**COMPETITORS**

What we  
**NEED**

**INNOVATION**



Risks we  
**can** control

Risks we  
**can NOT** control



**COST**

Customer Acquisition > Customer Retention



**COMPETITORS**



INNOVATION

**STOP  
COMPETITORS**

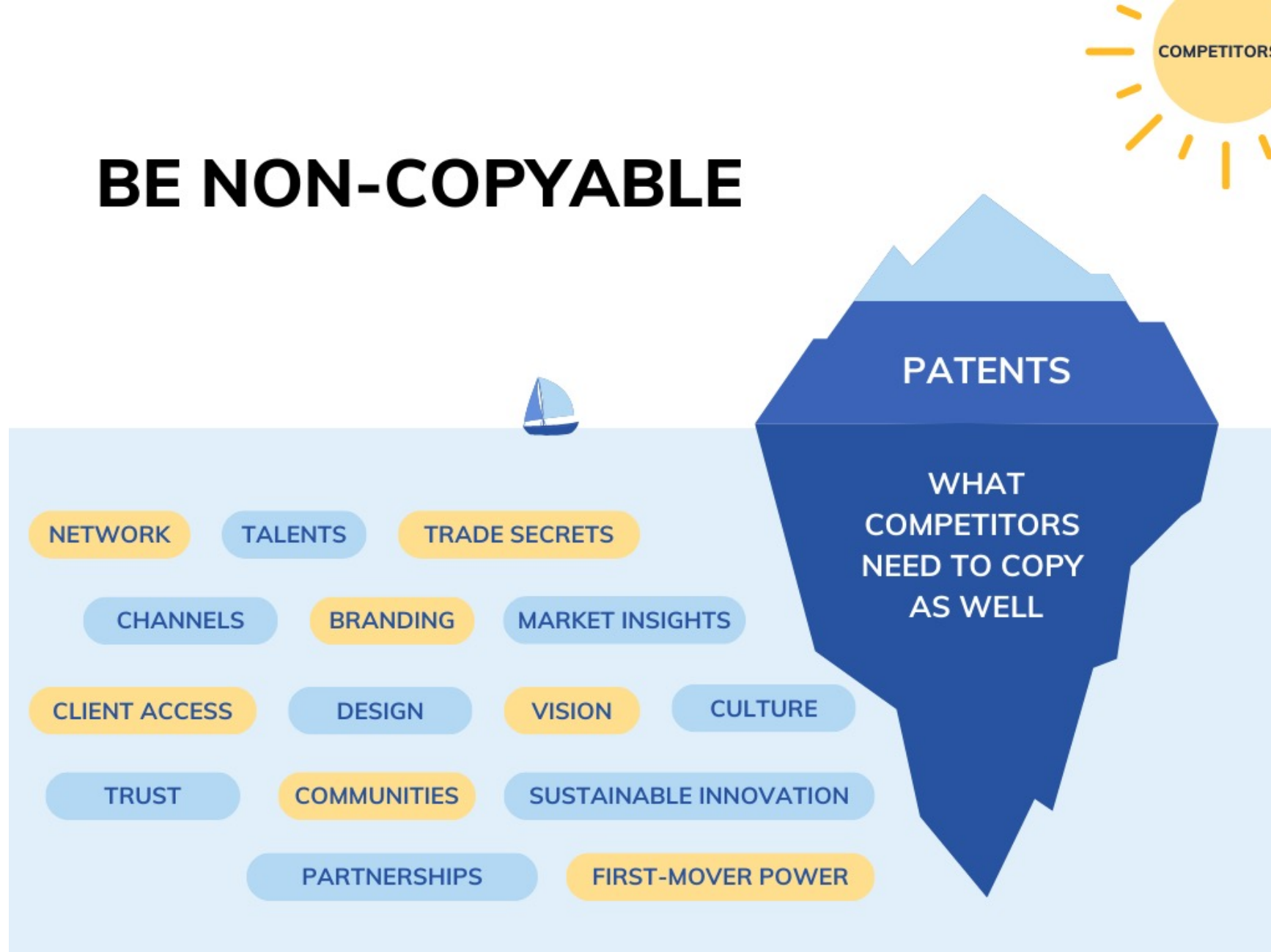
**COST**

Customer Acquisition > Customer Retention



**COMPETITORS**

# BE NON-COPYABLE



**BE NON-COPYABLE**



# 3 patent values



# 3 patent values



## DEFENSIVE VALUE

● **Exclusivity & Enforcement**

● **Reducing Attacks**

● **Minefield**



## MONETIZATION VALUE



## STRATEGIC VALUE



# 3 patent values



**DEFENSIVE VALUE**



**MONETIZATION VALUE**



**STRATEGIC VALUE**

● **Commercialization\***

● **Licensing/Transfer**

● **Litigation**

# 3 patent values



DEFENSIVE VALUE



MONETIZATION VALUE



STRATEGIC VALUE

*Market-wise*

## Commercialization

- *Brand Positioning*
- *Premium pricing* (Higher Revenue)
- *Customer magnet* (Trust & Credibility)

# BRAND POSITIONING



**GORE-TEX<sup>®</sup>**  
PRODUCTS

## PREMIUM PRICING / HIGHER REVENUE



## PREMIUM PRICING / HIGHER REVENUE



**+5.000 PATENTS**

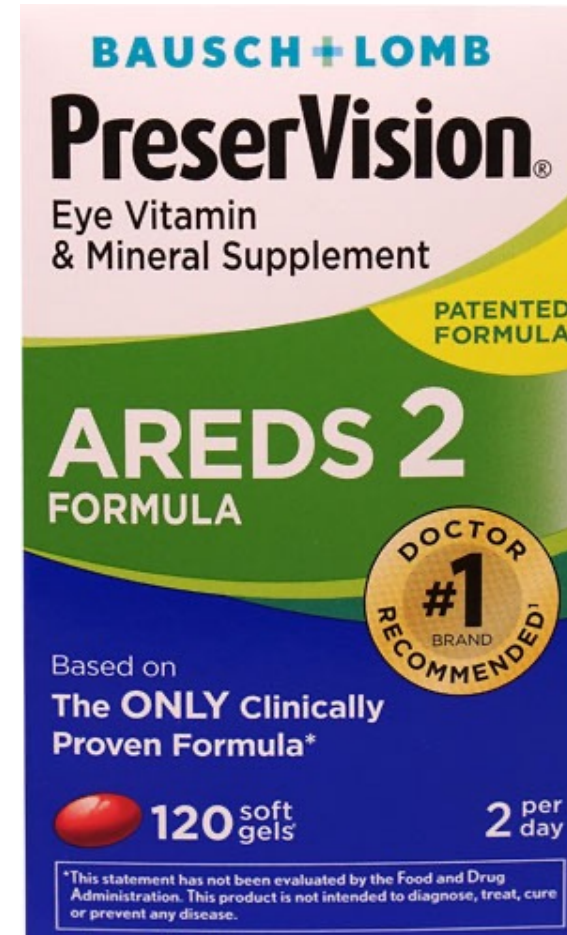


# PREMIUM PRICING / HIGHER REVENUE

Average values of selected variables by IPR ownership, 2019-2022

		Number of employees	Revenue per employee (EUR '000/year)	Wages per employee (EUR '000/year)
<b>Non-IPR owners</b>		4.17	147.23	25.43
<b>IPR owners</b>	<b>Any IPRs</b>	9.08	182.27	31.04
	% difference compared with non-owners	117.75%	23.79%	22.07%
	<b>Patent owners</b>	13	189.49	36.42
	% difference compared with non-owners	211.69%	28.7%	43.26%
	<b>Trade mark owners</b>	9.06	181.56	30.74
	% difference compared with non-owners	117.19%	23.32%	20.9%
	<b>Design owners</b>	11.67	190.44	31.73
	% difference compared with non-owners	179.91%	29.34%	24.79%

# CUSTOMER MAGNET



# 3 patent values



DEFENSIVE VALUE



MONETIZATION VALUE



STRATEGIC VALUE

Regulation-wise

## Commercialization

- Tax Benefits (Patent Box)
- Inventor Compensation
- R&D Incentives

# 3 patent values



**DEFENSIVE VALUE**



**MONETIZATION VALUE**



**STRATEGIC VALUE**

**Commercialization\***

**Licensing/Transfer**

**Litigation**

## LICENSING / TRANSFER



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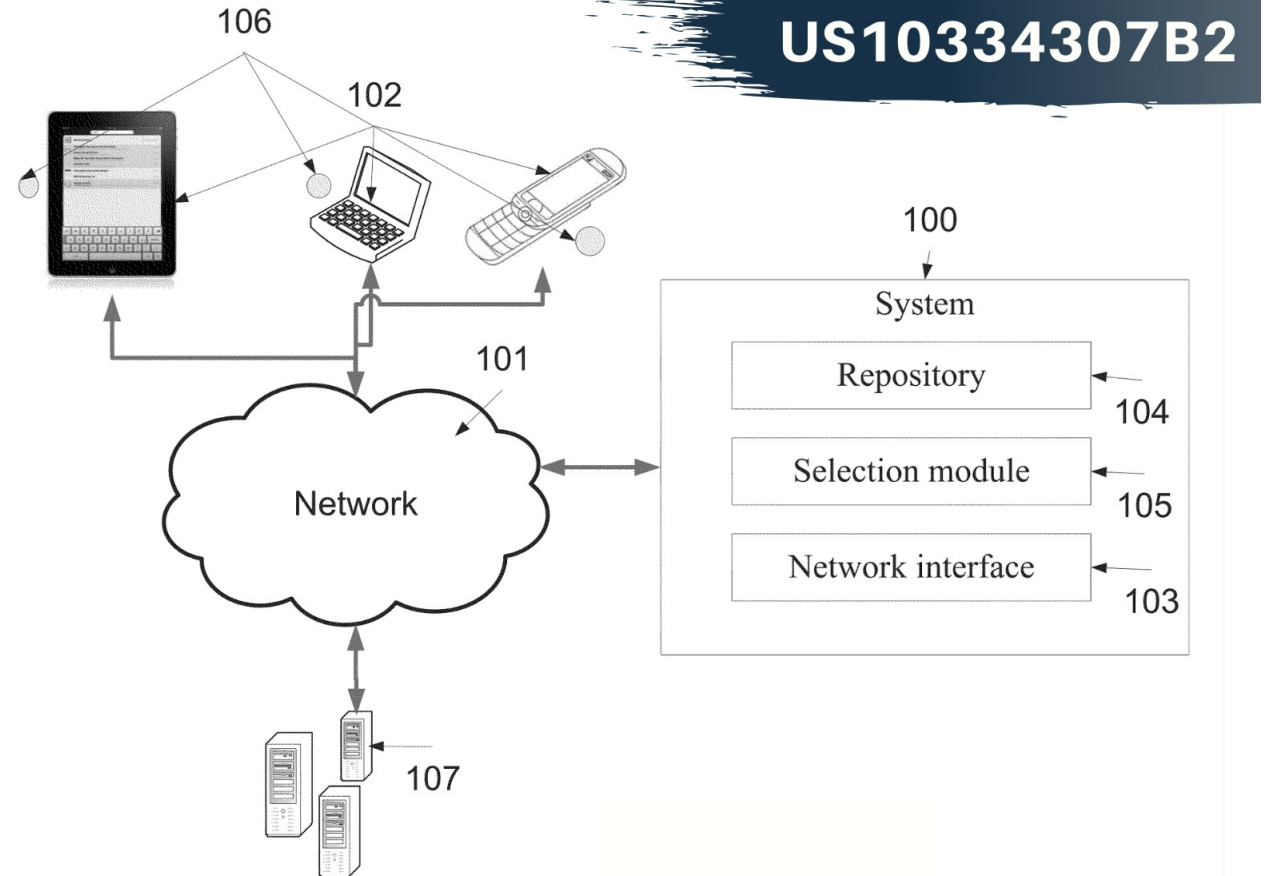


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# LICENSING / TRANSFER

**1 patent = 7.7 M \$**



mobli 7.7 M  

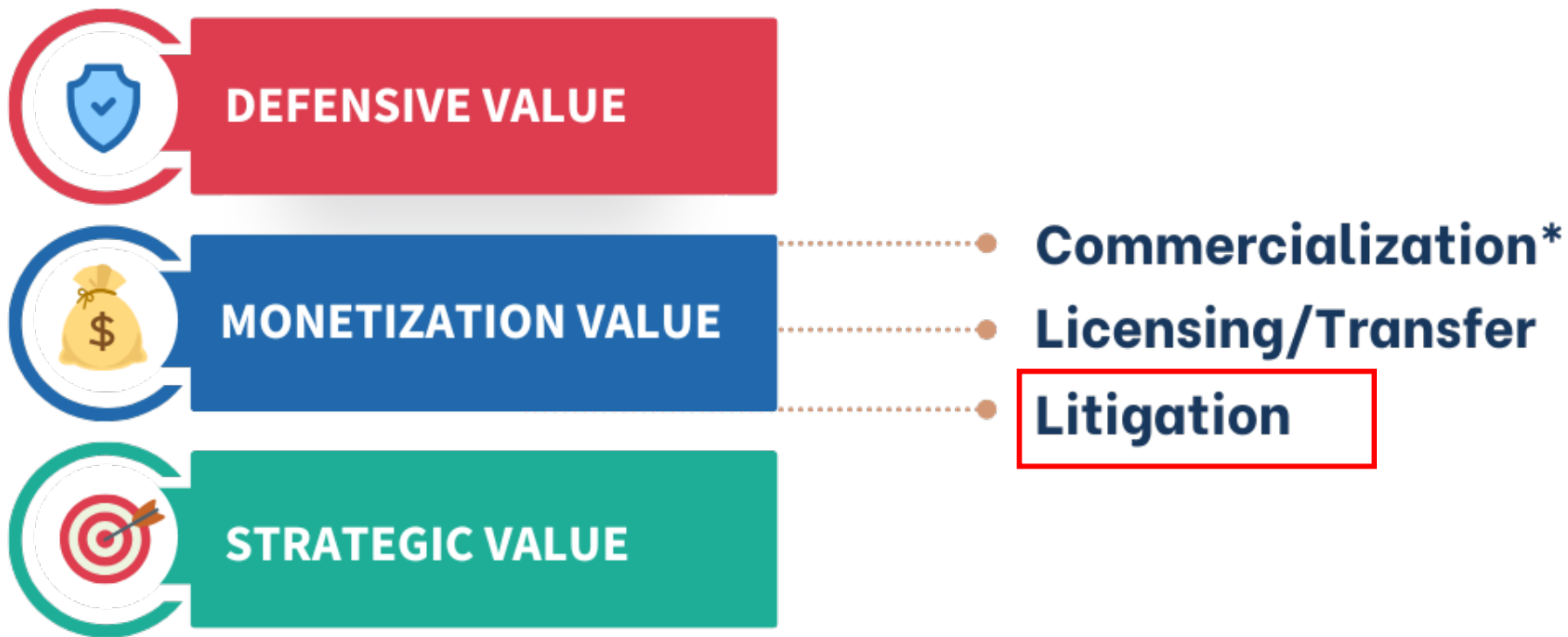
05.05.20

# 116 million \$

- ◆ 30 patent families, including 4 designs
- ◆ 131 total applications, with 122 patent applications & 38 designs
- ◆ 103 forward citations, showing strong interest
- ◆ 93% of applications are still alive, meaning they still hold value
- ◆ Portfolio built since 2017, growing alongside the company's development
- ◆ 19 out of 26 patent applications have protection (granted) in at least one country

*Photo Credit: Humane Inc.*

# 3 patent values



# 634 M USD



**VS**



# 3 patent values



**DEFENSIVE VALUE**



**MONETIZATION VALUE**



**STRATEGIC VALUE**

**Collateral**

**Funds / Raising Capital**

**PR/Marketing Boost**

# COLLATERAL





## FUNDS / RAISING CAPITAL

European  
Innovation  
Council





## FUNDS / RAISING CAPITAL

**x6.4**

# Patents, trade marks and startup finance

Funding and exit performance of European startups

October 2023 | Executive summary

**Market Leadership**

**Sustainable Growth**

**High Profitability**



**DEFENSIVE VALUE**

- Exclusivity & Enforcement
- Reducing Attacks
- Minefield



**MONETIZATION VALUE**

- Commercialization\*
- Licensing/Transfer
- Litigation



**STRATEGIC VALUE**

- Collateral
- Funds / Raising Capital
- PR/Marketing Boost

# 3065

**Patent/Faydalı  
Model Başvuru  
Sayısı**

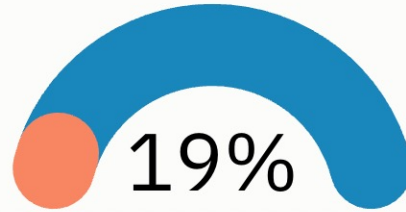
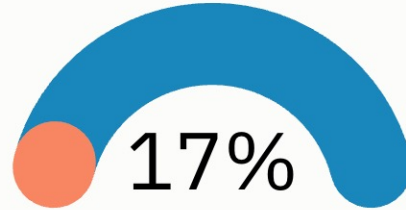
# 1347

**Patentpreneurs  
(Patentli Startup)**

# 2,26

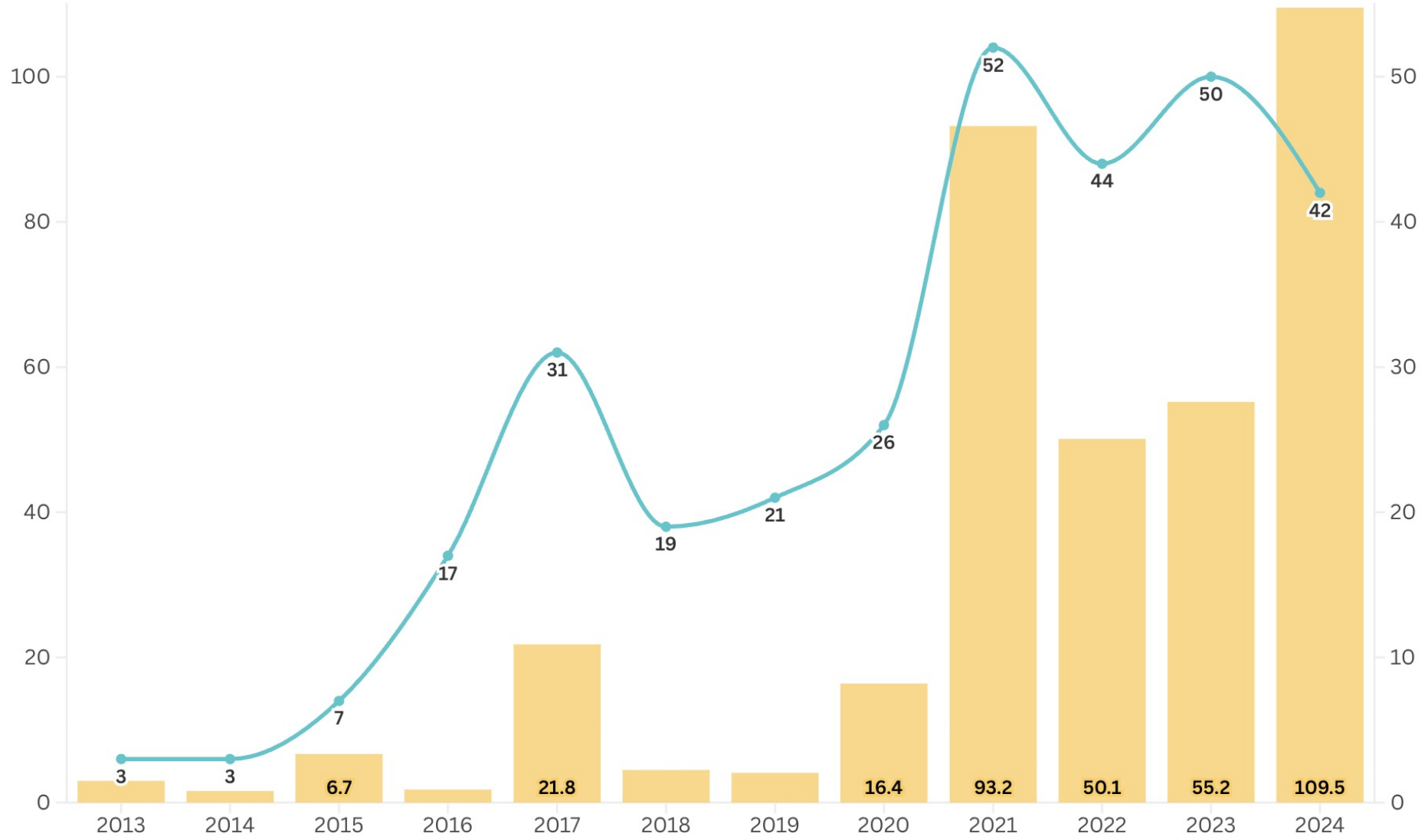
**Patentpreneurs başına  
düşen patent/faydalı  
model başvuru sayısı**

**Yatırım Alan Startup  
Sayısı: 227**



**Akademik Spin-off  
Sayısı: 250**

■ Yatırım Alan Patentpreneurs Sayısı ■ Yatırım Miktarı (M USD)



*Kaynak: Türkiye'nin Patent Raporu 2024, Patent Effect*

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