

Analysis of the Intangible Drivers of Company Value

Tuesday, September 20, 2011

1:00pm - 2:15pm ET

10:00am - 11:15am PT

Presenter:

Mary Adams, CMC ~ I-Capital Advisors

Why You Should Attend

Value Creation is the study of what drives the operations of companies today. In this 75-minute program, acclaimed author Mary Adams, a highly respected intangible asset strategist, brings clarity to the changing nature of our economy and how it has led to the increased importance of intellectual property and intangible assets: in how companies look, how they work and what drives their financial performance.

Ms. Adams covers what every business valuation analyst needs to know in the increasingly knowledge-based economy in which IP and intangibles constitute 80+% of most companies' value and sources of revenue. This program acknowledges core valuation methodologies do a good job of getting at the stand-alone value of intangibles while pointing to opportunities to improve the level of analysis of knowledge-based companies by:

- explaining why 47% of the average merger price ends up in goodwill,
- demonstrating how data on the accumulated investment of intangibles (which now exceeds tangible investment in the U.S.) tell a clear story of the creation of a new kind of knowledge infrastructure in today's company that includes intellectual property as well as a variety of intangible asset,
- making the connection between this intangible infrastructure and revenues, performance and overall corporate value, and
- suggesting how an understanding of these intangible value drivers will improve the analysis you do of both stand-alone intangible assets and overall corporate valuation.

Agenda:

- The Great Shift: how the rise of the knowledge era is making intangibles the dominant economic asset in our companies and our economy
- The Future Is Already Here: the data on intangibles in corporate spending, mergers and stock markets
- The Challenge for Valuation Professionals: how intangibles will change not only what you value but how you do it
- Beyond IP: what are intangibles, how are they classified, how do they fit with IP and how do they work together (and form the "knowledge factory" inside every business)
- Case Study: A "plant tour" of the knowledge factory of a software and services firm
- Measuring Intangibles: how cost, indicators and assessment are all important tools for the business valuation analyst
- Case Study: Measuring the health and performance of the knowledge factory
- Intangibles as Value Drivers: making the connection between intangibles and the valuation process
- Case Study: Corporate valuation and the knowledge factory
- Case Study: Comparison of Case A with Case B, a staffing company
- Pulling It All Together: how to do a better job with intangibles, starting now

Learning Objectives:

- Learn how intangibles are becoming the dominant economic asset in our economy
- Clarify how trends in intangible assets are affecting the valuation process and what the future looks like in this field
- Understand how to measure intangibles, including how to use existing appraisal tools to measure these assets
- Learn why the valuation process now demands more attention to intangibles

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Registration Deadline – 12:00 PM EST – September 16, 2011

For those that register for the webinar, we will send you an email with the webinar log-in details on September 19, 2011. *As with all BVRResources Webinars, this webinar has a U.S. focus*