



IP & SMART CITIES: SHAPING THE FUTURE OF URBAN DEVELOPMENT

WHAT IS A SMART CITY?

Smart Cities are cities able to integrate energy, transport and IT technologies strategically into their daily operations. By applying innovations to the challenges they face, the environmental impact is reduced and citizens can see an improvement in their living standards.

Source: European Commission

WHY COMMIT TO SMART CITIES?

If your company (alone or through strategic alliances with other complementary market players) can embrace a wide range of sectors, products, and technologies of interest for Smart Cities, it's a win. You will be able to offer tailor-made solutions based on the city's key priority (smart transportation, energy or infrastructure).

Source: European Commission



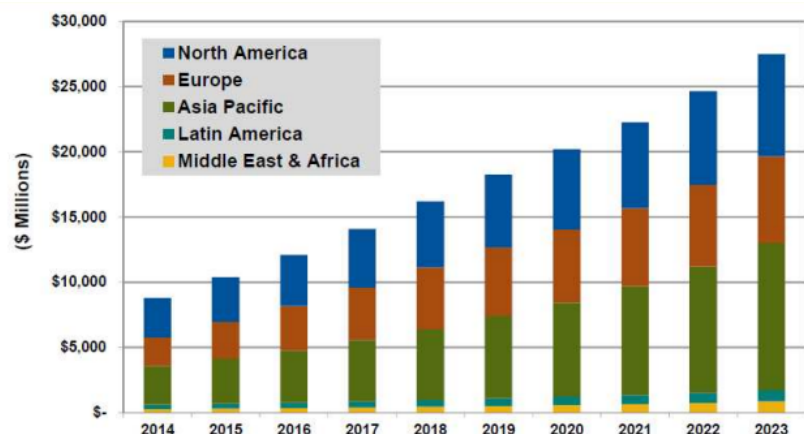
CHALLENGES FACED BY LATIN AMERICA WITH THE DEVELOPMENT OF SMART CITIES

- 1 Mobility
- 2 Economic development
- 3 Climate change
- 4 Urban planning
- 5 Environmental resource management



Source: European Commission

SMART CITY TECHNOLOGIES, ANNUAL REVENUE PER REGION



Source: Navigant Research

BUSINESS OPPORTUNITIES IN LATAM

- Creation of IT tools to enhance public transport, traffic monitoring, management and enforcement.
- Creation of energy efficiency technologies.
- Establishment of smart city's platform, intelligent city services and smart grids.
- Improving waste management efficiency.

BENEFITS OF USING IP

- Attract potential investors or financial institutions
- IPRs are part of a company's ASSETS and can be used to create value for the company (Intangible assets can represent up to 50% of the value of an enterprise)
- Increase competitiveness of the company
- Improve future profitability
- Enhance the company's or city's image
- IPRs are created to solve a problem, find the solution and applying it

WHAT IPRS CAN YOU USE?

PATENT

For inventions (product or process). For example, a sensor capable of measuring soil moisture allowing to optimize the use of water.

TRADE SECRETS

Any confidential business information which provides an enterprise a competitive edge. For example, inventions with a short-life cycle or non-patentable.

TRADEMARKS

Signs capable of distinguishing the goods or services of one enterprise from those of other enterprises. This will allow your company's name to be identified as capable of providing sustainable solutions, being regarded as a key player in the sector.

COPYRIGHT

Protection of artistic and intellectual works. Copyright protection extends only to expressions, and not to ideas. For example, establishing a databases structure capable of gathering all the data collected from different sources.

SUCCESSFUL CASE IN COLOMBIA

Created in 2011, the company "Conceptos Plásticos" protected with patents the elaboration of recycled plastic bricks, bricks that then allowed to build houses at a lesser value - recycled plastic is 13 times cheaper than regular plastic - (Source: Casasdeplastico.org)

Conceptos Plásticos obtained 3 patents in Colombia for their invention.

- 1.-Building System of walls with recycled plastic bricks
- 2.-Recycled plastic bricks for building
- 3.-Mold for recycled plastic bricks