

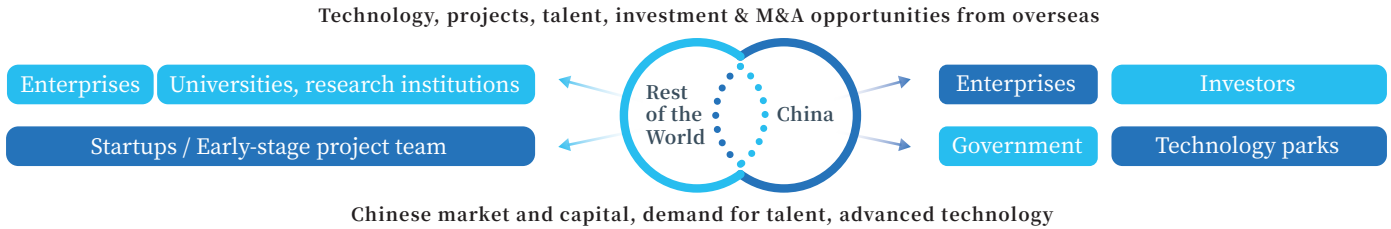
China Market Entry Service for IP-intensive Projects

Issues faced by global tech companies entering Chinese market

- Lack of overseas resources - Unable to make accurate judgment on tech
- No overseas management team-and unable to control risks effectively
- Difficult to negotiate due to language and cultural differences
- Unable to accurately evaluate and decide the best cooperation model

Mission & Vision: To facilitate the two-way flow of innovation resources between China and foreign countries and help global innovative companies to prosper in China.

Stakeholders We work with



Three- Stepped Services

Project matching
Based on the characteristics and industry sector of international projects, we accurately help them to identify matching domestic investment institutions and enterprises to work with. We also coordinate and help the two parties to establish cooperation intentions more quickly.

Project introducing
Bridge the cultural differences and make up for the lack of experiences in international negotiation and professional due diligences skills. We assist in negotiation and due diligence, in order to achieve goals through planning and selecting the best cooperation model.

Project implementation
Prevent slowness in development or project collapsing due to insufficient local resources.

Project matching

Leverage big data to sort out products, technologies, patents, and other information in a particular field to create technology mapping, and conduct matching analysis (product, technology, team, track record etc.) to generate the list of recommended enterprises with synergies as potential partners and suitable investment firms.

- Industry analysis, sub sectors targeting
- Target screening in sub sectors – longlisting
- Potential collaboration targets from the longlist



Project introducing

Project valuation and assessment (due diligence), assistance in negotiations

- Project valuation as needed: intellectual property, technology assets, product innovation, market competition and profitability, etc.
- Business negotiation: analysis and suggestion on best cooperation mode, contract drafting, legal consultation, IP compliance, etc.



Project implementation

- 📖 Government resources and preferential policies matching
- 💬 R&D Consulting
- 📦 Providing additional resources
 - Business model/Strategic planning
 - Market test and validating
 - Industrial resource connecting
- 📊 Intellectual Property service
 - Industry analysis / Novelty searching
 - Patent portfolio planning
 - Trade secret management and protection