

# INTANGIBLE+DIGITAL:

HOW ENTREPRENEURS  
CAN SCALE WITH IP



Observations from the  
summit & insight into how  
to optimise with next  
generation IP

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## What is the best way to apply yourself in work?



There are a multitude of paths of thought that the modern entrepreneur can walk down. Eventually the correct choice appears, in due time. It is the preparation work that is done up until this process completes, that best suits a successful endeavour. And when it does appear, the tools and resources needed to take an understanding and business to the next level, are ready to be applied. After that, a healthy balance of work and life should be accounted for, while getting better and better at what you can do, like no other.

## What bridges innovation and intangibles?



Innovation- the art of creating something new. There are actually infinite ways to define the practice, but the importance of the thinking, process, execution and result, doesn't change. For intangibles, learning the ins and outs of what is though possible, within the bounds of reason, then coordinating how that can happen and why that would happen. To do this, it requires an understanding not just of methodology, but also domain expertise in the area that is being innovated upon in an environment that acts as a buffer, and a **reference place point for the future.**

## How can entrepreneurs network in the IP space?



Like networking in tech or business, there has to be a compelling story that brings people together who have the same interests. And an alignment of passion, that can serve as the basis for future collaboration. With all of the advancements in platforms, there are plenty of opportunities to connect with thought leaders and influencers within any niche of the IP industry.

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