

YOUR MONTHLY NEWS ON IP



Why many SMEs find it difficult to achieve growth

The most common notion is that small and medium enterprise lack adequate and quality management system to accomplish new growth - Implying that a more competent manager or more efficient system will be more successful to do the task. A business leader will then result to hiring a new manager to effect a method such that it sustains growth for the company.

Many CEOs and their executive board members are oblivious to the fact that rarely does an idea for new growth business emerge fully formed in the head of an innovative employee. The capacity of an organisation to innovate is not dependent on solely assembling a team of rock star employees and ignoring the strategic pattern of coordinating between people and between people and other resources. Even the Steve Jobs of many companies do not become radical thinker in one day it a culture that has been build over time. Hence, making it easier to splurge creativity on embarked project. It is imperative for business leaders to recognize that growth and innovation only thrive in environments that are sensitive to the forces that act upon individuals involved in building the business.

Forces that powerfully influence what the managers choose and cannot choose to do. There are many factors that could undermine small and medium enterprise ability to sustain growth. Notably from the previous paragraph that lack of critical and unparallel thinking from business leaders or start-up founders is the focus of this paper. A typical SME executive inability to ask a question, observe, network and experiment within their industry or even outside of it has paralysed growth in their organisation. When a business focuses on building a discovery habit and then become defined by this habits, they incrementally grow the capability to innovate, expand their market share, subsequently expanding in market value...

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FRACTIONAL IP STORIES

Episode 1

SEREFIM LONDON®

SEREFIM LONDON ® is a london-based luxury lifestyle brand creating designer fashion fine jewellery established in 2015 by Zoe Shapi.

1. Why do you want to protect your intellectual property and learn IP commercialisation? I feel that protecting IP is a vital aspect of creating a strong brand. In a world where we are exposed globally through digital platforms and social media, protecting your intellectual property is key.

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Subhead Title

Possible ideas: need your help for this part for possible brainstorming

Content needed...

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IP MARKET UPDATES

Interesting IP Lawsuit

Taco Bell and the Chihuahua

Audience may still vividly remembering the cute Chihuahua in American fast food chain restaurant Taco Bell's advertisement back in 1997 to 2000 with the Chihuahua shouting "¡Yo quiero Taco Bell!" in a heavy accent. As a popular advertising figure and the mascot for the restaurant chain, the wisecracking Chihuahua brought Taco Bell with millions earning yet also brought the restaurant chain to a court case with USD 42 million loss as ending result.

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FUNNIES FOR IP

Company Info

About Fractional IP Consulting

Founded in 2014 by Akeem Famuyiwa, Fractional IP is breaking new grounds by introducing a piecemeal approach to the compensation of IP law — a breakdown that makes it easy for anyone his or her best idea gets the best compensation. Our approach to IP asset management came from the insight that there are laws in place that were designed to make sure creators get their just dues.

Based on our past experiences, the problem with small and medium-sized businesses is not that they don't create value. The issue is their lack of a management system and strategy that extracts the value created...

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UPCOMING EVENTS / PAST EVENTS RECAP

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