

E-Consumption: Platform of the Future

Dan Abelow's keynote at ITES
(IT European Summit)

How First Movers capture leadership and
growth on the People First Digital Earth

Dan Abelow

Applied Futurist, Digital Inventor
Inventions cited by over 3,000 patents
Patents licensed by over 550 companies



E-CONSUMPTION: PLATFORMS OF THE FUTURE

ASSISTANCE

Keynote Video

Keynote eBook

E-Consumption Online Walkthrough

Knowledge Center

Services

New technologies and demographics are about to change products and platforms forever. You can use E-Consumption to take the lead ahead of tech's giant platforms from Facebook, Google, Apple and Amazon.



Keynote Video

TED-like talk
(22 min.)



Keynote eBook

Sharable PDF



E-Consumption: Online Walkthrough



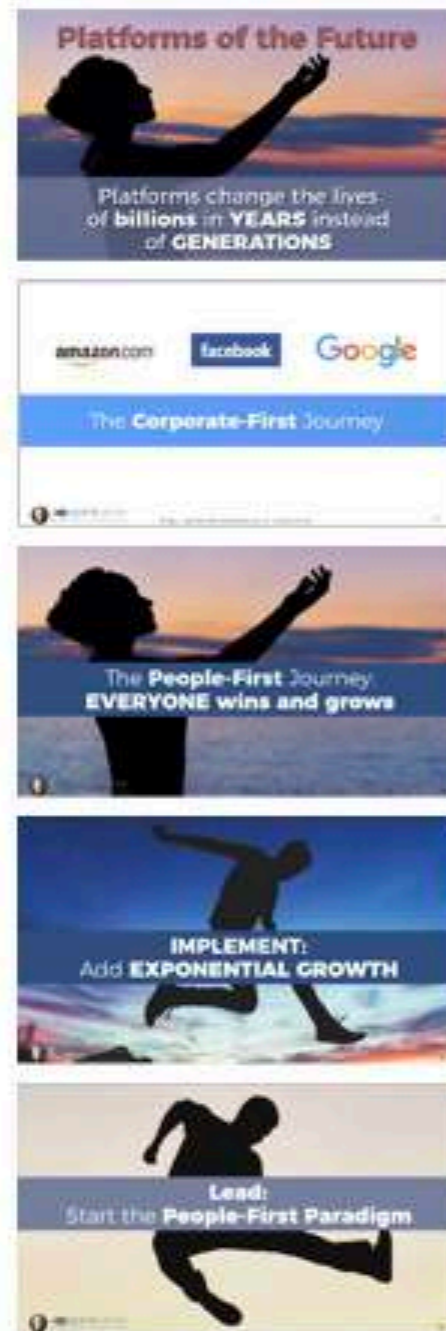
Knowledge Center



Services

KEYNOTE CONTENTS

PLATFORMS OF THE FUTURE



- 1 New Era: Exponential Growth**
Next platform by 2025: 7 billion connected people
- 2 Journey 1: Corporate-First**
Linear growth companies fall behind
- 3 Journey 2: People-First**
Everyone wins exponentially
- 4 Implement**
Add exponential growth
- 5 Take the Lead**
Lead the People-First Paradigm

A man in a black suit is speaking into a microphone on a stage. In the background, there are large, illuminated 3D letters that spell out "#TFS". The scene is lit with blue and purple stage lights.

1

NEW ERA OF EXPONENTIAL GROWTH

Exponential growth will benefit everyone.



Platforms change the lives
of **billions** in **YEARS** instead
of **GENERATIONS**

E-CONSUMPTION: A NEW E-COMMERCE REVOLUTION IS COMING

Tech always disrupts itself. What's next?

Retail and E-Commerce: Switch to E-Consumption, always-on connected products and services.

Get ahead of Amazon, Google and Facebook. Evolve your business to E-Consumption and take the lead.



FROM 2019 TO 2022, ADD NEW INTERNET SATELLITE NETWORKS

As we add thousands of internet satellites, we will add billions more connected people.



Digital-First Earth by 2025

5 to 7 billion connected

BY 2025 WE WILL LIVE ON A DIGITAL FIRST EARTH

By 2025, 3 to 4 billion **more** people will be connected, for a total of 6 to 7 billion connected people.

You will soon live and work on a **Digital First Earth**.



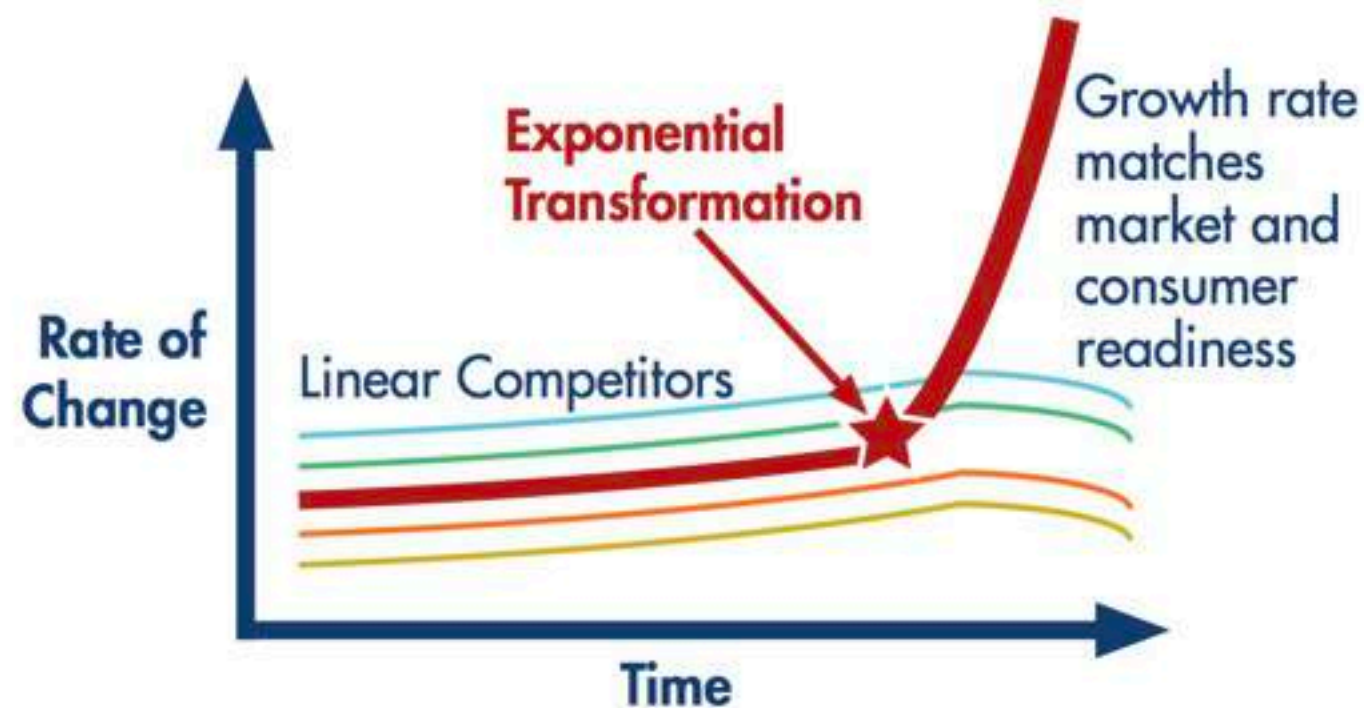
Who runs **Digital First companies:**
CIO's, CTO's and Innovation Managers

WHO WILL RUN **DIGITAL FIRST COMPANIES?**

In a Digital First business, the success of companies will be driven by CIO's, CTO's and Innovation Managers.

If you lead tech and start preparing now, you could move your seat to the head of the table.

What's your vision for taking the lead? How can this exponential growth make YOU the leader?



How can you become an
EXPONENTIAL growth leader?

CAPITALISM HAS SWITCHED TO EXPONENTIAL GROWTH

The way companies compete has changed.

Linear growth is obsolete, because Exponential Growth captures entire markets and industries.

Exponential Growth companies win. Linear growth leaders are replaced on the S&P 500 faster.

For leaders, linear is not an option.



WHERE IS THE WEALTHY FUTURE WE EXPECTED TECHNOLOGY TO DELIVER FOR EVERYONE?

After the Internet, the time to a billion users is just 6 to 12 years.

But that has not produced a prosperous future that includes everyone.

The Digital First Earth will add Exponential Growth for everyone. This shift to Digital First could start everyone's growth sooner than you expect.



2

THE OLD JOURNEY: CORPORATE FIRST

Exponential Growth companies win.
People and most companies lose.

The logo for amazon.com, featuring the text "amazon.com" in a black sans-serif font with a curved orange arrow underneath the word "amazon".The Facebook logo, consisting of the word "facebook" in white lowercase letters inside a dark blue rectangular box.The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).A dark blue horizontal banner with a lighter blue gradient on the left side. The text "First Journey:" is in a light blue font, and "Corporate-First Platforms" is in a white font.

First Journey: **Corporate-First** Platforms

THE OLD JOURNEY: "CORPORATE FIRST" LIMITS GROWTH

Where are tech's giant platforms really taking you?

Exponential Growth benefits them, while surveillance threatens companies and people.

They threaten every company by using surveillance, advertising and transactions to sell their customers to their competitors.

They threaten every person by using surveillance, advertising and auctions to sell you to companies many times during each step you take online.

They make themselves gatekeepers in a Digital Economy. All companies and people work for them.

Their goal is to funnel the world's wealth to themselves for decades to come.



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TECH'S GATEKEEPER BUSINESS MODEL COMES FROM THE 1800'S

How does this wealth funnel work? The platforms use the railroads' "gatekeeper business model."

On the right are the consumers and markets. On the left, companies had to use railroads to ship their products to consumers.

The railroads made themselves gatekeepers who took control.

The gatekeepers decided which companies could reach their markets, and how much they paid.



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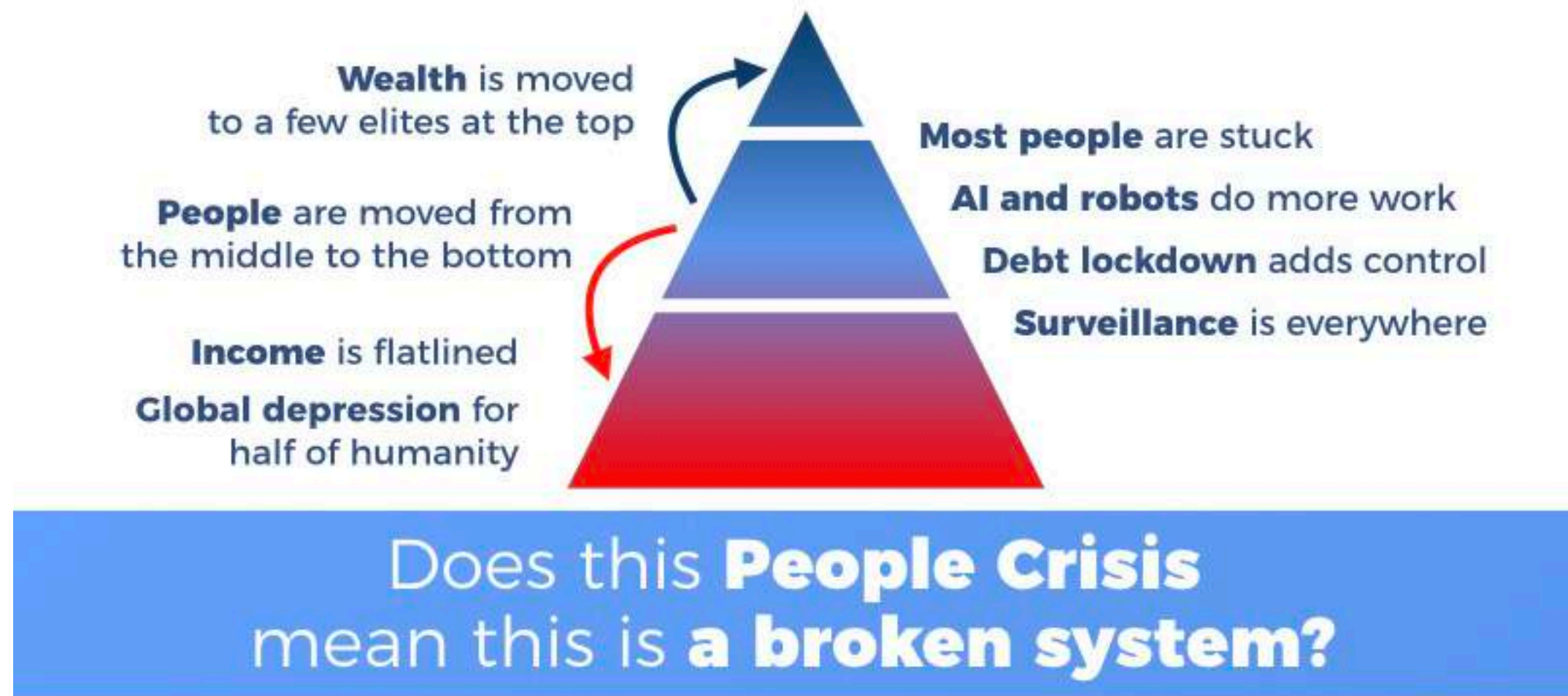
WHEN PEOPLE TURN DIGITAL FIRST, YOUR COMPANY COULD DISAPPEAR IF YOU DON'T PAY TODAY'S GATEKEEPERS

Today's companies are on the left, with Digital First consumers and markets still on the right.

If your company wants to appear on Digital First devices, you need to pay the gatekeeper platforms that control Digital First interfaces.

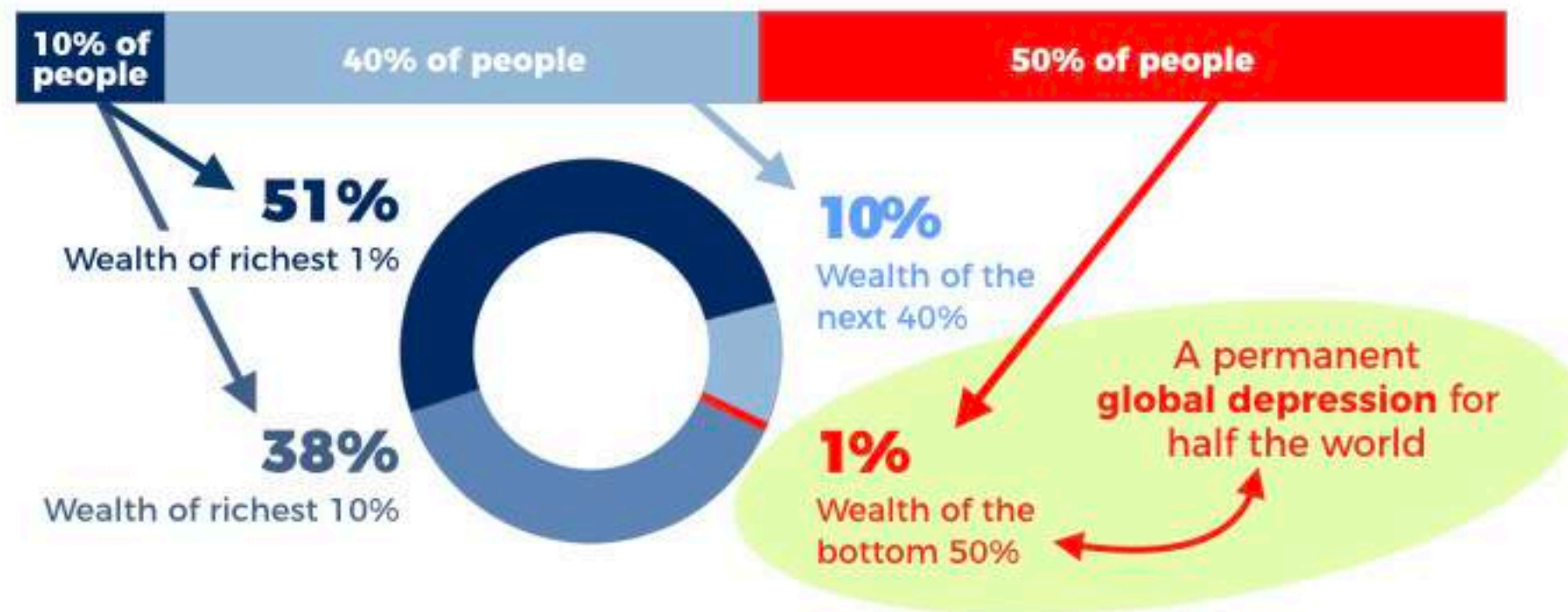
If you don't pay today's gatekeepers for each appearance and sale, you won't exist digitally.

Gatekeeper Platforms trap companies into paying to reach Digital First consumers and markets.



THIS CAUSES A **PEOPLE CRISIS** WITH CONSTANT POLITICAL CONFLICTS AND FREQUENT SHOCKS

The "Corporate First" business moves wealth to the top. It moves the middle class to the bottom.
Artificial intelligence and robotics do more of the work.
The wealthiest elites control "democratic" governments.
The resulting shocks will keep coming...



The **Inequality Crisis** starves consumption economies for **growth**

THIS CAUSES AN **INEQUALITY CRISIS** THAT LIMITS YOUR COMPANY'S GROWTH, AND EVERYONE'S PERSONAL WEALTH

When the giant platforms funnel wealth to themselves, that's a big problem for consumption-led economies like the United States, Europe and China.

The Corporate First wealth model produces inequality that limits everyone's economic growth, which damages both people and companies.

People, companies and economies are trapped in a "Lower Growth" Crisis.



The **Corporate-First** Journey:
Is wealth for only a few at the top?

THE OLD CORPORATE FIRST JOURNEY KEEPS OUR GENERATION STUCK INSTEAD OF SOARING

When a few giant platforms win everything, another generation remains stuck. Nearly everyone's lives and potentials are not fulfilled.

Instead, imagine a world where greatness includes everyone, and all companies and people rise to the top.



3

THE BEST JOURNEY: PEOPLE FIRST

Exponential Growth lifts everyone.

People and companies win.

Everyone rises without revolutions,
or attacking those at the top.

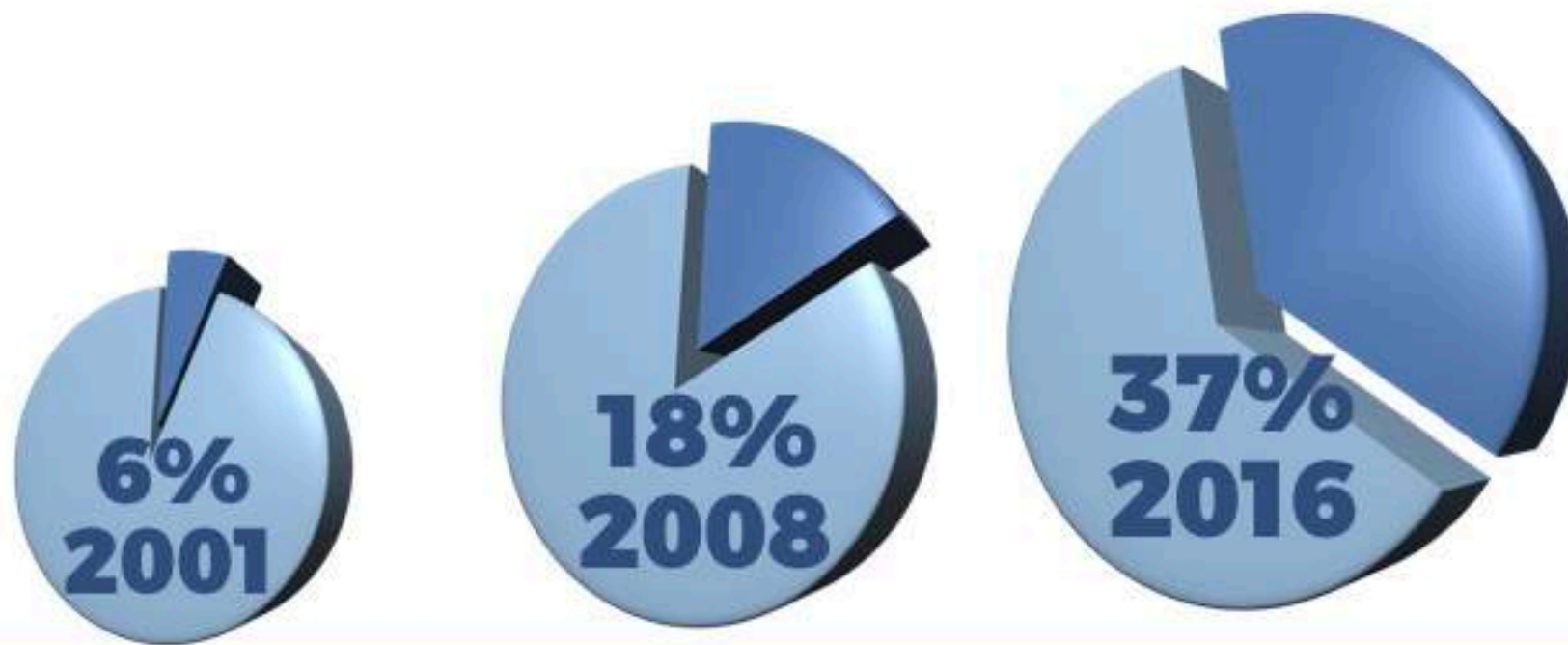


Second Journey: The **People-First** Platform

TODAY'S BETTER JOURNEY: THE "PEOPLE FIRST" PLATFORM

This is a paradigm shift for what technology is and does: From "Corporate First" to "People First." People and People First Companies become disruptors who use Exponential Growth to get ahead, take leadership, and rise to the top.

When you and everyone benefit from Exponential Growth, you become today's new leader.



Time spent online every day Percent of hours awake

Sources: 2001: <https://idsmediatalk.com/2009/02/06/time-spent-online/>
2008 and 2016: https://www.slideshare.net/kleinerperkins/internet-trends-2017-report/9-KP_INTERNET_TRENDS_2017_PAGE
Waking hours per day: <https://www.nytimes.com/2016/05/06/business/facebook-bends-the-rules-of-audience-engagement-to-its-advantage.html?mcubz=0>

WHERE IS THE WORLD TAKING US? HOW WILL WE LIVE?

You can see our rapid migration to a Digital First Earth.

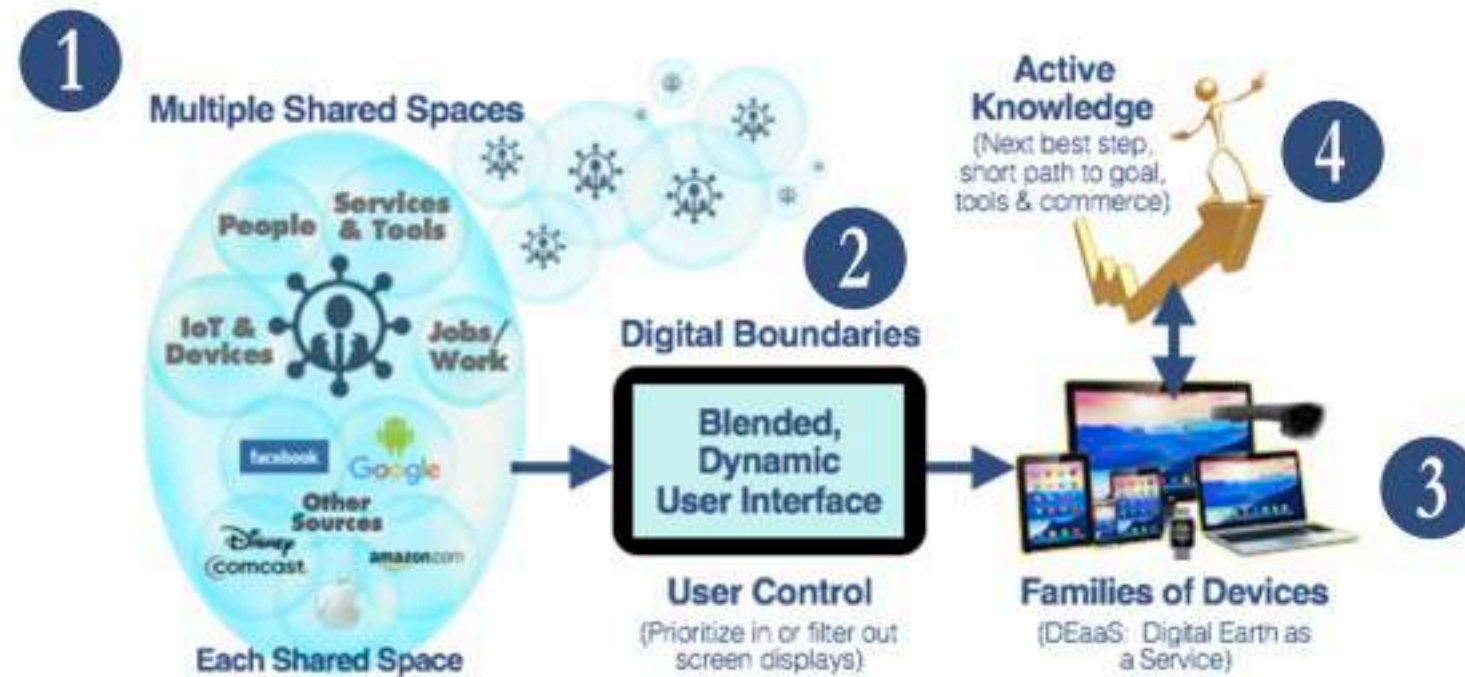
- In 2001 at the first Internet boom, people spent only 6% of their time online.
- In 2008 at the start of smart phones and mobility, we were up to 18% online.
- By 2016 this increased to 37% of our time online.

This is only starting. Next we will live and work in "always on" Digital First connections.



WHAT'S THE INNOVATION? **EVERYONE** BENEFITS FROM TECH'S EXPONENTIAL GROWTH

PEOPLE-FIRST means you, your company and EVERYONE uses Exponential Growth, becomes the leader and receive the benefits.



People-First Platform: Combine new cloud services

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PEOPLE FIRST CLOUD PLATFORM: DEPLOY AND SCALE RAPIDLY

“People First” comes from a new kind of platform. The key point is this can be a Cloud Service.

“Cloud” means many can add this platform quickly, and scale it rapidly to get ahead.

Companies can use this to take the lead by turning millions of customers “always on,” grow their employees’ performance, and manage supply chains worldwide.



Expandiverse Intellectual Property
Cited by over 800 patents

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IS THIS BUILDABLE? THIS TECH HAS BEEN CITED OVER 800 TIMES

Its name is Expandiverse Technology, and it's already been cited over 800 times by others who invest billions in researching, developing and patenting our Digital First future.

An IP professor wrote that this was the most cited IP by patent examiners in the U.S. in 2017.

The citations on this slide show you some of the R&D leaders that cite this technology as they create and invest in building the future.



Shared Life Spaces: Tomorrow's "always-on" Digital Earth

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THE WORLD IS ALWAYS ON, ALIVE AND CONNECTING EVERYONE

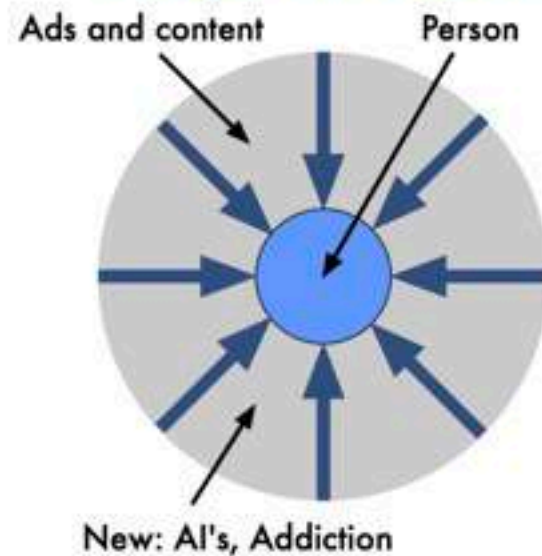
Shared Life Spaces are the always-on live connections.

Each Shared Space includes its appropriate people, tools, services, companies and resources. Everything you need every minute will be already on, connected, and at your fingertips for instant use.

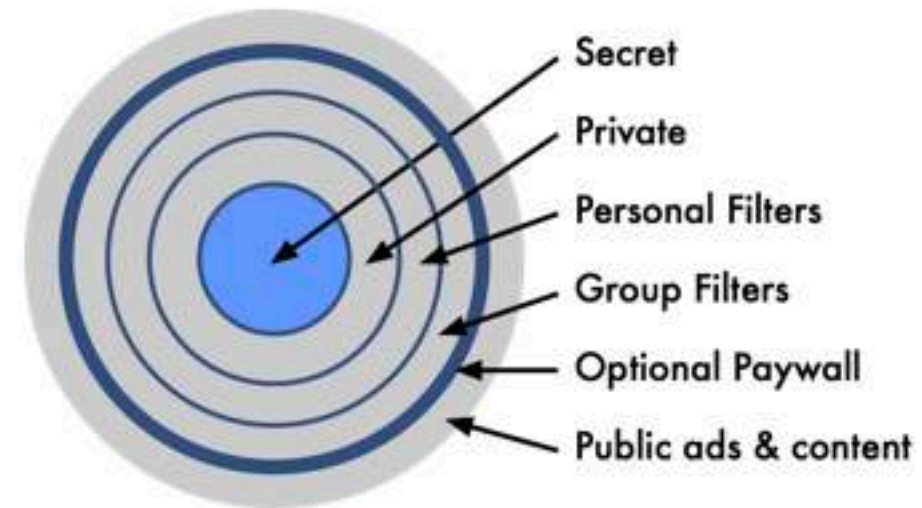
You will live and work in multiple Shared Spaces. Examples are in the corners for your personal life, work, social and entertainment. You live by flipping between your always-on "Shared Life Spaces."

2

Today's Digital: Unprotected



New Digital Boundaries



Digital Boundaries: Users control their screens

EVERYONE IS AS PRIVATE AND PROTECTED AS THEY WANT

Digital Boundaries are the new “digital barbed wire” fences that protects you.

You have physical boundaries everywhere you go in the physical world.

Next you will have Digital Boundaries that control interfaces, including advertising, content and who is in or excluded.

The user interface will be the world’s most valuable real estate. Everyone owns and controls theirs.

3



Devices Families: Multiply user powers and presences

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DEVICES FAMILIES ADD SUPER POWERS EVERYWHERE, ALL THE TIME

Devices Families put what users choose on all of their devices.

As people go from device to device, place to place, and time to time, everyone lives in a consistent, personally controlled interface and environment.

Each new super power won't be a device-based purchase. Once it's added it is at everyone's fingertips, everywhere, all the time. Everyone is super powerful, in everything they do.

4

Steps are
Triggers

①

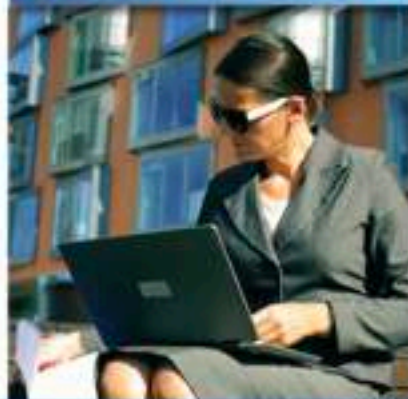
Add Active
Knowledge

②

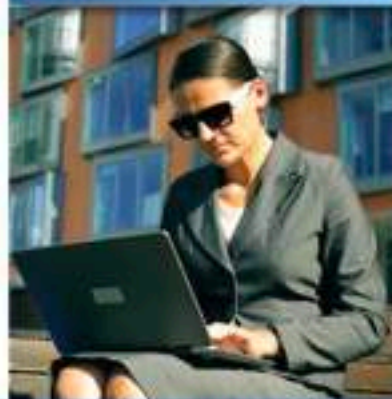
Switch to
Best Tool

③

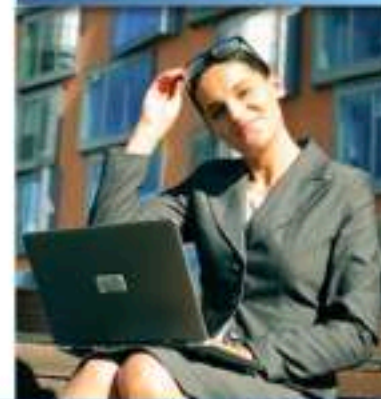
World's
42%



World's
61%



World's
86%!



Active Knowledge:
Embed guidance, tools, commerce

EVERYONE IS THE BEST IN THE WORLD, AND ACHIEVES ABOVE THEIR FULL HUMAN POTENTIALS.

Right now you are wirelessly surrounded by the world's best knowledge, tools, services and product choices. But you are disconnected from them. Humanity's abilities are larger than any of us.

Active Knowledge adds the bridge. Each of your online steps retrieves the "next best step," and the "short path to your goal." Everyone can use humanity's combined abilities every minute.

This replaces not knowing. It replaces searching and shopping. You can take humanity's best choice in every step. This replaces not reaching your dreams with moving you to the top right now.



Connected Consumption: An invisible, private channel inside every product use

CONNECTED E-CONSUMPTION: AN INVISIBLE, PRIVATE CHANNEL INSIDE EVERY PRODUCT USE

While each component is valuable, what does *this platform* do?

One of its additions is connected products and services. There will soon be a **CONNECTED E-CONSUMPTION** life cycle that adds entire new stages to today's limited marketing and sales.

TRUSTED vendors will add this. They will know what each customer consumes. They will see how much, when, where and how they use it.

With E-Consumption, customers will receive the products they need, when and where needed.



Slash costs / Go direct:

- Eliminate ad costs and external e-commerce
- Operate through real-time Shared Life Spaces with Active Knowledge support

Real-Time Supply Chains: Connected, cheaper, faster and better

CONNECTED SUPPLY CHAINS: HOW CUSTOMERS DRIVE BUSINESS AT E-CONSUMPTION VENDORS

This will change how E-Consumption Vendors operate.

Their Connected Consumers will directly drive their real-time, fully Connected Supply Chains.

Connected Vendors will use the giant platforms for “first sales.” Then their E-Consumption products and services will eliminate the giant platforms charges for advertising and e-commerce sales.

Connected Supply Chains will also slash costs for warehousing, inventory, logistics and retail churn. These new efficiencies and accuracy increase Connected Vendors' margins and profits.



Evolve Adam Smith's "invisible hand" to
a new "VISIBLE Hand of the Market"

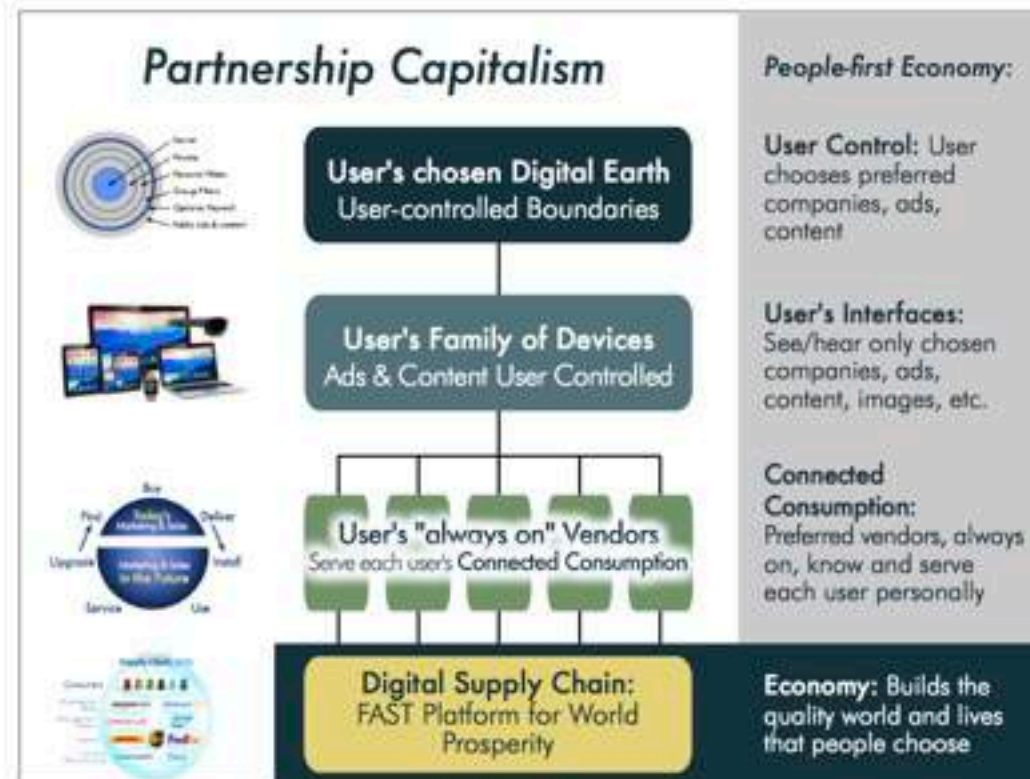
"VISIBLE HAND OF THE MARKET" REPLACES THE "INVISIBLE HAND"

In 1776 Adam Smith introduced the "invisible hand of the market" in his economic classic, *The Wealth of Nations*. Companies have done business this way ever since.

With Connected E-Consumption, capitalism is about to evolve to a new stage, the "Visible Market."

The VISIBLE Hand of the Market shows E-Consumption Vendors what's needed, what works, what doesn't, and unmet needs.

Competition changes when you can see the gaps, prioritize the opportunities and fill them first.



Add immediate success, steps, tools and choices **inside every step**

PARTNERSHIP CAPITALISM: THE NEW WIN-WIN BUSINESS MODEL

Partnership Capitalism makes PEOPLE FIRST TRUSTED VENDORS the winners and leaders:

- Top: With Digital Boundaries, users see only the ads, content and vendors they trust and want.
- 2nd level: Users' choices are displayed on their Family of Devices, eliminating "the untrusted."
- 3rd level: E-Consumption adds its private channel between customers and Trusted Vendors.
- Bottom: Consumers directly drive the Connected Supply Chain. Connected Vendors make and deliver what consumers want, when and where they need it (with lower costs and higher margins).

What's missing and left behind? The surveillance platforms and competitors. Consumers and Trusted Vendors enjoy private relationships and quality lives, with high digital barriers for protection.



Examples: **HEALTHY** life and food,
STOP climate change.

EXAMPLES: HEALTHY LIVES, STOP CLIMATE CHANGE

For a first example, if a consumer wants to eat healthy food and live a healthy life, they can set the advertising and content on their devices to give them only the choices they want — the ones that are right for them. They can have nonprofits and companies help manage their Boundaries, too.

Second, if a person wants to help stop climate change, they can replace fossil fuel-based choices with renewable energy choices. This Conscious Consumption can help end carbon fuels today.

“People First” will accelerate the economy’s shift to the positive values that people choose.

B2C: Manage Boundaries



B2C: Connected Consumption



B2B: Sell and Manage Systems



More kinds of Exponential Growth
expand Capitalism and healthy competition

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THIS PEOPLE FIRST PLATFORM PRODUCES MANY MORE LEADERS

The shift to digital no longer means a few tech giants win while everything else declines.

Left: Managing Boundaries for ads and content expands to include nonprofits and companies.

Center: Connected E-Consumption expands to companies from threatened industries like retail and publishing, as well as every company in any industry.

Right: IT and cloud services can add this to thousands of large, medium and small companies.



4

IMPLEMENT

How to add Exponential Growth that includes everyone and raises the world.

A silhouette of a person in mid-air, jumping over a hurdle. The background is a vibrant sunset sky with streaks of orange, red, and purple. The person's arms are extended forward, and their legs are bent in a jumping motion. A dark blue horizontal band across the middle of the image contains white text.

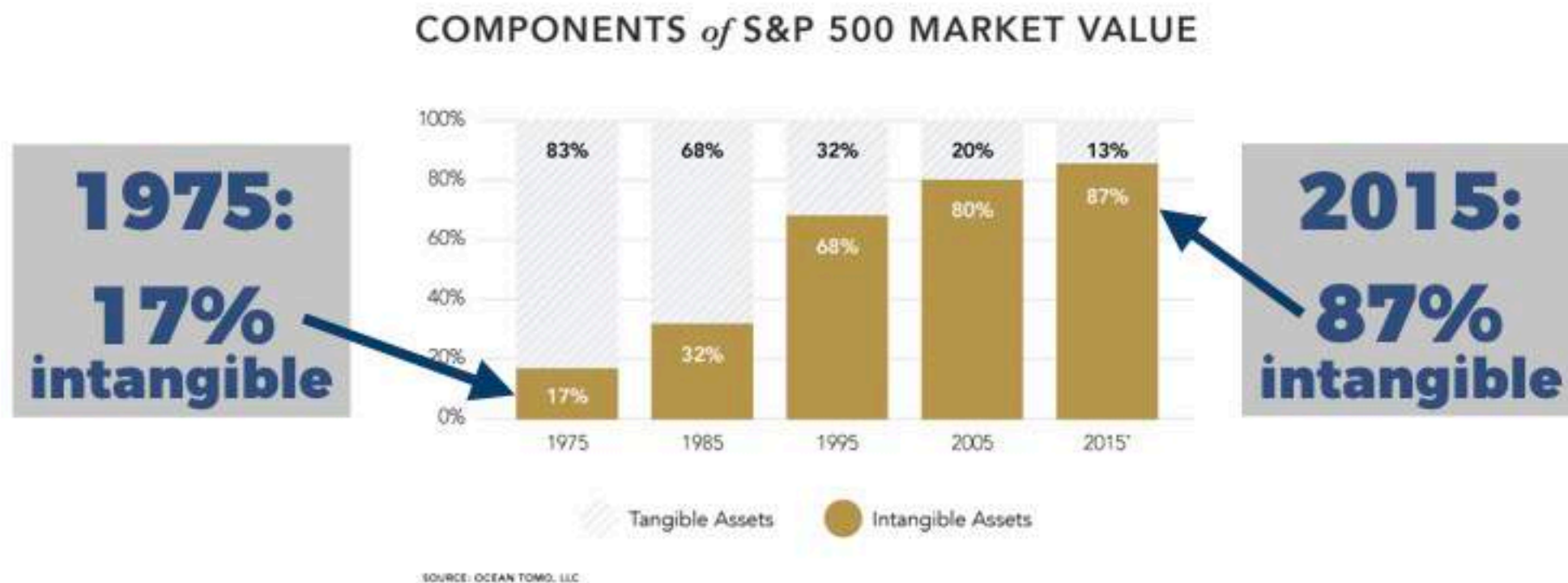
Implement DIGITAL WEALTH: Start Digital First Exponential Growth

FIRST MOVERS: HOW WILL YOU ADD EXPONENTIAL GROWTH?

You've seen the paradigm shift from Corporate First to People First.

How do you add People First Exponential Growth so your company can take the lead?

Here is a framework and five principles for “E-Consumption Design.”



A Digital First Earth switches to **Intangible** Assets

“ASSETS” HAVE SWITCHED FROM PHYSICAL TO INTANGIBLE

According to research, 87% of your company's value comes from "intangible assets:" That's your patents, trademarks, copyrights, brands, software and reputation.

You already know the steps in innovating, developing products and selling them.

But do you know how to produce the most value today, when your most valuable assets have shifted to “intangibles”?

Atoms: Slow & Expensive



Bits: Instant & Scalable



E-Consumption Advantage #1: **Switch from ATOMS to BITS**

#1: SWITCH FROM ATOMS TO BITS

Atoms are used in industries like steel, automobiles, appliances and pharmaceuticals. It's slow and expensive to do manufacturing, supply chain logistics, then sell and deliver every physical item.

When you focus on bits, computers create them in a nanosecond and deliver them instantly via networks. When “always on” arrives, Digital First produces a new economy.

Your bits respond to needs with personalized creation and delivery in a nanosecond, worldwide.

Fix needs now

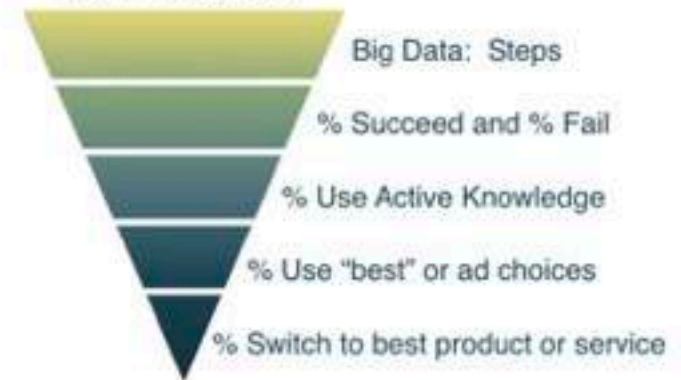


Connect globally



Visible Markets

**Customer Goals
and Journeys:**



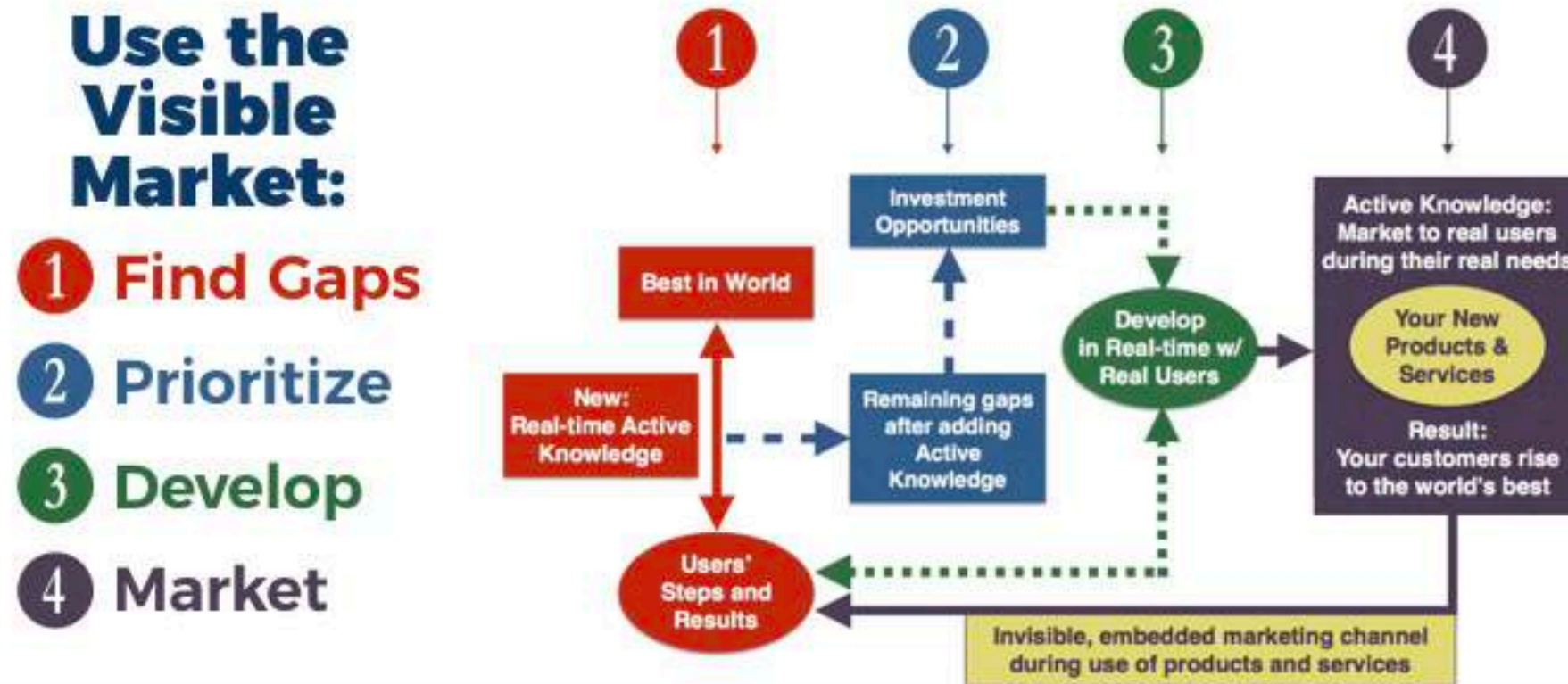
E-Consumption Advantage #2: **Interact PERSONALLY, solve NEEDS**

#2: INTERACT PERSONALLY AND SOLVE EVERY NEED IN REAL-TIME

Develop your connected services and products. Use situational, trigger-based interactions.

Respond instantly to each user inside their moments of need. Serve them personally, immediately.

When you do this you sit on top of a new Visible Market: You know what's needed, when and where. You also see what works, what doesn't work, and the unmet needs.



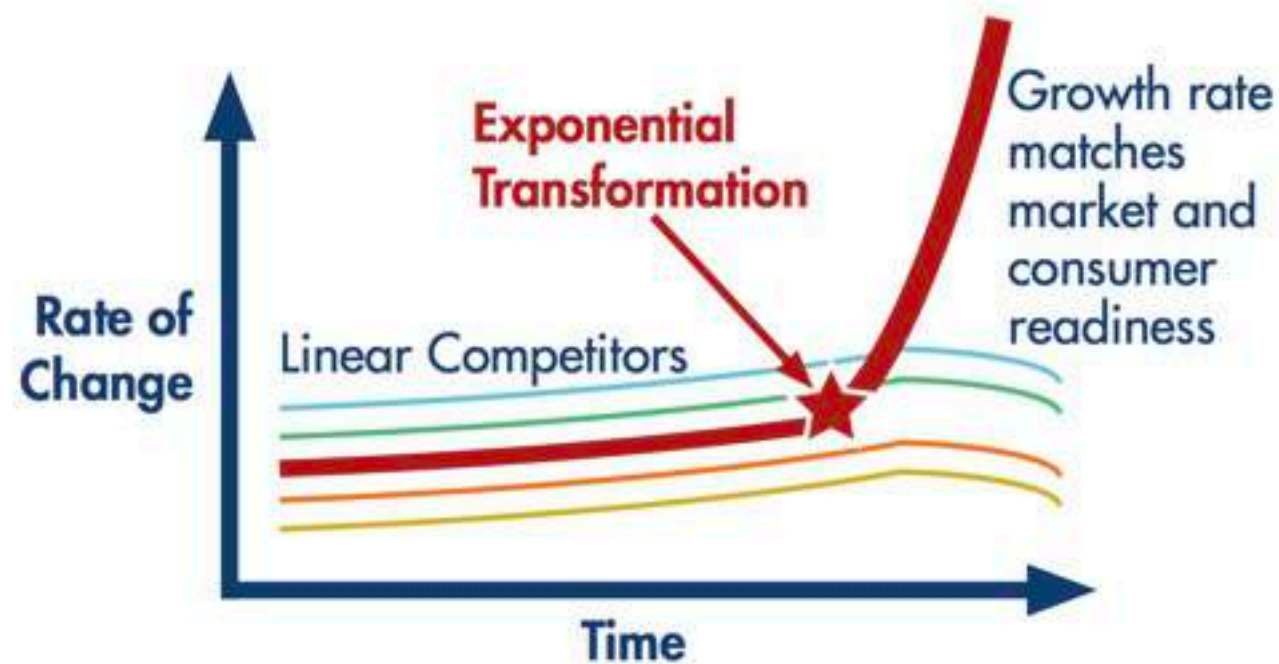
E-Consumption Advantage #3: **Own TOMORROW'S markets**

#3: YOUR EXPONENTIAL GROWTH TAKES OFF WHEN YOU "OWN THE FUTURE"

In a Digital Economy, the most valuable position is to see its flow of data. This new Visible Market business model is history's first "Visible Hand of the Marketplace."

You see what is needed. You're the First Mover who builds and fills the most valuable gaps first.

Companies that do this will lead the economy and the world.



E-Consumption Advantage #4: **Do EXPONENTIAL Growth, not Linear**

#4: SWITCH TO EXPONENTIAL GROWTH, AND REPLACE LINEAR

When you add a 2-way digital solution for 10 people it will scale to 10,000 and a million. Then improve it and scale it to 100 million, and work toward billions.

Move bits over networks and serve each customer personally worldwide. Even if you sell physical products, connect them with E-Consumption to drive customer satisfaction and supply chains.

Deliver universal success every minute. Grow your People First leadership with everyone.

Top Problems: Your Top Priority



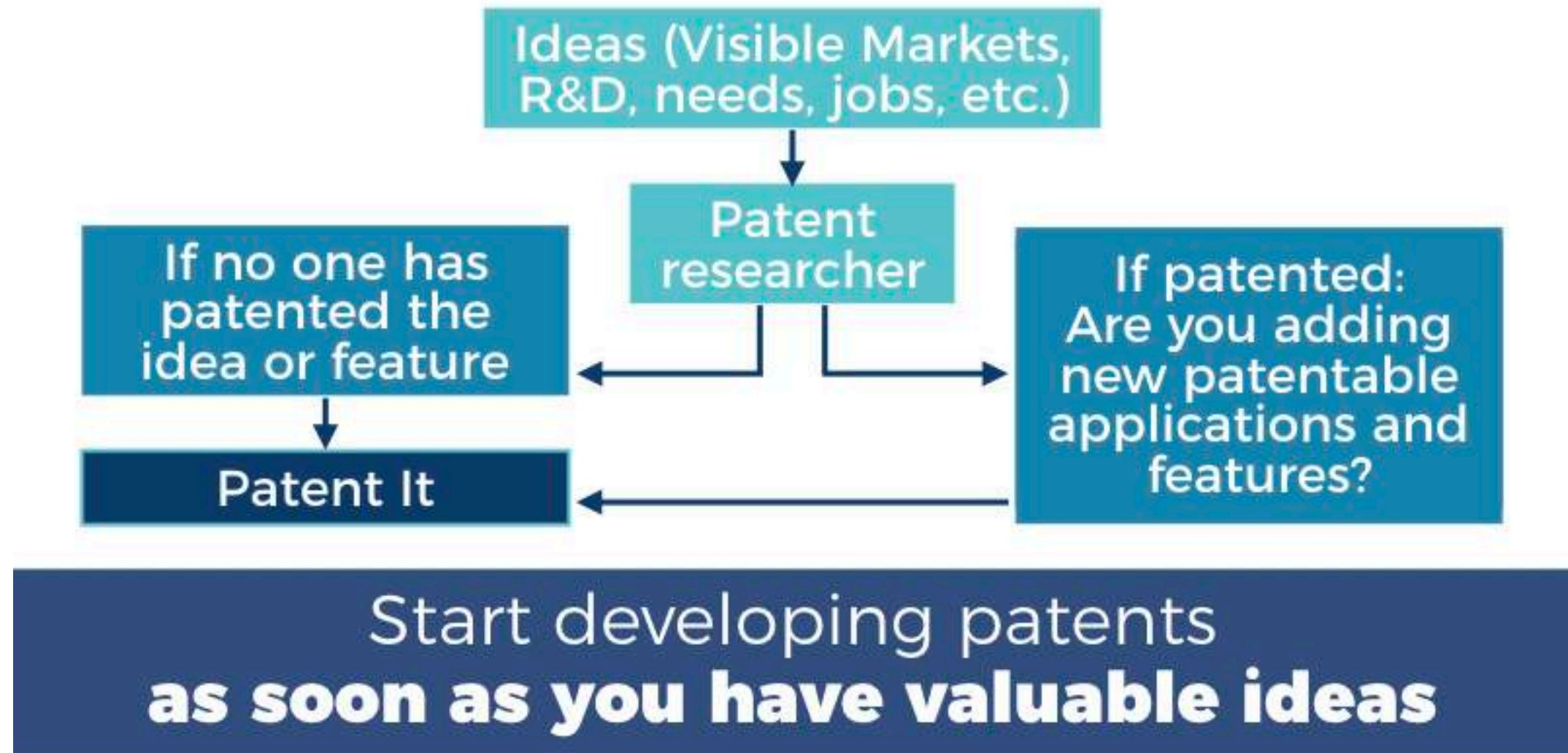
E-Consumption Advantage #5: **Intentional Patenting: OWN THE IP**

#5: USE "INTENTIONAL INVENTING:" OWN THE VALUABLE PATENTS

The most valuable patents start with the biggest customer problems because these are the least likely to be patented. Focus on:

- Reducing costs
- Raising results
- Transforming every person during every use

Own the patent portfolio that drives your People First future.



OWN THE BREAKTHROUGH PATENTS, AND PATENTED FEATURES

Conceive and prioritize the best ideas.

Use patent research: If no one has a patent on a great idea, make it your Intellectual Property.

If that idea is patented, then patent around it with your new features and applications.

Make intellectual property your friend so you can lead a People First world for decades to come.

5

TAKE THE LEAD

Disrupt Corporate First platforms.
Lead with People First, Protected
E-Consumption.





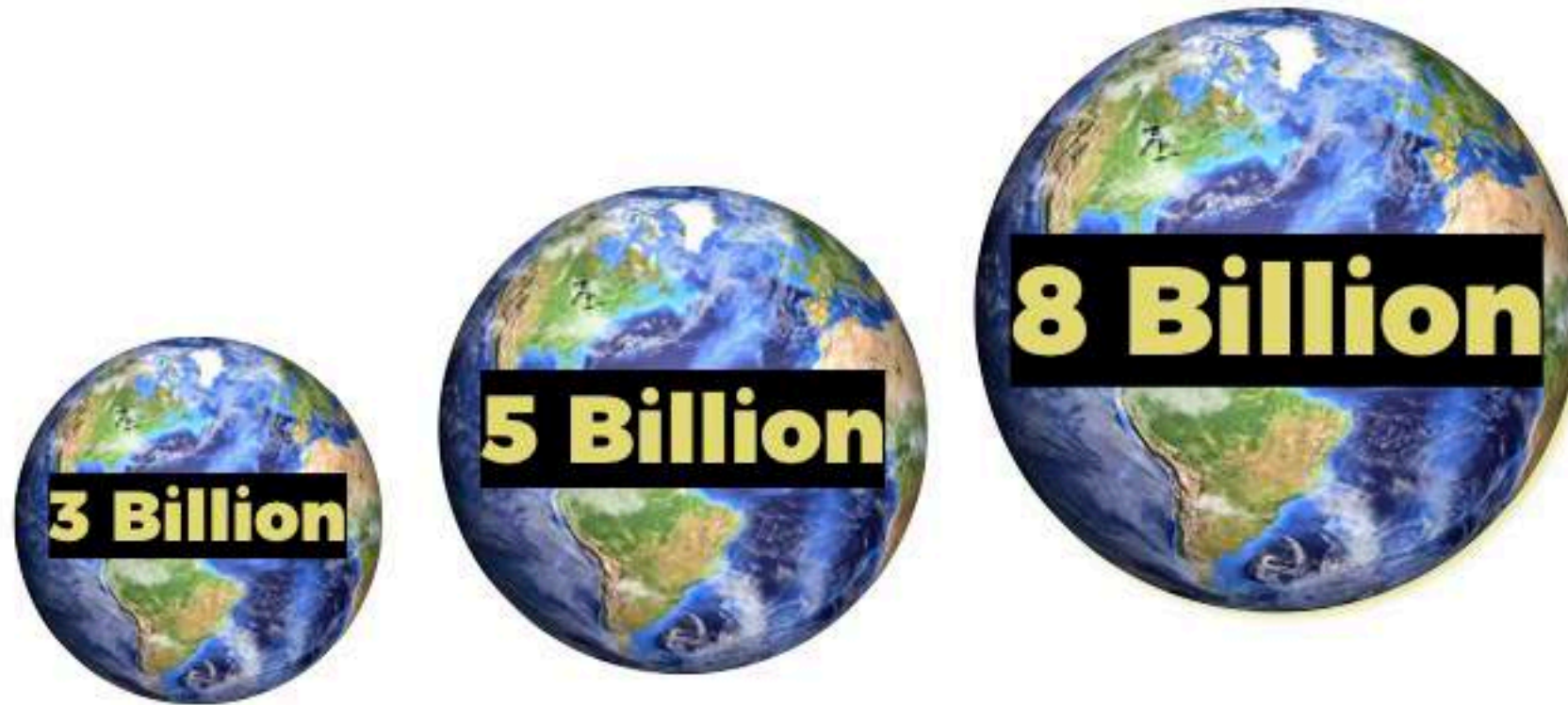
DISRUPT THE LEADERS: LEAD THE NEW PEOPLE FIRST PARADIGM

Where is the wealthy future we expected technology to deliver for everyone?

Because of the **People Crisis**, wealth is funneled to the top, limiting your markets and growth.

Because of the **Inequality Crisis**, your markets buy less because their wealth is limited.

What would happen if you make this an unlimited future, by moving you and everyone to the top?



The Future of Wealth: Grow the world's Consuming Class

GROW THE FUTURE OF DIGITAL WEALTH BY ADDING EVERYONE

This could be a new stage of economic history.

We are entering a historic inflection point where 6 to 7 billion will be connected by 2025.

On this Digital First world, everyone could add Exponential Growth

For the next 5-10 years, you could be a First Mover who turns global markets into protected and private E-Consumption. You could add hundreds of millions of customers, and work toward billions.



Make PEOPLE super powerful and
it will **make YOU super powerful**

**WHEN YOU MAKE EVERYONE SUPER POWERFUL, IT GIVES YOU
SUPER POWERS**

The People First Platform re-opens the future.

When you make people super powerful, it also makes you super powerful.



The "Big Flip:" Simple. Unexpected.
New paradigm. **You lead.**

THE "BIG FLIP:" WHAT WILL OUR ECONOMY AND SOCIETY BE?

When everyone can rise to the top, we will start the transition I call the "Big Flip."

We will flip from the Corporate First pyramid, where almost everyone works for the few at the top...

...to the People First Pyramid, where everyone can rise to the top, in a much larger economy.

Best of all, we can flip the pyramid without revolutions or attacking those already at the top.



A NEW FIELD? HSE, HUMAN SUCCESS ENGINEERING

A People First Digital Earth could add systematic processes that grow personal and company successes with every online touch.

The People First Platform will deliver humanity's combined abilities inside every moment of need. That will exceed what each person could do alone.

Everyone will achieve above their full personal potentials, so we can all rise every minute.



PRE-CURSORS ARE BEING BUILT: HAVE YOU ALREADY STARTED?

Many companies are already working toward pieces of this. Their roadmap could include parts of a People First Platform.

Here's your takeaway from this keynote: Start with Connected Products and Services, because that will give you People First advantages quickly.

Then you can use your connected products to grow your People First Platform.

Acquiring

Partnering

Building

What is your **fastest** path to
First-Mover victory?

51

FIRST MOVERS GET AHEAD BY TAKING THE BEST RIGHT NOW

Today's first-movers can take the best technology and people before others. There are three ways to get ready now. With the fastest first, these include:

- **Acquire** the best technology, companies and people.
- **Partner** with those who can create and build this.
- **Build** it yourself.

Roadmaps for the Digital Convergence Wars

Industry Roadmaps



Global Roadmaps



Get ready **today** to win the
Digital Convergence Wars

ROADMAPS FOR THE DIGITAL CONVERGENCE WARS

When Digital Convergence arrives and everything turns Digital First, the giant tech platforms will compete in more industries. Many more industries will compete with each other.

There's a reason to start with acquisition and partnering, rather than building. The Digital Convergence winners will be First Movers who acquired the best tech, people and IP today.

The best prepared will take the lead and win. It's time to start now, and take the best for yourself.



PEOPLE FIRST LEADERSHIP IS STILL OPEN FOR YOU

Where is the positive world we expected from technology? Its leadership is still open and unfilled.

As we become a Digital First Earth, CXO's will drive the success of their companies.

You can be the First Mover who adds People First technology and takes the lead of your company.

Then you can sell "People First" as a Cloud Service to many companies and their consumers.

When you move your company to the front, you will move your seat to the head of the table.

You might even find your company leading the world.



NEXT STEP

**DON'T COPY A
LEADER.
BE THE LEADER.**

Use E-Consumption to get ahead of
tech's giant platforms.

Disrupt now and take the lead.



Get in Touch



Dan Abelow • Abelow.com • T +1 407 786 7422 • Dan@BreakthroughUX.com

GET IN TOUCH NOW

Networked technologies are about to change products and platforms forever. E-Consumption brings you new abilities to take the lead ahead of tech's giant platforms.

What do you want, and when do you want it? It will be an honor to assist you personally.

Get in touch now.

Email Dan@BreakthroughUX.com

Call +1.407.786.7422









Professional
profile:
Abelow.com

Dan Abelow is an independent inventor, author, speaker, and technology consultant. He holds degrees from Harvard and the Wharton School of Business.

His latest invention, the Expandiverse, is new technology for building the People First Digital Earth. Its patent filings have already been cited over 800 times by subsequent patents. Dan's previous patents were licensed by over 550 corporations that include Apple, Google, Samsung Electronics, Microsoft and others.

In addition, he has developed hundreds of UX advances for industry-leading companies. Get in touch now by emailing Dan@BreakthroughUX.com

Networked technologies are changing life, work, learning and entertainment forever. Dan brings you new abilities to anticipate, innovate, implement and lead. Some of his contributions include:

					
<u>Expandiverse Technology</u>	<u>Digital Earth 2025</u>	<u>Breakthrough UX</u>	<u>E-Consumption</u>	<u>Media 2025</u>	<u>Computing v2</u>
New technology to build the People First Digital Earth, with over 800 patent citations	Strategy and roadmaps to build the People First Digital Earth	User Experience services to build People First products, services and platforms	The People First stage that takes the lead from surveillance advertising and dominant e-commerce	People First platform for publishers to lead publishing, advertising and content	Previous patents and IP. Licensed by 550+ companies. Over 3,000+ patent citations received

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