

From: Mark LLOYD <[REDACTED]>

To: jeevacation@gmail.com

Subject: Fwd: Following up on Idanna's introduction (by email)

Date: Mon, 14 May 2012 08:51:46 +0000

Attachments: IDDEX_&_Innovation_Management.pdf

Jeffrey,

I thought this looked quite interesting. Not sure I can do much with it, but pass it onto you just in case.

As ever,

Mark

-----Original Message-----

From: Douglas Graham <[REDACTED]>

To: wmarklloyd <[REDACTED]>

Sent: Mon, 14 May 2012 2:55

Subject: Following up on Idanna's introduction (by email)

Idanna was kind enough to put us in touch as she said you had an interest in innovation. I am not sure how much information you have on the project so I am attaching a brief overview and would of course be happy to send more detailed information if it might be helpful. It is an ambitious project but we feel it can make a major contribution. There is tremendous value tied up in our intellectual assets but very little of this (less than 1%) is ever realised. We think one of the major reasons for this is because much of this is kept confidential to keep it away from a couple of competitors but at the same time hundreds of people who could be collaborating and joint venturing are also unaware of the innovation. We believe we have solved this fundamental problem and can enable organisations to build their own secure repository of innovation yet at the same time can link these together to create a trusted innovation community where participants can collaborate but still maintain their confidentiality and even, if they wish, their anonymity. Incidentally we also have a parallel system for the creative community who have exactly the same problem - authors and artists want to find producers and publishers but are terrified (often with good reason) that their ideas will be stolen.

I hope when you are next in New York you may have a few extra minutes in your schedule to meet and we can discuss in more depth (I will also let you know when I am next in London).

Thank you again for your interest and I do hope we get the opportunity to talk even if just briefly.

Yours sincerely

Douglas Graham

+1 [REDACTED]