

# IP-Logistics

*Transforming USA  
Supply Chains through  
integrated & efficient  
deployment of American  
Know-How (IP)*

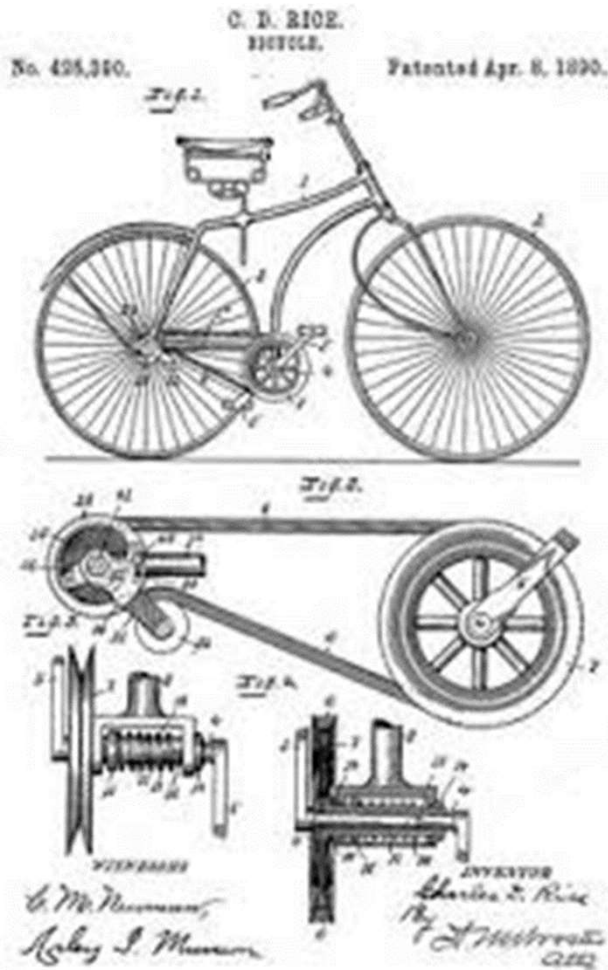
*“If any thing imaginable is possible, if there are no constraints whatsoever, what would be the nature of a trustworthy organization to...*

*effectively facilitate the fair exchange of*

*integrated intellectual property*

*including trade secrets in a distributed system?”*

Adapted from Dee Hock, VISA founder



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# Hidden Intellectual Property

*“Patents represent what percentage  
of the total  
U.S. intellectual property?”*

## **The Challenge:**

America is paying too high a price for supply chains that went off-shore for cost savings in terms of risk to our economy and in terms of the loss of middle-class American jobs & income.

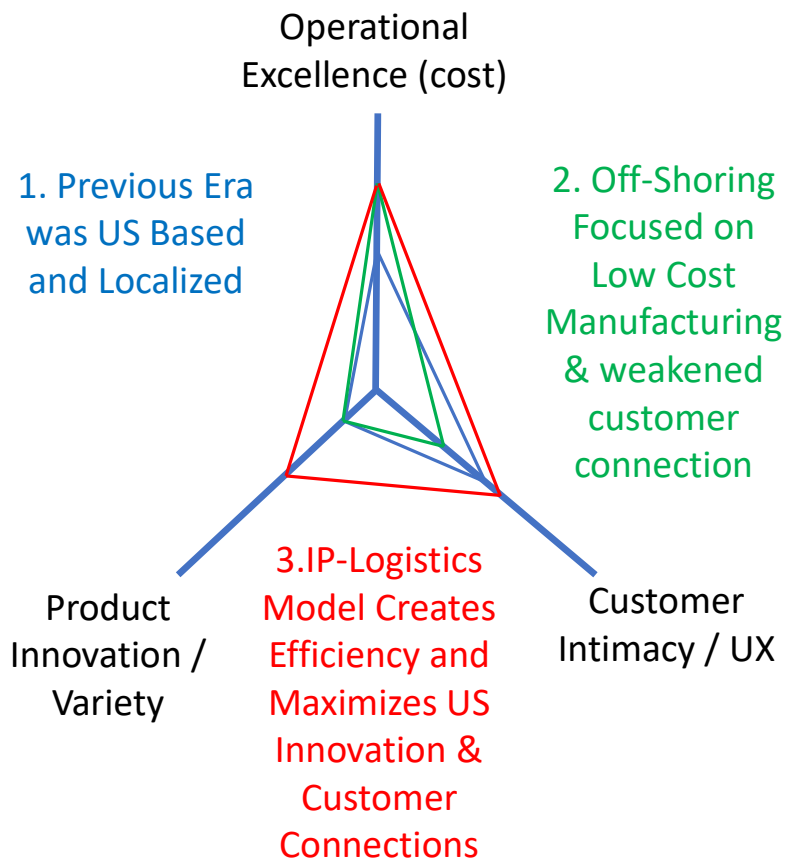
## **The IP-Logistics Response:**

We can overcome labor cost disadvantages by unlocking a frictionless path for the flow of products and technology to at-scale products built by Americans for Americans and the world.

Deploy the totality of U.S. know-how to bring the American dream back to everyone who lives and works here.

# Leverage Entire 3D Map of Competitive Advantage Sustainably

## Evolution of Supply Chain Competitive / Strategic Priorities in USA



## Keys to Success:

- Capitalize the base of known Intellectual Property (Patents) for easy acquisition
- Identify and make the hidden reserves of IP readily usable
- Smart Systems that link and integrate all forms of IP into solutions to needs
- Immediate scaling by tapping capability sets in U.S. small businesses

**Speed and efficiency of product innovation and scaling drives down fixed costs, making labor less critical to total cost**

# Frictionless Product Innovation Serves Consumer and B2B Needs

**FOR CONSUMER GOODS: IP-Logistics Creates a Frictionless Path from Idea to Global Sales**



**FOR B2B Sector: IP-Logistics Creates Frictionless Path from Invention to at-Scale Innovation**



**Using proximity to needs and customers as well as smart-systems based integration of capabilities to generate optimal, responsive U.S. based supply chains that hire Americans**

# Roadmap Creates Return On Investment at Each Phase

## Phase I: Focus on Efficient Reshoring Supply of Critical Items

**Goal: Rapid, efficient matching of products needed to competent U.S. suppliers with know-how and scalable capacities**

### Approach:

- Transform existing, diffuse data encompassing manufacturing capabilities and capacities into nation-wide resource to rank ideal makers for any product
- Leverage existing search and mapping tools to locate visible (patented) IP needed for any gaps
- Establish Regional Centers for Product Assessment and Re-Design

### Initial (Continuing) Outcomes:

1. Secure US supply chains for most critical items
2. Surge in US Mfg Sector
3. Turnaround in middle class jobs for US workers

## Phase II: Focus on Highly Efficient Innovation Systems & Networks

**Goal: Enhance systems to include hidden IP / know-how and integration of multiple IP sources to enable rapid commercialization**

### Approach:

- Enhance Phase 1 systems via high trust networks (CEO Forums, e.g.) to find hidden IP in labs, mfg & design sectors
- Implement IP Integration tools to connect partial solutions into hi speed innovation
- Regionalize unique Centers of Excellence with specific technology application focus
- Mine manufacturing network for serial innovators and early adopters

### Added Outcomes:

1. Secure US supply chains for broad range of existing needs
2. Hi speed innovation delivering enhanced products in US for US

## End State – Frictionless Paths for Solutions to Anticipated Needs

**Goal: Anticipate future consumer, business & Gov't demands to drive innovation**

### Approach:

- Cognitive systems that take functionally described needs and map all possible technical paths and combinations to meet the needs
- Combine insights from mining / analysis of structured and unstructured data to build anticipated need maps for consumers, businesses and gov't
- Rationalize organization to fit state by state needs and usage

### Final Outcomes:

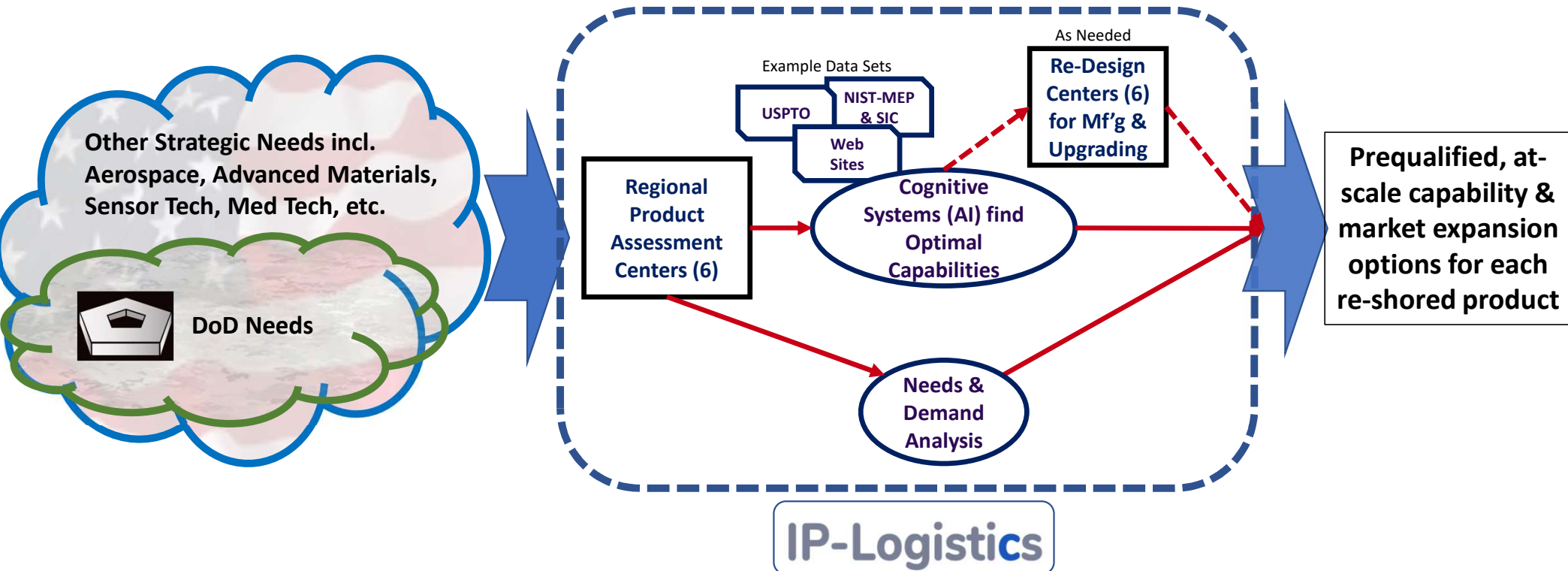
1. Low friction pathway from invention to production offsets labor disadvantages
2. Global commercial leadership

# Phase I: Leverage Existing Data & Capabilities to Meet Strategic Needs

Focus Initially on Urgent Reshoring Needs

Build Smart Systems to Gain Insight from Existing, Accessible Data

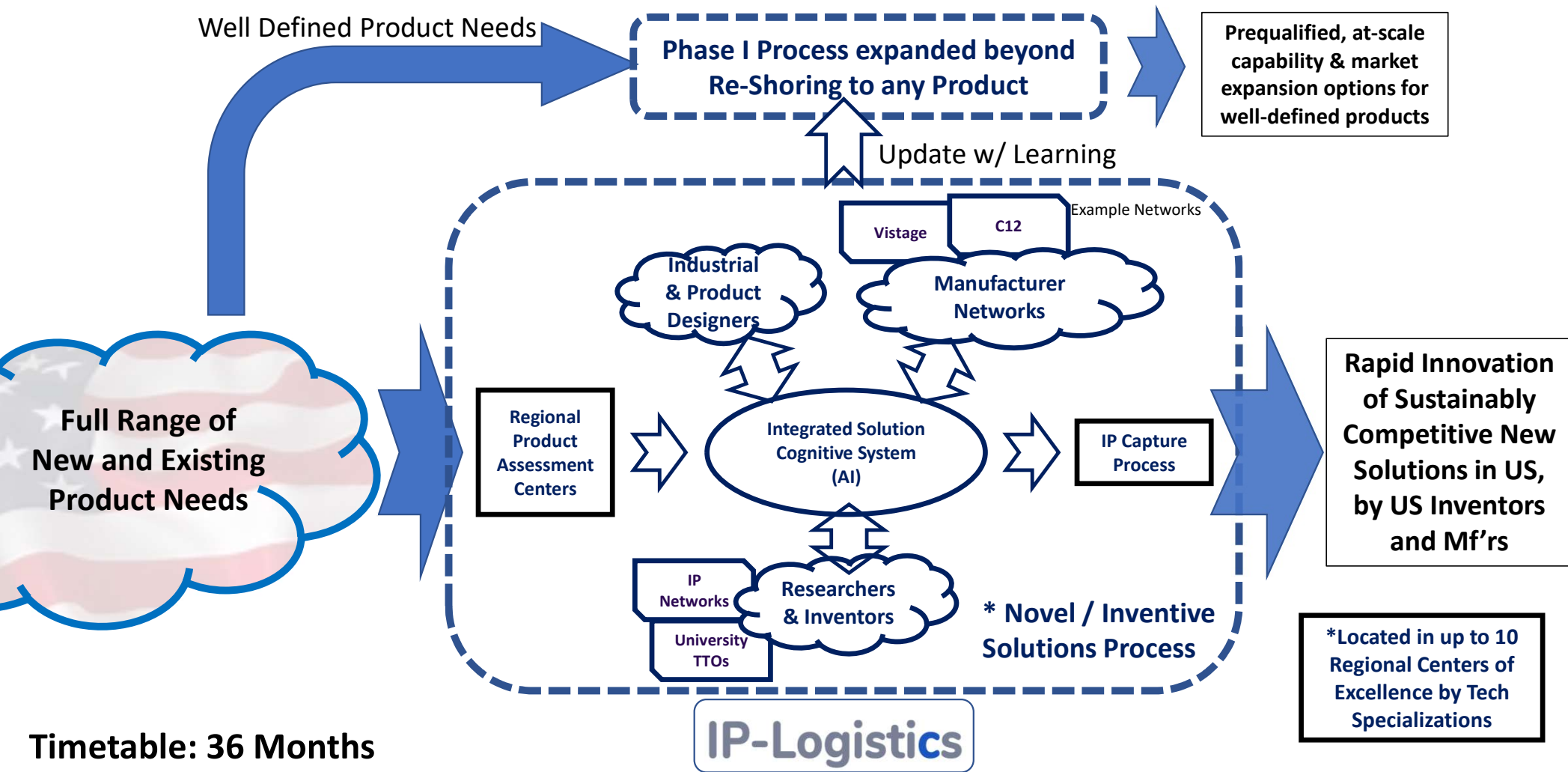
Create Primary Jobs and Secure Supply Chains



Timetable: 48 Months

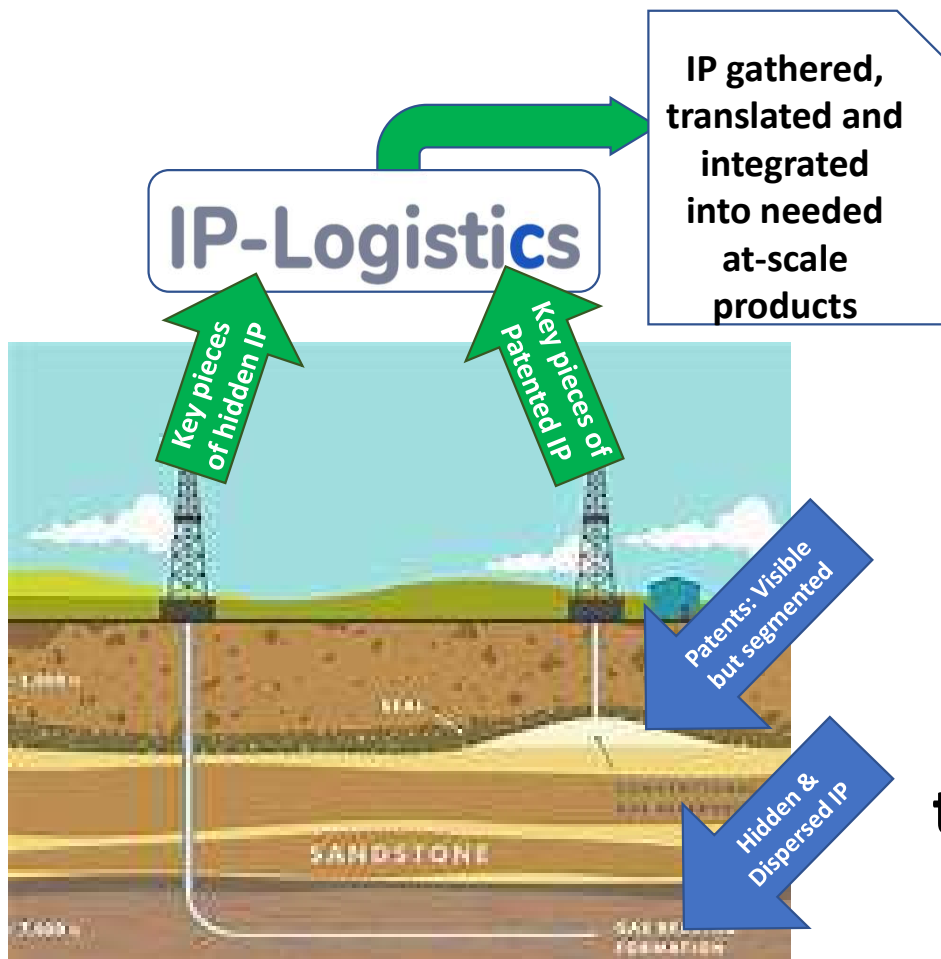


# Phase II: Adds Optimized Innovation with Trusted Partners





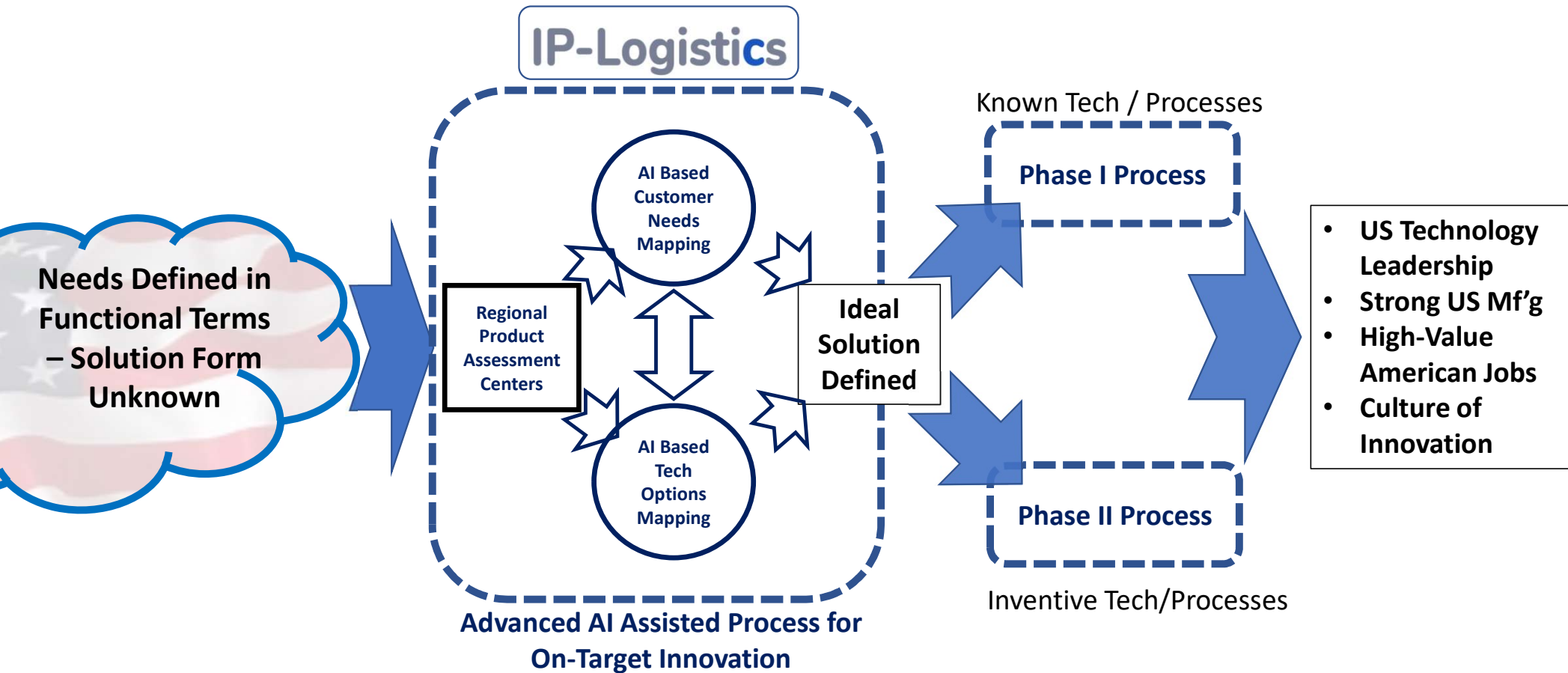
## Phase II Success Factor: Locate, Acquire and Include “Hidden IP” for Integrated Solutions Addressing Emerging and Complex Needs



- Universities only patent inventions with known path to market and have more in notebooks & file drawers
- Mid-Size companies have many underdeveloped ideas and are limited by risk and personnel capacities
- Would-be inventors of products are daunted by the cost and a labyrinth of processes for IP protection, prototype construction, engineering and manufacturing
- Experiential operational knowledge and formal trade secrets are all deliberately hidden to compete

**IP-Logistics builds the “seismic” tools to detect and “drilling” technology to tap hidden reservoirs & release flow**

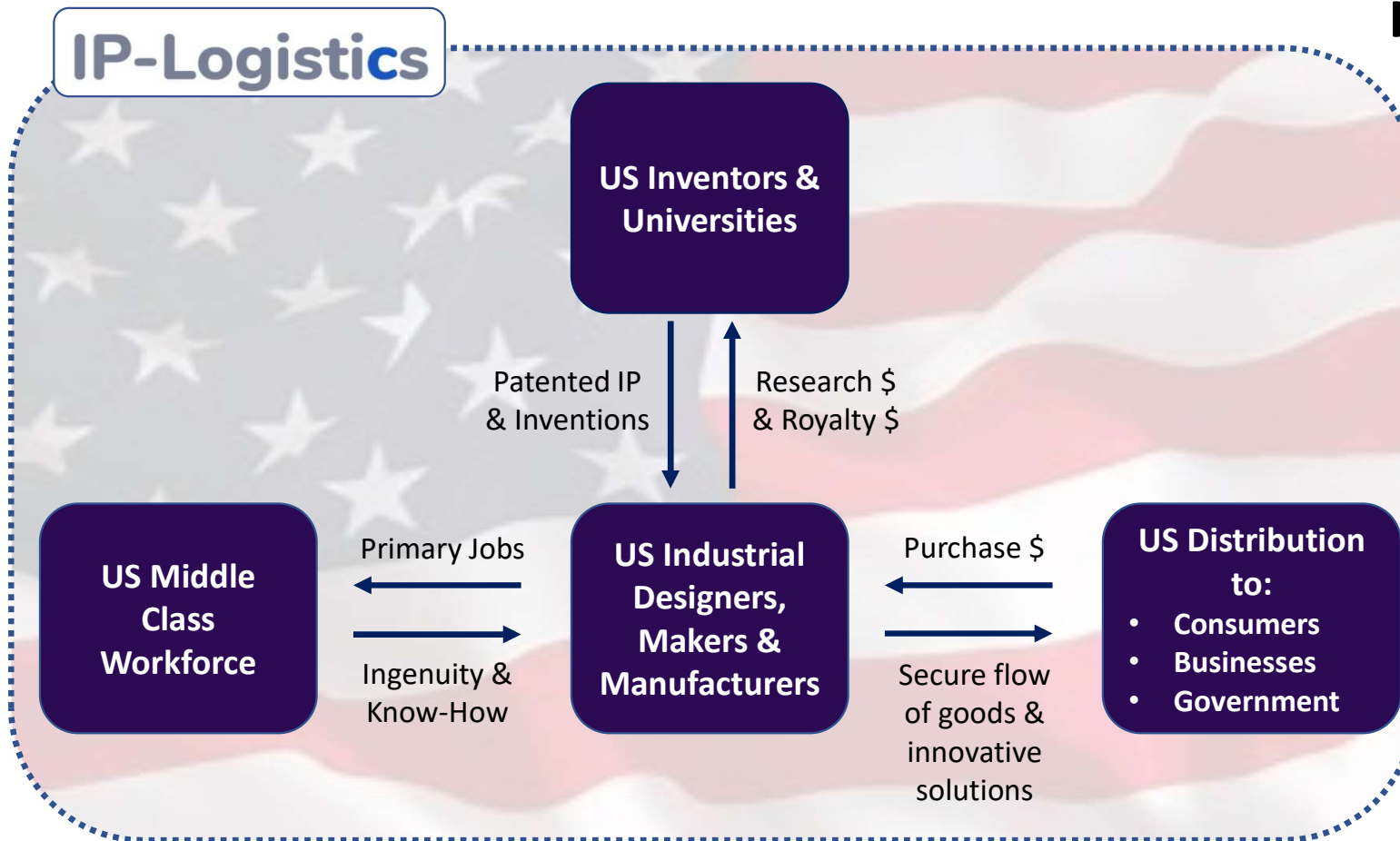
# Phase III: Adds Cognitive Systems to Tech and Needs Mapping



Timetable: TBD

# End State: Intelligent Competitive Supply Networks

*"Increase the size and discretionary income of the middle class."*



## IP-Logistics Creates

### U.S. Wins:

- Researcher Institutions & Inventors gain fair, rapid returns via usage
- Manufacturing Sector flourishes with high demand for knowhow
- Middle class jobs that reward skills with full living wages
- Distribution Sector gains access to higher margin, upgraded products
- Public investment recouped from expanded economy and tax base

# Critical Deliverables Achievable in 18 Months

## Develop Smart Infrastructure

- National scale MFG capability database including patents and know-how, indexed by critical Mfg needs.
- Identify, acquire and integrate products, technology and trade secrets that are **not** patented and build a private database along with algorithms for the integration of intellectual property.
- Create a cybersecure system utilizing sets of private databases to identify and connect distinct assets for value-added intellectual property (IP) and trade secrets that are not protected by patents.

## Connect Physical Assets

- Build a network of existing manufacturing companies with 50-500 employees that have core competency, management and cash flow to scale with minimal risk as well as expanding America's supply chain.
- Organize "skunk works" to demonstrate the value of integrated IP utilization for flagship opportunities.
- Fund Proof of Concept Centers across the U.S. specializing in critical needs and product sets.
- Fund limited applied research in various corporate and university labs where IP-Logistics owns a patent.

## Concentrate Core in Mid-West with U.S. wide reach

- Selectively acquire and headquarter firms for full collaboration.
- Collaborate and leverage Vistage network by creating educational packages for 2,100+ Vistage's facilitators to expand their role regarding integrated intellectual property for top-line growth and educate 23,000+ global CEO's/owners.
- Encourage emerging suppliers that can scale to headquarter in an American city.

# Founders are Prepared and Partnering

## The Founders

**Dr. William Wilkie**  
Organizational psychologist, visionary on IP, executive for Tier I, recruiter/coach/owner.



**Joe Rollins**  
Visionary, innovator, educator, networker for NW Arkansas as well as a patent holder.



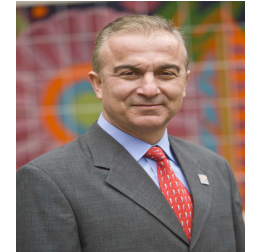
**John Fitzpatrick**  
Electrical engineer, industrial consultant, executive and entrepreneur.



**Dr. Greg Leman**  
Transformation leader in corporate, education, and entrepreneurial sectors.

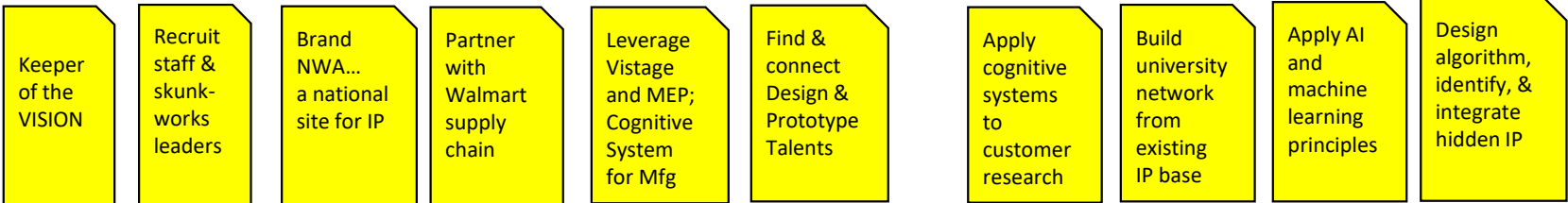


**Dr. Dursun Delen**  
Real-world knowledge discovery with data and text mining expert.



## The Tasks –

The founders share ownership regarding the impact of hidden intellectual property in the 21<sup>st</sup> century for Northwest Arkansas.



## Partnering Connections

- Vistage, Int.
- NIST-MEP
- Universities

- NWA Council
- K-12 Education
- Universities

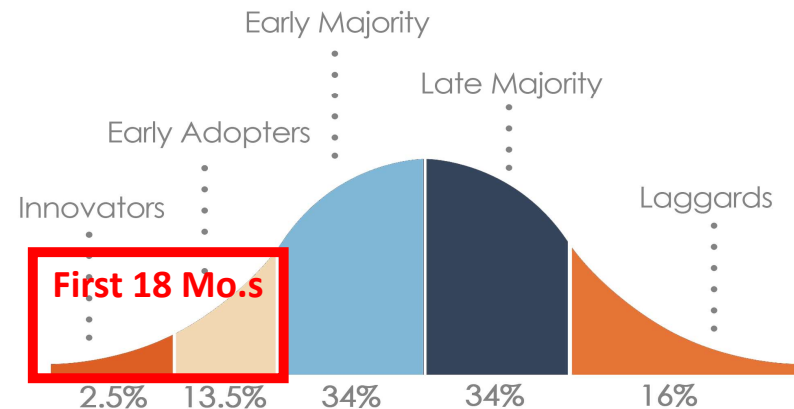
- Vistage Facilitators
- Tulsa Influencers
- Cybersecurity

- Baylor University
- Blueprints Lab
- Tremonti

- Oklahoma State University
- DoD, NIST & DoE
- AI National Associations

# Core Team's Focus: Engage the first 16% across stakeholder groups

- **John Fitzpatrick**...Electrical Engineer, industrial engineering consultant and industrial executive management with Harley Davidson and Indian Motorcycle Company. Teaches Cybersecurity...M.S.
- **Joe Rollins**...Founder and former Principal of the Springdale Innovation High School before joining the NWA Council to partner with constituents to innovate by creating formal and informal work-force related programs for K-12, higher education and professionals in Northwest Arkansas.
- **Greg Leman**...Industry product development with Dow Chemical after completing a Ph.D. in Chemical Engineering. At Baylor University, Greg was a clinical professor involved with intellectual property, start-ups and strategic decision making.
- **Dursun Delen**...Professor of Management Science and Information Learning at Oklahoma State University. Dr. Delen has a Ph.D. in Industrial Engineering and Management from OSU. He was a scientist with Knowledge Based Systems, Inc., focused on advanced analytics research projects funded by corporations and federal agencies including DoD, NASA, NIST and DoE.
- **William Wilkie**...Visionary regarding intellectual property and emerging economies in the 21<sup>st</sup> century. Ph.D. as well as an executive role leading a Tier I automotive supplier company. Bill's passion is invisible intellectual property and commercialization for primary job and headquarters creation.



Rogers Diffusion Of Innovation Bell

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Will you join us as an  
uncommon friend?

*IP-Logistics*

**Primary POC:**

**William Wilkie**

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