

# IPFlow™

## Platform-Controlled IP Licensing with Event-Driven Metering

Pre-Seed Funding Pack | DUAL Network

### THE PROBLEM

- \$300B IP licensing market
- 90% manual, paper-based
- Zero real-time tracking
- No license enforcement
- IP owners lack control

### THE SOLUTION

- Tokenized IP licenses
- Time-bound or usage-metered
- Event Bus for real-time usage
- Auto-extension/revocation
- Full issuer control & telemetry

### MVP PHASE 1

- Single SaaS use case
- Time-bound only
- REST API + Dashboard
- 6-month launch timeline

### TARGET CUSTOMERS

- SaaS (Figma, Stripe, Slack)
- Patent licensing firms
- Media & entertainment

TAM: \$300B licensing +  
\$10B SaaS mgmt = \$50-75B

### REVENUE MODEL

License Issuance: 2-5% of  
total contract value

SaaS Subscription:  
\$500-5K/month per issuer

Blended model scales 3-5x

### GO-TO-MARKET

Q2 2025: Beta + API v1  
Q3-Q4 2025: SaaS launch  
3-5 paying pilots  
Q1 2026: \$400K ARR

### 5-YEAR PROJECTIONS

Metric	Y1	Y2	Y3	Y5
ARR	\$400K	\$3.2M	\$12.5M	\$45M
Customers	5	25	55	100+
EBITDA	-\$250K	+\$800K	+\$9M	+\$28M

### PRE-SEED ASK: \$500K

Engineering (50%): \$250K  
Sales & Mktg (25%): \$125K  
Operations (25%): \$125K

18-24 month runway  
to Series A readiness

### TRACTION

- ✓ MVP core built & demoed
- ✓ 3 LOIs from enterprise
- ✓ Advisor support (Figma GC, licensing expert, Stripe)