

Case study

Unlocking and Valuing Innovation – A Knowledge Transfer Success Story with OxValue.AI

Project for Valuation: Air Travel Passenger
Dynamic Emissions Calculator by Therme
Group Services (UK) Ltd. (A subsidiary of
Therme Group)

EXECUTIVE SUMMARY:



Air Travel Passenger Dynamic Emissions Calculator (ATP-DEC) is a carbon footprint calculator for the aviation sector with complete life-cycle analysis and historical adjustment factors. It is a novel calculator using block chain technology and AI for improving the accuracy of the variables commonly used and generate a much more realistic figure about the carbon footprint generated by the air passengers.

The ATP-DEC project, a software-centric R&D initiative by Therme Group, has successfully translated cutting-edge research into tangible commercial potential within the sustainable tourism and wellness sectors, through a strategic Knowledge Transfer Partnership with the University of Surrey.

Operating in the fast-evolving software industry, ATP-DEC leverages advanced technologies such as blockchain and AI to deliver innovative solutions for sustainable tourism and wellness. While the project demonstrates strong competitive advantages and significant growth potential, a comprehensive understanding of its valuation and long-term prospects requires robust valuation support.

This case study illustrates how OVA's AI-driven valuation tool offers critical insights into the commercialisation of intellectual property and the development of new spin-out ventures.

THE NEED FOR A ROBUST VALUATION:

Despite its strengths and clear potential, ATP-DEC's comprehensive synopsis lacked a clear outlook on both risk and opportunity dimensions, making a precise valuation difficult. Traditional valuation methods might struggle to fully capture the nuances of an R&D-heavy software project, especially one operating in emerging sectors like sustainable tourism and leveraging advanced technologies.



THE BENEFIT OF OVA'S VALUATION TOOL:

This is where OVA's valuation tool becomes invaluable for ATP-DEC. The tool's ability to provide the estimated technology value, which is derived from four major dimensional aspects, i.e. market factors, technological novelty, lifecycle and team characteristics. OVA's valuation tool also provides detailed analysis, particularly concerning both risk and opportunity dimensions.

- **Comprehensive Risk Assessment:**

OVA offers a clear breakdown of ATP-DEC's exposure to different types of risk. This detailed analysis supports a better understanding of potential financial impacts and helps inform more focused mitigation strategies, going beyond general observations.

- **Assessing Opportunities:**

OVA goes beyond simply identifying opportunities by offering a way to estimate their potential value. For instance, it can help assess possible revenue growth from entering new markets, the effects of product development, or the potential benefits of forming strategic partnerships. This adds a useful layer of insight to support investment decisions and long-term planning.

- **Valuation of Intangible Assets:**

For a software-centric R&D project like ATP-DEC, intellectual property (patent protection) and strategic partnerships are significant intangible assets. OVA's methodology effectively incorporates the value of these assets into the overall valuation, which is often a challenge for conventional methods.

- **Supporting Investment and Exit Strategies:**

With a clearer, evidence-based view of ATP-DEC's value provided by OVA, the team is better equipped to communicate its value proposition to potential investors, refine its approach to financing, and consider future exit options with greater confidence. This added clarity helps support ongoing fundraising efforts and long-term value creation.

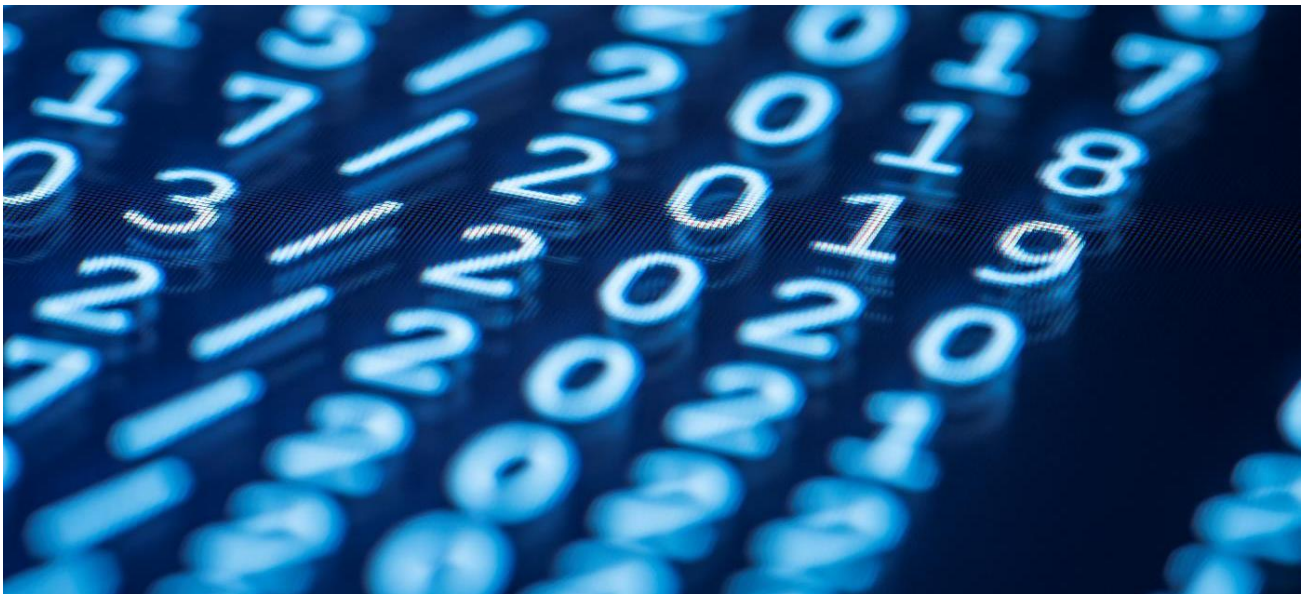
- **Enhancing Strategic Decision-Making:**

By offering deeper insight into ATP-DEC's overall valuation and the key factors influencing risk and opportunity, OVA supports more informed decisions around resource allocation, product development, market expansion, and risk planning.

TESTIMONIAL:

Eduard Romulus Goean,
Vice President of New
Business Partnerships at
Therme Group and Visiting
Professor at the University
of Surrey

“As someone working at the intersection of industry collaboration and academic innovation, I’ve found OVA’s valuation tool to be instrumental in helping us achieve the objectives of our Innovate UK project. Its structured and insightful approach to assessing value has real potential. I believe broader adoption of this tool could benefit many more businesses and universities—not only in securing UK government funding, but also in unlocking the full potential of knowledge transfer.”



CONCLUSION:

While the project demonstrates strong potential, a comprehensive and dynamic valuation is essential for navigating the complexities of the software industry and maximizing long-term growth. OVA's valuation tool is uniquely positioned to provide the necessary detailed analysis of both risk and opportunity dimensions, offering a clear outlook on ATP-DEC's current value and future potential. By leveraging OVA, Therme Group can unlock a deeper understanding of this innovative project, supporting strategic decision-making, optimising investment, and ultimately, ensuring the successful commercialising the ATP-DEC project in the sustainable tourism and wellness sectors.