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Making a Blue Ocean Strategic Move That Discourages Imitation: The Case of Wikipedia

based on Jim Harvey's speech structures

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Aberlyn Capital Management

Aberlyn was established in 1989 to provide investment banking services to the biotechnology and biomedical industries. In 1992, the firm expanded its services to include venture leasing.

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Aberlyn provides capital to its clients through:

- Bridge financings;
- Private placements;
- Venture leasing;
- Mergers and other business developments activity.

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Venture Leasing

Venture Leasing and Lending is the term applied to providing secured equipment financing to emerging growth companies backed by venture capitalists or other sophisticated capital providers.

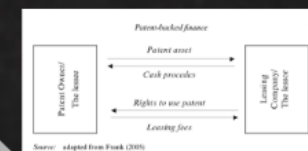


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The Proposed Intellectual Property Leases

Aberlyn management team had developed the concept of providing leases based on patents.



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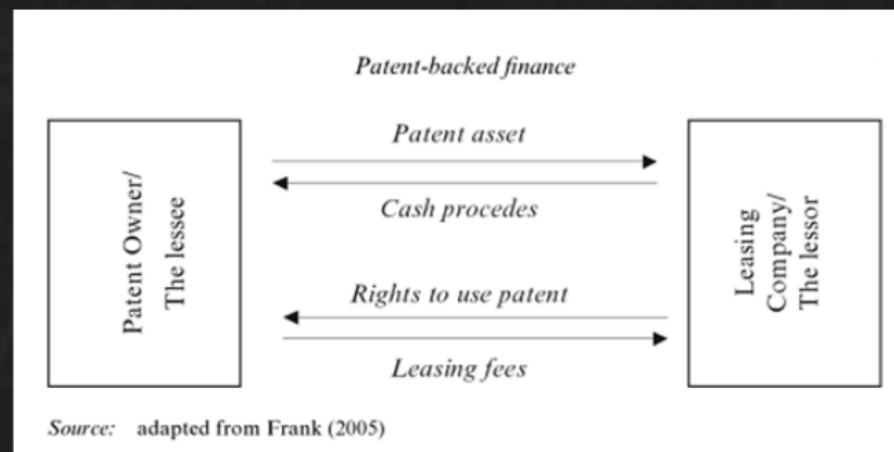


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Lessor

Pros

- Three sources of compensation: lease payments; purchase options at the end of the lease period; and warrants.
- Take advantage of emerging industries

Cons

- Other difficult would be if a patent was ever seized from a defaulting firm.
- The selection of the patent on which to base the lease.
- Extensive administrative requirements.

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