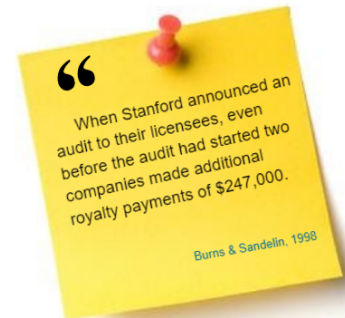


## ALPS – Enabling Tech Licensing for the Digital Economy through Distributed Ledger Technology

### What we do

Licensing of patented technologies and software is a global and multi-billion-dollar business. ALPS is a technology developed at the University of Cambridge, Department of Engineering as well as start-up that pushes the rather 'oldschool' business process for licensing payments into the digital economy. We focus on automating payments of royalties for intellectual property (eg patents, copyrighted software) that is embedded in electronic, connected IoT devices. Our technology runs on a scalable permissioned distributed ledger architecture. Using smart contracts we make licensing payments more trustable, accurate, and enable novel licensing models, such as pay-per-use approaches.



### Who we are

Our team is led by Dr Frank Tietze, who heads the Innovation and IP Management (IIPM) Laboratory at the University's Engineering Department, Institute for Manufacturing and Dr Damiano di Francesco Maesa. ALPS is one of the Cambridge Blockchain Prize winners and has been admitted to participate in this year's University's Tech Entrepreneurship programme IMPULSE. The project has been part-sponsored by Research England's Connecting Capability Fund award CCF18-7157 - Promoting the Internet of Things via Collaboration between HEIs and Industry, which helped us to develop a working prototype([www.https://pitch-in.ac.uk/projects/ip-licensing-platform/](https://pitch-in.ac.uk/projects/ip-licensing-platform/)). During the past year we have worked closely with TUM's Theo Schöller-Stiftungslehrstuhl für Technologie- und Innovationsmanagement, from which we have already hosted students as visitors and contributors to the



project.



### What we want you to do

The project team possesses in-depth knowledge about the IP industry as well as technical expertise in distributed ledger technologies, such as Blockchain and smart contract. We are seeking support for our team that brings in strong commercial spirit and entrepreneurial passion to drive ALPS forward, ultimately with the goal to raise Series A funding. We are looking for students who can help us to explore viable routes to market, define our value proposition, and set out to create a business plan, including a roadmap.

### What we are looking for

- entrepreneurial mindset
- Bachelor or Master student in the field of management (all technical minors are welcome)
- Knowledge about blockchain technology is beneficial but not a requirement
- Knowledge about the licensing industry is beneficial but not a requirement etc.

### **How you can apply**

If you are intrigued to work with us and like to get to know us better, so we could get to know you as well, please send your CV including a detailed motivation statement. We would be keen to hear why you would want to work with us and what you can bring to the team. Please contact Frank at ([frank.tietze@eng.cam.ac.uk](mailto:frank.tietze@eng.cam.ac.uk))

By submitting your CV or application you are consenting to us using and storing information about your application. We welcome all applications irrespective of social and cultural background, age, gender, disability, sexual orientation or religious belief.