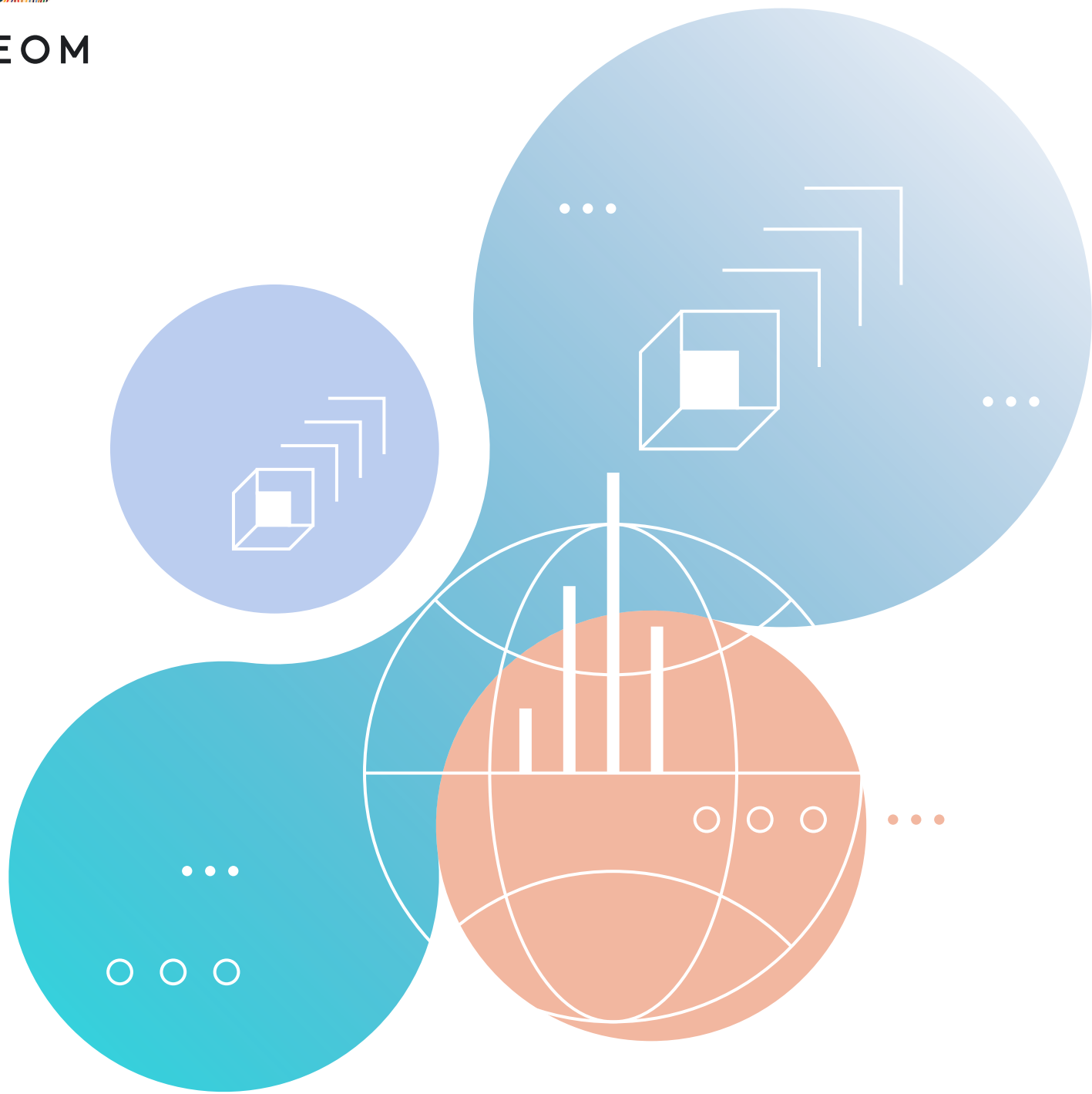




NEOM

ILOCX



NEOM Meets ILOCX

A Licensing Strategy for Global Revenue

NEOM can position itself not just as an international beacon for innovation, but also become a hub for licensing of key technologies deployed in country and beyond.

ILOCX Offers an Additional Approach to Innovation and Growth

NEOM is uniquely positioned to leverage licensing as a core strategy for its growth and development. The strategies outlined in this document only scratch the surface of the possibilities that can be unlocked but ultimately enable the city to fund ambitious projects while creating a sustainable revenue model, positioning NEOM as a global technology leader and paving the way for a technologically advanced future.

The International Licensing Organisation (ILO) is a body for accrediting licensing structures. It provides focused training and professional standards for a wide variety of uses within the licensing spectrum. Over the past seven years it has developed its own digitally delivered Contract Exchange (ILOCX) which is the *largest licensing platform in the world*, hosting thousands of brands and sub brands as well as listed companies selling promotional, distribution and territorial licenses. They have issued millions of licenses and sold territories on every continent of the globe.

Born in NEOM

By integrating a wide array of technologies, NEOM becomes an aggregator of innovation, creating a portfolio of intellectual property assets of unparalleled value. With NEOM as the live testbed and shining example, these assets, representing the best of modern technological advances, can be licensed to cities, companies, and organisations worldwide, creating a significant 'NEOM-developed' revenue stream for NEOM as an entity *not just as a city*, this ensures its innovations benefit the global community while making sure that global community understands that the core of these technologies, products or services were *born in NEOM*.

Simultaneously, creating licensing structures for all the technological bases such as security, communications, data, and power, licensing the NEOM brand itself enhances its global recognition, attracts investment, and opens opportunities for





collaborations across various sectors. It effectively turns the city into a global brand, creating new avenues for value creation and revenue.

NEOM's activity with strategic partnerships for technology, research, and drivers of innovation can be enhanced by gaining access to their innovations and expertise on fair terms that appropriately value their brand and unique position. This approach not only fast-tracks NEOM's development but also makes NEOM an attractive technological hub, fostering a collaborative ecosystem conducive to breakthrough innovation. It makes NEOM accessible to everyone not just those visiting or living and working there, but a global marketplace.

The utilisation of licensing in NEOM's strategy ensures that the city retains and captures the value of the applied innovations, rather than conceding it to established foreign companies that may not be the best innovators any longer. It keeps NEOM in control of its future, allowing it to chart its course and disrupt traditional paths in urban development, bringing an enhanced global reputation along with mass revenue to the city and for its sustainable growth.

We believe NEOM can be in revenue far faster, even before construction, not just from a regular development perspective but also selling licensing rights for demonstration of smart city tools within NEOM and subsequently for global consumption. Licenses within smart contracts can govern fair market terms where both parties get a benefit before, during and long after their implementation.

Global Technology Leader

NEOM will be positioned to become a central hub for aggregating and integrating breakthrough technologies. The partnership with ILOCX allows NEOM to rapidly acquire and combine technologies into innovative products and systems, establishing a precedent for advanced urban development. These systems will be demonstrated in NEOM, showcasing their capabilities and benefits, and once proven can be licensed globally while retaining financial benefits within the city reducing reliance on foreign technology multinationals, as well as bringing revenue to NEOM from a vast global market.

ILOCX brings independence and the world's largest Licensing platform to systemise the entire process.

NEOM's diverse technological innovations contribute to a significant portfolio of intellectual property assets. These assets enable NEOM to license its technologies globally, generating revenue and enhancing its brand value. Licensing opportunities extend across sectors like sustainable energy, healthcare, advanced manufacturing, and more, positioning NEOM as a global leader in technology transfer.

Land and Real Estate Pioneer

The land and real estate licensing strategy is adaptable to various sectors within NEOM, such as airports, marinas, transportation hubs, and more. By subdividing land into licensable zones, NEOM can diversify and scale licensing opportunities across industries, promoting growth and sustainability. This strategy includes innovative urban initiatives, industrial complexes, and sustainable agriculture projects.

Breakthrough Smart City

NEOM aims to become a model for the Ultra Smart City, integrating advanced technologies for traffic management, environmental monitoring, smart public transit, and more. These technologies form a comprehensive portfolio that enhances urban efficiency and sustainability. NEOM's successful implementation of these systems offers a blueprint for global smart city development, furthering its leadership in urban innovation. Given this, NEOM would be missing out on enormous global revenue and the significant cachet if they didn't add this licensing step to the process now.

Imagine NEOM selling licenses for entire recreations of NEOM cities or city departments across the globe, making ultra-smart, smart and smarter cities with advanced systems that would ultimately link all these together with NEOM as the seed.

Brand Licensing and Expansion

The NEOM brand, recognized for its commitment to innovation and sustainable urban development, offers lucrative licensing opportunities in various products and services. Brand licensing not only generates revenue but also expands NEOM's global footprint and influence across multiple industries.

Strategic Partnerships in Technology and Innovation

NEOM's strategic partnerships with technology companies, research institutions, and startups are crucial for accessing cutting-edge technologies and expertise. These collaborations, through licensing agreements, accelerate technological advancement, enhance NEOM's innovation ecosystem, and contribute to its economic growth.

ILOCX Offers Established Systems

The *International Licensing Organisation* (ILO) and its Contract Exchange (ILOCX) can bring a multitude of additional strategic opportunities to the NEOM family, systemising the profiling and due diligence of potential technologies, using its community to test, approve and rate potential technologies for inclusion within the walls of NEOM and subsequent licensing of those technologies, systems, and advancements globally to drive significant revenue.

The ILO aims to become the strategic partner to perform seamless interaction with a huge variety of technology-based companies and innovators for use within the NEOM city walls and licensed as a result to suitable territories globally.

A full report and case study are available for the next level discussions in person.



Brands on ILOCX



[view all on ILOCX.COM](http://ILOCX.COM)

