

Dr Maurice Roussety

also known as Dr M

IP Commercialisation | IP Valuation | Public Speaking | Author of 12 IP Books

AT A GLANCE

- PhD, Intellectual Property and Franchise Goodwill Valuation.
- Creator, IPAPS™, Intellectual Property Asset Pricing System.
- Creator, THINK IP Framework™.
- Creator, A to Z IPA Creation Model™
- 500+ business, franchise, and IP valuation engagements.
- 30+ years commercial advisory experience.
- Author, ThinkIP Entrepreneur Series, 7 books.
- Author, Beyond EBITDA Series, 5 books.
- Creator of IPAPS Certified Valuation, the SME Academy, the Advisor Academy, and the Growth Club.
- Lecturer, speaker, and business strategist.

PROFESSIONAL SUMMARY

As an influencer in intellectual property valuation and commercialisation through franchising hybrids and licensing, I bring a depth of experience and decades of tacit knowledge to businesses of all sizes. I consult extensively in private practice, lecture in business and

franchising, and operate ThinkIP, a platform that turns that same methodology into valuation services, education and certification for business owners and advisers.

My academic journey began at Monash University, where I laid the foundation in Accounting and Economics. Building on this base, I earned a Graduate Certificate in Management, a Master of Business Administration and a Master of Leadership from the University of New England, before completing a PhD from Griffith University, Australia, where my research on Intellectual Property and Franchise Goodwill Valuation redefined how intangible assets should be priced.

I am a sought-after expert in intellectual property commercialisation, valuation, and business strategy. With over three decades of hands-on experience working with both emerging startups and multinational corporations, I have helped businesses navigate complex financial and structuring challenges as they scale. My expertise spans franchising hybrids, cooperatives, licensing, low-cost growth strategies, financial modelling, and strategic structuring.

A proven analyst, strategist and change agent, I blend academic rigour with real world business insight. I am a compelling keynote speaker who has lectured at the University of the Sunshine Coast and Griffith University, and I share ongoing commentary on IP commercialisation and valuation through my YouTube channel at youtube.com/@DrM-says-ThinkIP.

I have a unique life story to share with those prepared to listen.

SERVICES

- IP Valuation, intellectual property, franchise, and goodwill valuation using the IPAPS™ methodology.
- IP Identification, surfacing the intellectual property already inside a business before it can be valued or sold.
- Licensing, structuring intellectual property into a licensable, income generating asset.
- Franchising, franchise structuring, documentation review, and code compliance.
- Sale Readiness, preparing a business and its IP for acquisition, succession, or exit.
- Cooperatives, cooperative and hybrid ownership structures for shared IP.
- Expert Witness, independent expert opinion on IP, franchise, and business valuation disputes.

NOTABLE CONSULTING ENGAGEMENTS

This client roster, spanning 1999 to 2021, is the practical foundation the IPAPS™ methodology was built and tested on, across startups and some of Australia's most recognised organisations.

- Touch Projects, national growth strategy, vertical process design, brand awareness tracking, revenue forecasting, and price modelling.

- Queensland Transport, state wide integrated face to face strategy for the Smart Service Queensland initiative, including inter agency service costing and geo demographic analysis.
- IAG Ltd, face to face expansion and transformation model for the NRMA brand, with full financial modelling of services, hub and spoke network design, IP commercialisation, and valuation.
- 3P Corporation Ltd, expansion strategy, AI integration, market entry blueprint, and IP valuation.
- Tattersalls, internal systems, procedures, and a policies manual aligned to the franchising code of conduct, plus executive workshops.
- Australia Post, commerciality review of a proposed franchise agreement, code compliance risk models, and goodwill and franchise valuation models for assignments, buy backs, surrenders and terminations.
- Red Rooster, franchise feasibility analysis, channel distribution strategy, financial, franchise valuation and operational models.
- Coles Myer Liquorland, low-cost growth and market share strategy, and a review of franchising within liquor industry constraints.
- Bing Lee, retro franchising design, franchise documentation, long range forecasting, and franchise and company store valuations.
- Westpac Banking Corporation, network planning and financial modelling of branch and agency revenue under franchise conditions, franchise documentation review, and executive seminars on the franchising code.
- Bob Jane T Marts, due diligence on multiple acquisitions, an internal bank to fund franchisee store purchases, a goodwill and asset valuation model, and growth strategies for over 180 franchisees.
- Commonwealth Bank of Australia, best practice franchise sector lending process, financial and valuation models, supporting documentation and in house training.
- James Hardie, retail distribution strategy, financial modelling, and network feasibility.
- ACCC, electronic franchise code compliance manager and national seminars on the franchising code of conduct.
- Quest Hospitality, strategic planning and franchise documentation review under Trade Practices and Corporations Law.
- Optus World, feasibility modelling for new channels, rollout planning, dealer and franchisee remuneration models, and valuation of company and franchisee owned outlets.
- Midas Mufflers and Brakes, marketing strategy analysis, and regression-based forecasting models.
- Domino's Pizza, franchise valuation models, and franchisee financing models across over 110 retail outlets.

ADVANCED TECHNICAL SKILLS

- Intellectual property valuation and licensing models.
- Financial modelling, DCF, regression and Monte Carlo simulation.
- Market and geo demographic analysis.
- Distribution and franchise network planning.
- Risk profiling, pricing, and yield curve modelling.
- Business costing and performance metrics, KPIs and balanced scorecard.
- Contract structuring and franchise code compliance.
- Digital monetisation and revenue optimisation.

THE THINKIP ENTREPRENEUR SERIES

Seven works in total, five numbered stages, one gate and one advanced companion, moving a reader from a validated idea to a business built to be sold, licensed or handed on.

- Stage 1, THE $10K STARTUP PLAYBOOK, from idea to validated business.
- Stage 2, UNLOCK YOUR HIDDEN IP, from activity to structured asset.
- Stage 3, OWN IT, from business to valuable asset.
- The scale discipline gate, IF IT AIN'T BROKE DON'T FIX IT, why obsessing over perfection before you scale is the startup world's most expensive mistake.
- Stage 4, THINK IP, the complete framework, identify, create, build, protect, value, commercialise and manage.
- Stage 5, Don't Retire Broke, from business success to personal wealth.
- Companion volume, THE ADVANCED PRACTITIONER GUIDE, FROM MINIMUM VIABLE PRODUCT TO MARKET DOMINANT PRODUCT, the A-to-Z IPA Creation Model™.

THE IPAPS SERIES

Five works, one explained methodology and four novels that dramatise it, each built around Dr M and the 14-IPAPS-Value-Drivers™, felt through a different founder rather than read as a formula.

- BEYOND EBITDA, the technical truth behind IPAPS explained in plain English for owners and advisers.
- Book 1, THE YEAR I STOPPED BEING NEEDED, a landscaping founder discovers thirty years of unexamined dependency on himself.
- Book 2, WHAT WE OWE EACH OTHER, a family succession story about what fairness costs between two siblings.
- Book 3, BETTING ON ME, an agency founder confronts the moment her greatest asset and her greatest liability turn out to be the same trait.

- Book 4, OPEN SHOT, one founder and one business carried across four financing stages, from startup to exit.

ACADEMIC PUBLICATIONS

I have published extensively in peer reviewed journals and business conferences, contributing thought leadership in franchise valuation, risk modelling, and corporate governance.

- AGENCY COSTS IN INTELLECTUAL PROPERTY RICH BUSINESSES, a governance framework evaluating franchise systems through agency theory.
- FINANCE THEORY IN VALUING INTELLECTUAL PROPERTY ASSETS, the interaction of investment, financing, and dividend principles in valuation methodology.
- RISK ECOLOGY OF INTELLECTUAL PROPERTY LICENSES, a multi layered model for pricing franchisee risk premiums.
- VALUATION OF INTELLECTUAL PROPERTY ASSETS, a framework for valuing franchisee operated business goodwill.
- VALUING INTELLECTUAL PROPERTY IN FRANCHISE SYSTEMS, a worked simulation of franchise goodwill valuation under suspended and extended agreements.
- AGENCY COSTS IN IP RICH BUSINESSES, an exploration of how misaligned incentives between owners, managers and stakeholders erode value in businesses rich in intellectual property.
- RISK ECOLOGY OF IP LICENSES, an integrated risk frameworks for IP licensing and franchise expansion.
- IP VALUE IN FRANCHISE BUSINESSES, an examination of how intellectual property acts as the primary value-creation and value-sustaining mechanism in franchise systems.

BOOK CHAPTERS

- SUBSISTENCE ENTREPRENEURSHIP- WORK LIFE BALANCE IN SMALL BUSINESS, with Robyn Young, Lorelle Frazer, Scott Weaven and Park Thaichon.
- SUBSISTENCE ENTREPRENEURSHIP, INDIGENOUS SELF EMPLOYMENT IN FRANCHISING, with Scott Weaven, Lorelle Frazer, Mark Brimble and Kerry Bodle.
- ENTREPRENEURIAL OPPORTUNITIES, FRANCHISE RISK ECOLOGY, a chapter by M Roussety.

THINK IP FRAMEWORKS

I have developed and applied my integrated frameworks in delivering various engagements for entrepreneurs who are starting up, who want to grow value, who want to scale, who want to sell or exit, and who want to commercialise globally.

- THINKIP™ FRAMEWORK- The master commercial framework for IP strategy and business value creation. It guides how businesses discover, protect, commercialise, and realise the value of their IP assets, and underpins all ThinkIP products, tools and advisory services.

- A-Z IP ASSETS FRAMEWORK™- A comprehensive taxonomy mapping every category of intellectual property from trade marks and patents through to know-how, data, systems, relationships, and supply chain IP. Ensures no hidden value is missed during IP Discovery sessions and assessments.
- 15 IP ASSET BUILDING BLOCKS™- A structured classification of the 15 IP asset types that directly impact business valuation, transferability, and commercialisation potential. Each block has a defined scoring weight in the IPAPS™ engine.
- IPAPS™ FRAMEWORK- The Intellectual Property Asset Pricing System- Australia's only IP-informed business valuation methodology. Combines IP asset scoring, earnings analysis, risk calibration, and DCF modelling to produce a certified business value range. Developed from my doctoral research.
- IPAPS™ VALUE ADJUSTMENT ENGINE™- The core calculation layer within IPAPS™. Applies weighted scores across IP Strength, Revenue Quality, Founder Dependency, Transferability, Business Health, and Commercialisation Readiness to compute the IPAPS™ Master Score, which then adjusts the base enterprise value
- STARTUP VALUE POTENTIAL™ FRAMEWORK- Assesses 7 core modules-Founder Capability, Opportunity Attractiveness, IP Strength, Business Model Quality, Commercialisation Potential, Strategic Assets and Execution Readiness to produce a master score and commercial pathway ranking for early-stage businesses
- BUSINESS VALUE ROADMAP™ FRAMEWORK- A structured 12-month plan to systematically increase business value before sale, scale, or succession. Identifies the highest-priority value drivers and creates a sequenced 90-day and 12-month implementation plan built around IPAPS™ Value Adjustment Engine™ outputs.
- COMMERCIALISATION FRAMEWORK™- A structured decision model evaluating six commercialisation pathways- SaaS/Subscription, Licensing, Franchising, Marketplace/Platform, Strategic Alliance and Acquisition against the business's IP strength, market position, and risk profile to identify the optimal strategy.

PUBLIC SPEAKING AND EXECUTIVE TRAINING

I deliver high impact presentations at industry conferences, executive training workshops, and corporate seminars, combining engaging storytelling with technical depth on:

- Intellectual property commercialisation and valuation.
- Business growth and market expansion strategy.
- Risk management and financial structuring.
- Franchising and brand governance.

WHY WORK WITH ME

I am one of Australia's few specialists whose career has combined accounting, finance, franchising, intellectual property, valuation, and commercialisation. My doctoral research led to the creation of IPAPS™, a proprietary framework for identifying, measuring, and valuing intellectual property as a core driver of enterprise value. Across more than 500 valuation, advisory and commercialisation engagements, I bring a rare combination of academic rigour, practical experience, and entrepreneurial insight to every client, whether that engagement runs through private consulting or through the ThinkIP Portal itself- https://thinkip.au

LEARN MORE AND CONNECT

Website- https://thinkip.au

LinkedIn- http://linkedin.com/in/dr-maurice-roussety-50b3a5a1

YouTube- http://www.youtube.com/@DrM-says-ThinkiP

Books- Https://books.by/drmthinkip

I can be contacted at drm@thinkip.au.

ThinkIP… because it pays!