



1 May 2025

### GenIP Plc

("GenIP" or the "Company")

### New Product Launch

GenIP Plc, a company providing GenAI analytic services to help organisations assess and commercialise new discoveries, is pleased to announce the launch of a new AI-powered product and its first client for the new product, a 'Big Four' accountancy firm.

#### AI-Powered 'Competitive Intelligence Report'

GenIP's new AI-powered 'Competitive Intelligence Report' helps organisations identify and assess leading entities in specific technologies, providing valuable insights for strategic decision-making on innovation, collaboration, and acquisitions.

#### Key Features:

- **Market Overview:** A broad scan of companies, startups, and academic teams working in the same technology space.
- **Competitive & Strategic Insight:** Evaluates each entity's development stage and technical expertise, offering context on industry advancements and the client's position.
- **Partnership & Acquisition Opportunities:** Identifies potential licensees, strategic partners, and acquisition targets.

This report broadens GenIP's market reach, extending its applications beyond technology commercialisation. It serves businesses seeking competitive intelligence, universities mapping research priorities, and institutions exploring collaboration or acquisition prospects.

Using proprietary AI-driven prompt engineering, GenIP analyses extensive data - including scientific publications, patents, prior art records, and company websites - enhanced by expert human review to generate actionable insights.

GenIP has secured its first client for this service: a 'Big Four' accountancy firm leveraging the report to gain strategic insights into the technological capabilities and competitive landscape of target companies for potential partnerships or acquisitions.

#### Melissa Cruz, CEO of GenIP, commented:

"The launch of our *Competitive Intelligence Report* marks a pivotal moment for GenIP. Beyond our established client base, we believe that the potential market size for this strategic intelligence product is substantial, encompassing not only research institutions, and IP firms but also a significant segment of corporations across diverse sectors requiring nuanced competitive intelligence and market analysis. This includes areas such as mergers and acquisitions, strategic partnerships, and technology scouting. Our early success in securing a leading client at nearly 7X current report pricing, validates this broader market opportunity and the compelling value proposition of our AI-powered solution."

For further information regarding GenIP, please visit [www.genip.ai](http://www.genip.ai), or contact:

#### GenIP Plc

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