

## **03-12-26 Mastermind Summary**

### **Quick recap**

The meeting focused on Mitch sharing insights about intellectual property (IP) valuation and monetization after working with an AI developer named Ben who analyzed Mitch's referral system model. Ben's AI protocol expanded Mitch's single model into 14 deliverables across four tiers, including diagnostic instruments, assessment frameworks, quantitative models, and deployable products, with a calculated replacement cost of \$880,000 to \$3.2 million. The analysis revealed that Mitch's 34-year developed IP could be valued similarly to what major consulting firms like McKinsey would charge for comparable services. The discussion included examples of how IP can be licensed and deployed in various ways, including through certification programs and strategic partnerships, with Mitch sharing a successful case study of an accounting firm that licensed his referral system for \$5,000 monthly, resulting in the firm doubling their client base to \$2 million.

### **AI-Enhanced Valuation Insights**

Mitch shared insights from a recent AI analysis of his referral system model, which expanded it from a single deliverable to 14 potential deliverables. The analysis, conducted by an AI software developer, revealed a significantly higher valuation for Mitch's IP than he had previously estimated, suggesting that many professionals undervalue their intellectual property. Mitch discussed the opportunity to white-label this process for other coaches, consultants, and trainers, emphasizing the potential to charge based on true value rather than time or cost.

### **AI Protocol for Corporate Clients**

Mitch discussed an AI protocol developed by Ben, which can enhance the value and impact of deliverables for corporate clients. Tina clarified the distinction between Ben, the human creator, and the AI protocol he developed. David shared his progress on a manuscript and his plans to protect its intellectual property by registering it for copyright and trademarking its name in different categories.

## **Fast ROI and Client Success**

Mitch discussed the importance of focusing on fast return on investment (ROI) when presenting to clients, emphasizing the need to quickly recover their initial investment before achieving a larger return. He reintroduced the RIPE formula for measuring success, which includes results, improvement, progress, and experience. He noted that while some outcomes may be qualitative, providing a unique experience can help justify higher pricing. Mitch also mentioned a recent article by Kathryn Porritt called "The Flip" about experience and premium pricing he sent to the group on March 3 as a priority bulletin.

## **Valuing IP in the Digital Age**

Mitch shared insights on valuing and pricing intellectual property (IP), emphasizing the importance of focusing on outcomes and value rather than time or effort. He highlighted how AI can extract valuable diagnostics and deployable assets we don't see from existing work, potentially increasing its worth significantly. Mitch also discussed receiving unsolicited inquiries from family offices interested in purchasing his business, prompting him to consider further valuation and potential opportunities. The group explored how to leverage IP creatively, such as licensing it to others for deployment in new contexts, and the changing landscape of monetizing IP in the digital age.