



Information on GTIV, the "Society for Transfer of immaterial Assets"

## The GTIV at a glance

**Appreciation of Revenues based on Knowledge is vital for Prosperity!**

### 1 In the 21<sup>st</sup> century company assets are mainly virtual

Knowledge and abilities both of personnel and management are a better criteria of a company's true value and potential than traditional material assets such as real estates, buildings, vehicles or machines. In addition other virtual values like patents, trademarks, licenses, web domains and data bases are to be evaluated.

*The GTIV duties are research, evaluation, preservation, conversion and transmission of immaterial assets.*

**We assist especially middle class entrepreneurs to save their company's real values!**

### 2 Germany's pillars of prosperity are endangered

Modern information and communication technology enables companies to do business without any commitment to a particular place. Due to a high degree of formality and automation, production and development processes are losing their local bond and therefore can't ensure the future existence of a wealthy region any longer. SMEs with traditional ties to their founding locations intend to move administration, production and services to neighbouring European countries. After the EU expansion in 2004 even the smaller ones are ready to cut their national roots and leave their home country for good. Furthermore, well-educated young Germans flee the paralysed country that is yet unable to succeed with reforming politics and economics according to the 21<sup>st</sup> century.

*The GTIV co-operates with consulting companies, chambers of commerce and business associations in order to urge politicians to take care of this hazardous problem and find solutions that are vital to the national economic situation.*

**We fight for the preservation of our country's SME based prosperity!**

### 3 The loss of SMEs leads to a lack of culture and wealth

Closing even a single SME means to lose jobs, training-on-the-job opportunities, tax money – and local culture that derives from an everyday working experience. Such an influence on the social environment leads to losses or exports of knowledge and professional abilities. Entire boroughs or even districts turn into desolate areas – first slowly and nearly invisible but after a while the effects intensify. As a result a day-to-day-business structure remains with the only focus on pure consumption (e.g. low-budget supermarkets, filling stations, snack bars, video stores, gambling halls) whilst sources of innovations and economic growth seep away.

*The GTIV is initiator of research projects on the development, preservation and transfer of local business culture with respect to the social and political background.*

**We promote SME entrepreneurship as a performance of culture!**

### 4 Globalization and Regionalization belong together

Intercultural, common values and standards are a result of merging national economies all over the world (e.g. EU and NAFTA). But identity and mentality of people needs roots in a particular region, in her unique cultural heritage.

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Creativity and innovations are results of individual approaches towards solutions of typical local challenges and problems. Nevertheless, such solutions could be generalized and adopted on other places accordingly..

*The GTIV is going to publish her research documents especially to help SMEs to analyse their regional and global unique selling propositions, to realize the risks of external competitors who enter their area of interest and to identify their own marketing opportunities for goods and services world wide.*

**We help to close the gap between local and global markets!**

## 5 Succession processes of the executive management need time

The unique knowledge of a particular entrepreneur can't be taught like standard commercial or technical know-how by lessons, literature or workshops. This special knowledge is based on a combination of reason, emotion and experiences and was normally developed through a period of decades. The predecessor both knows and senses the right behaviour while communicating with authorities, business associations, suppliers, customers and employees. His successor has to acquire this ability as a training-on-the-job experience in everyday life. Further more the predecessor should introduce his successor to all important business partners and leave no doubt that this very person really follows his philosophy of entrepreneurship and will be the future decision making leader of the company.

*The GTIV provides methods to identify all relevant business partners who are vital to let the successor fit in the different networks.*

**We support social networks regardless of age, class or branch!**

## 6 Succession processes of the executive management need fair play

The predecessor intends to sell his company in order to subsidize his retirement. His successor wants to get rid of the debts due to the transaction in a particular period of time for he needs to earn money for himself quickly.

*The GTIV delivers both predecessors and successors instructions how to evaluate the company's value in a fair manner and how to find a suitable form of financing for the transfer period.*

**We help to run a fair succession process for both parties!**

## 7 Personage as a factor of success

The predecessor and his successor must get on well together, otherwise the succession process will fail and cause losses of money due to damaged reputation and and other unnecessarily used resources. The predecessor who hands over a treasure that derives from his lifetime's work must have a high amount of trust as well as the successor who has to be convinced of the company's potentials and real assets.

*The GTIV offers her expertise in the fields of personnel management and coaching in order to find matching partners on both sides and to guide them through the transfer period.*

**We moderate the evaluation process of predecessors and successors that leads to matching partners!**

## 8 Technology as a factor of success

Many companies suffer from cancer-like structures that developed through decades using amortized but still reliable technical equipment... Then a decision has to be made with respect to efficiency and effectivity as well as safety whether the entire system has to be modernized or only parts of it.

*The GTIV supports the successor to get advice by experts in technical and economic terms, so a secure transfer process that goes along with new investments and migration projects can be realized.*

**We offer technical and economic support!**

## **9 Management as a factor of success**

The company's philosophy and corporate identity must not be damaged by the successor. Therefore his Change Management has to be done in steps – in an evolutionary manner that helps the personnel and the customers to adopt.

*The GTIV helps the successor to gently transform the company's business processes.*

**We empower the successor for a successful self help in innovation periods!**

## **10 Partnership for mutual benefit**

To run an established company successfully in order to earn money is a clear target both for predecessors and successors. Furthermore it is a public benefit because apprenticeships, jobs and taxes as well as the economical and cultural strengthening of a particular city or region is saved for the future.

*The GTIV's partners will be ready to be the company's temporary managers during the transfer period.*

**We intend to strengthen Germany's base of prosperity that is the middle class business!**

**The GTIV objectives are  
to do multidisciplinary research  
in terms of evaluation, utilization, preservation and transfer of immaterial assets  
especially of small and medium-sized enterprises in Germany  
in order to support a successful business continuation in transfer periods.  
This is vital to strengthen the business culture  
and the economic power in Germany.**