

Uncovering hidden IP potential – how Dentons and Intanify's AI-driven approach helped Orderly positioned itself for funding success



The Context

Orderly is a developer of supply chain management technology for global food and beverage companies, including the world's largest coffee chain.

By leveraging predictive analytics and AI, Orderly helps its clients achieve significant operational improvements such as a 16% reduction in food waste, a 55% decrease in stocktake hours and a 12% improvement in order accuracy.

With 51-200 (undisclosed) employees and a 75% growth in FY23, Orderly is preparing for its Series-A funding round in 2025.

To maximise opportunities and mitigate risks in preparation for this, Orderly used Intanify, an innovative AI-driven platform for intangible asset discovery, in partnership with global law firm, Dentons.

The Challenge

Orderly faced several critical questions as it looked to position for a successful and smooth transaction:

- Orderly wanted to **maximise its valuation** and proactively **address any would-be issues** prior to the round.
- Orderly has a patent, substantial trademark portfolio and suite of technologies built over several years. However, one challenge was to be able to **explain and articulate this valuable asset base** succinctly and compellingly to prospects and clients.
- The senior management team at Orderly wanted to **understand gaps, challenges and opportunities** in the portfolio.
- Orderly is **growing quickly** but needs to achieve all this with **limited management and in-demand financial resources**.

The Process

To address these challenges, Orderly partnered with Dentons Powered by Intanify: a more efficient and effective approach to IP services compared to the traditional method of cataloguing and analysing IP assets.

It enabled the Orderly team to self-serve and then Dentons pick up the baton and immediately focus on high-impact execution:



Machine...

Orderly's team utilised Intanify's platform to conduct a comprehensive self-assessment, creating an inventory of its assets along with a full assessment report with asset status and best practice recommendations.



“Intanify allowed Dentons to immediately ask searching questions about Orderly, such as why we protected some things but not others. This helped us realise we have a number of innovations that we could and should patent.”

Dentons knew instantly where the challenges were and then recommended a strategy within minutes.”

– Peter Evans, CEO at Orderly

...Plus Human

Building on this foundation, Dentons' IP experts were able to immediately focus on strategic priorities rather than starting from context collection, accelerating the preparation process.

The process yielded a series of actionable insights:

- **Patent Potential:** Uncovered unrecognised innovations that warranted patent protection. Orderly had underrated how innovative its technology truly is, as is often the case with innovators.
- **Trade Secret Strategy:** Initiated the development of a robust trade secret policy.
- **Brand Issues:** Identified some brand issues, leaving Orderly a more protected business.
- **Competitive Intelligence:** Designed a monitoring strategy to stay ahead of competitors.



“Orderly now better understands and can demonstrate how its IP assets support its success, while also adjusting its strategy to mitigate risks and maximise potential. Ultimately, this is a win-win – for the business and for future investors.”

– Dr Justin Hill, Partner and Co-Chair of Intellectual Property at Dentons

= Value Add

The engagement delivered meaningful outcomes for Orderly, positioning the company strongly for its Series-A funding round:

- **Enhanced Valuation:** By uncovering potentially patentable innovations, the collaboration significantly bolstered Orderly's IP portfolio. This strengthened its competitive moat and likely positions the company to achieve a higher valuation in the funding round.
- **Lowered Risk:** Implementing a trade secret policy addressed critical gaps in the protection of Orderly's sensitive information. Identifying and resolving brand issues further enhanced the company's resilience against future risks.
- **Competitor Intelligence:** A targeted monitoring strategy provided Orderly with structured insights into competitor activity, equipping the leadership team with essential tools to navigate the dynamic market landscape.
- **Articulated Foundation:** Identified 73 key assets which underpin the revenue, growth and moat of the business. An executive summary provided Orderly's leadership with a clear and concise overview, helping it focus on priority actions and best practice despite limited management bandwidth. The collaboration equipped Orderly with a more robust IP framework, ensuring greater security, clarity and value as the company prepared for its next phase of growth.



“Orderly will go into its next round with a more robust portfolio, deeper moats, mitigated issues, and likely achieve a materially higher valuation as a result.”

– Dylan Dryden, Co-founder and CEO of Intanify

For more information on how Dentons can help your business, please reach out to [Justin Hill](#) and read more about Dentons' deployment of Intanify's white label solution [here](#).