

Software and App design, creation, IP protection and tax credits

Taking a tech business from conception to fully operational reality can be a daunting process and is often the stage where a number of potentially innovative and useful ideas start and end.

There are a number of processes to consider and even though an entrepreneur might have a fantastic solution to a very real and current problem, translating that idea to an operational product is made more difficult because of the specialist knowledge that is often required, often requiring a whole team of experts to collaborate to get your idea off the ground.



London's tech industry, centred largely around Old Street roundabout, brings together a fantastic collection of highly skilled individuals and this is where the benefit of having a 'tech hub' can be best realised – the hub makes collaboration between individuals easier to harness and leads to the creation of tech businesses through partnership. We have seen first-hand how the proliferation of co-working spaces, innovation centres and tech events work seamlessly to aid the creation of tech start-ups every day. You do not have to look far to find a workshop, meetup or panel discussion on a variety of tech sectors which are often free to attend and bring together some of the leading experts in their field. This large tech eco system is why, especially in London, it is possible for anyone to be a tech entrepreneur.

We come across a large number of individuals who have left behind their corporate jobs, often in finance, sales or consultancy, to become tech entrepreneurs and influencers and this is made easier by the UK government's commitment and numerous initiatives to support and encourage entrepreneurship. From R & D tax credits, Tier 1 (Investor) and Tier 1 (Entrepreneur) visas to mentoring schemes and SEIS and EIS income tax relief, the UK is a haven for creativity, innovation and investment.

Workshop and surgery on the lifecycle of software/app development, creation, IP protection and R&D tax credits



As we build towards the next in our series of monthly meet ups, we are pleased to bring together experts in bespoke software creation and development, through the legal side of protecting your IP and advice on tax relief through the R & D tax credits. We will be hosting a workshop and one to one surgery style event on 27th October at 2pn at Google Campus London, with 3 guest speakers each of whom are experts in the fields on software development, IP protection and business consultancy – who will discuss the R&D tax credit scheme.

We like to think of this as the lifecycle of software/app development. The workshop and surgery style format will give entrepreneurs the opportunity to not only hear from our guest speakers but also to have a one to one discussion, following the presentation on advice specific to your business. This is part of our commitment to supporting and nurturing the local tech community and offering free advice to help your business prosper.

Whether you are seeking to develop software for your existing business and need guidance on the process, or are starting a new venture from scratch which requires a programme or an app to be designed and coded, you need to bring on board a developer who understands your precise needs to get the best results. Although off the shelf software packages exist and might initially suit your business needs, there is a distinct advantage in creating bespoke programmes from scratch which give you control and flexibility, leading to a more streamlined process and ultimately driving revenue. This process is not as daunting as it may first seem, and with our expert speakers on hand to provide a tailored service, you too can join the tech revolution and be on your way to becoming the next unicorn.



Our guest speakers from web design and software development agency Think Digitally have created their own blueprint for software design and development, placing user experience at the heart of what they do, which can be the difference between converting initial consumer interest to a sale and a missed opportunity. Equally, for software programmes in the workplace, a bespoke programme designed around your employees' requirements can be the difference between highly motivated staff leading to greater productivity or employees making do with generic software which is not as efficient as it could be. Streamlining your business' processes through bespoke software development can lead to greater efficiency, which in turn drives revenue.



Bespoke software and app development can often be construed as a more risky proposition than deploying ready to use software, however with the unique blueprint, the strategic and commercial considerations, user experience and cost and timescale are factored in to reduce this risk. This is a tried and tested method which leads to excellent results. However, we won't be stopping there – once your software has been created, our legal expert, who founded Rational IP, a London

law firm focussing on providing commercially useful intellectual property advice, will be presenting on how to protect software with patents and registered designs.

Lastly, our expert from business consultancy firm gg management consulting will discuss how a particular government scheme acts as an incentive for businesses to invest in

developing their own, innovative products and to increase UK productivity, performance and competitiveness. Essentially, R&D tax credits work to reduce your business' corporation tax bill (or for loss making businesses, result in a credit from HMRC)

This tax credit is not just restricted companies with a research and development department, any qualifying business that invests money trying to improve or create a product through a technological advance and where there is an element of doubt about the project's success, could be eligible to claim significant reliefs. This could include testing, prototyping, development or manufacturing businesses. You could claim for a number of expenses you incur in developing innovative products, including on staff costs, heat and power, development costs and software licences.

On the question of eligibility, if your business contains an element of risk through innovation, improving or developing a process, product or service, then it may qualify for R&D tax credits.

If you are interested in attending the free event on 27th October, please use the following link to sign up: <https://www.eventbrite.co.uk/e/techlawhub-meet-up-tickets-27151219027>

We also make available essential legal documents* which are free to download on our website <http://www.dklm.co.uk/site/services/tech-law/> to help you put in place just some of the basic legal protection you need when setting out on your venture.

You are free to use the documents as you wish but we would always recommend speaking to a specialist lawyer who can adapt and tailor legal documents to your business' specific requirements.

Feel free to follow us on Twitter <https://twitter.com/techlawhub> to keep in the loop about upcoming free events (and lots of tech news!)

Please feel free to contact us if you have any queries at all:

<http://www.dklm.co.uk/site/services/tech-law/>

<https://twitter.com/techlawhub>

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