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CreaCORN

Empower startups

- World creators Society -

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Paratext

Language of the CreaBOOK

English

Summary in National Language:

Pour aider les startups à commercialiser leurs produits innovants, des milliers d'incubateurs ont été mis en place au cours des vingt dernières années. À l'exception de quelques-uns qui ont enregistré un grand succès, la plupart des incubateurs ont du mal à atteindre leur objectif. 90% des startups ne parviennent pas à développer et commercialiser leurs innovations et disparaissent dans les trois ans qui suivent leur création.

Le coût élevé de notre système de propriété intellectuelle interdit aux startups d'utiliser cette ressource décisive. C'est l'une des principales causes de l'hécatombe. La plupart des startups ne parviennent pas à lever les fonds nécessaires à la recherche et au développement de leur innovation car elles ne peuvent pas offrir à leurs investisseurs un rendement suffisamment attractif. L'Autoroute CreaCORN Standard fournit un cadre pour aider les incubateurs à protéger la propriété intellectuelle des start-ups et à se porter garants de la valeur de leurs actifs à chaque étape de leur développement. CreaCORN augmente l'attractivité des startups et réduit leur taux d'échec.

Summary in English Language:

To help startups bring their innovative products to market, thousands of incubators have been set up during the last twenty years. Apart from the few that have registered great success, most incubators struggle to achieve their goal. 90% of startups fail to develop and commercialize their innovations and disappear within the three years following their creation.

The high cost of our intellectual property system forbids startups to use of this decisive resource. It is one of the main causes of the hecatomb. Most startups cannot raise the money needed to research and develop their innovation because they cannot offer their investors a sufficiently attractive return. The CreaCORN highway Standard provides a framework to help incubators protect the intellectual property of start-ups and vouch for the value of their assets at every stage of development. CreaCORN increases the attractiveness of startups and reduce their failure rate.

Nice Classification (NCL):

36, 41, 42

Version

1

Glossary & Acronyms

Annexes: documents referenced in endnotes within the CreaBOOK to support its claims and description.

Authentic: original product or service with verified origin.

Conformity: examination by a WcS-accredited expert to certify that a CreaBOOK meets the conformity requirements of the CreaFREE Standard.

CreaBOOK: statement describing and claiming property of a creation in the form of a book written in accordance with the Creafree Standard.

CreaCORN: norm that paves the way for startups to achieve unicorn status.

CreaGUARD: actor of the CreaFREE Ecosystem who defends author & authorless ownership.

CreaPAX: procedure followed to reach a good faith amicable settlement.

CreaPOLE: city or valley selected to administer the intellectual property of a global creative sector.

CreaSAFE: non-disclosure agreement based on the encrypted annexes of a CreaBOOK.

Creation: original work resulting from the research & development.

Creation: original work of the human mind.

Creator: human being who produces a creation.

Design: industrial esthetics in the search for forms that correspond to their function.

IcF: International creations Fund.

Iteration: update of the CreaBOOK to register iteration progress of the innovation.

NFT: Non-fungible token materializing the property of the CreaBOOK.

Originality: examination conducted by a jury of accredited experts to certify that a creation meets the originality requirements of the Creafree Standard.

Phase 1 Ideating: the creator of the startup drafts a first simple CreaBOOK (FREE CreaBOOK form) and time-stamps it. This is entered in the unique register for creations (UrC) to protect the exchange of information with interested parties.

Phase 2 Founding: the creator assembles a team of co-founders to develop the necessary tools to launch the business. The expert accredited by the World creators Society (WcS) certifies that the updated CreaBOOK complies with the formal requirements of the CreaFREE Standard.

Phase 3 Seeding: the startup proves the technical and commercial feasibility of its innovation. The WcS-accredited expert certifies the commercial value of the updated CreaBOOK (GREEN CreaBOOK form).

Phase 4 Scaling: the startup scales its marketing activities on a global level. The jury accredited by the WcS certifies the originality of the updated CreaBOOK (GOLD CreaBOOK form).

Phase 5 Expanding: the startup expands its marketing activities to reach the full market of its innovation through the Responsible authenticity Marking.

Progress: production that improves the quality of life without harming the environment.

Responsible authenticity Marking (RaM): sign defined and attributed by WcS to certify that a product complies with the requirements and specifications of a CreaBOOK.

Research and development (R&D): activity aimed at creating one or more innovations.

ROI Multiplier: mathematical formula calculating the value of an innovation according to the stage of its intellectual property.

Standard: private norm that defines a process or activity according to best practices.

Value: examination conducted by an accredited expert to certify the economic valuation of a creation according to the Creafree Standard.

WcS: World Creators Society.

Table of content

0. INTRODUCTION

The CreaCORN CreaBOOK recommends a highway to unicorn for startups. To do so, it implements the principle of author-right defines by the universal international treaties. It is now at ideation stage. Its objective is to reduce startups failure rate.

0.1 Biography

Startups are the hope of the 21st century. Their disruptive innovations can renew the productions that are currently destroying the ecology of the planet. Yet 90% of their innovations fail to reach the market.

My experience working with startups has shown that the main cause of this failure rate is the prohibitive cost of intellectual property. These costs discourage startups from protecting their research and development. Intellectual property protection practices need to be aligned with the essential requirements of universal treaties so that startups can offer return on investment to their fund providers.

0.1.1 The hope of the 21st century

The future of our civilization is threatened by the negative effects of technological progress. The numerous annual summits convened by the UN since the end of the last century have failed to control accelerating climate change. Disasters, famines and migrations continue to multiply.

Despite the world's population willingness, these summits have resulted in non-binding agreements that have no significant impact on global warming. Because of opposition from the established order, the root causes of this problem are not being addressed. Large fossil fuel companies are impeding the transition to clean and renewable energy sources. Given the divergent interests of

government representatives, there is no reason to believe that these summits will have significant impact in the near future.

To implement new approach and achieve the Sustainable Development Goals (SDGs), the UN is increasingly working with local communities, businesses, civil society organizations, and individuals. The focus is put on new companies using cleantech solutions to help restore the planet's ecological balance. Some of these startups have produced micro but significant results. This justifies the call from local communities, and civil society organizations to better support these new companies.

Due to attractive investment returns, some startups are experiencing amazing growth rates. Known as unicorns, these startups are reaching valuations of more than a billion euros in less than a decade. Their number is increasing rapidly. By mid-2023, there were already 2000 of these companies. In the US, their turnover now exceeds 2% of GDP.

Projecting the growth rate achieved between 2019 and 2021, their number could reach 60,000 companies by 2030. Their sales would then reach almost half of the world's GDP. If the cleantech orientation of startups could be ensured, a significant part of our ecological problems could actually be solved.

Unfortunately, their growth rate has seriously declined during the last three years. The objective of the current CreaBOOK is to reduce startups' failures and restore unicorns' growth.

0.1.2 The decisive role of incubators

Within the first three years of operation, more than 90% of startups fail and shut down. This failure rate of startups from which unicorns emerge remains too high.

According to the research made, traditional experts identified four key causes for this high failure rate:

- lack of a real target market,
- inadequate management team,

- underestimation of competition,
- and lack of financing.

It is difficult to evaluate the exact number of startups. According to an analysis by Statista, this number is estimated at 1.35 million. This figure could be much higher if the failure rate of startups could seriously diminish. Several polls made show that one out of two members of the young generation wishes to create as startup.

This justifies the emergence and importance of incubators. These institutions, under various names, support projects to start creative businesses. Their beginning can be found in Tsukuba, where the Japanese government decided to establish a new city about fifty kilometers northeast of Tokyo to decentralize research activities outside the capital.

This city was designed to meet the country's growing need for scientific and technological development by bringing companies and universities closer together. In 1984, I recommended Charles Salzman, advisor to the French president of the republic, to establish a technopole in the creative valley of Marc-Aurel. He then promoted technopoles all over France as part of the renewal of the former industrial economic fabric.

The first business incubators consequently appeared in French universities. By the late 1990s, there were already 21 business incubators. Originally established as public institutions, the most dynamic incubators were later transformed into joint-stock corporations. The number of business incubators worldwide is estimated at over 10,000.

The most dynamic, high-performing and prosperous incubators are those that succeed in turning startups into unicorns. The performance of individual incubators varies widely. Globally, the average conversion rate is around 0.2 per incubator.

Certain incubators have much higher rates. Station F, the largest startup campus in the world, is located in Paris. Since its opening in 2017, 6 unicorns have reportedly been incubated in Station F,

according to the Eldorado website. Using the information available on the internet, the following performance table can be produced:

Name	Seed funding year	Amount in millions of euros	Valuation year	Amount in billions of euros	Seed valuation multiplier
Doctolib	2013	1,00	2022	5,8	5 800
Alan	2016	12,00	2021	1,4	116
Black Market	2015	0,30	2022	5,2	17 333
ContentSquare	2014	1,30	2021	2,8	2 153
EcoVadis	2008	2,00	2023	1,0	500

Illustration 1. Performances of Five French Unicorns

The average valuation of these 5 unicorns is 3.24 billion euros, after a life of 8.6 years, The initial value of equity for the sample of these 5 unicorns has increased by an astonishing multiplier of 5.180.

Y Combinator, located in California, continues to be the most successful incubator. It has generated approximately 70 unicorns since its foundation in 2005. Four primary reasons are given for its success:

1. Strong attractivity: startups from all over the world are attracted by Y Combinator's. Located in Stanford, the capital of the most important creative software valley, it has a high brain concentration and a renowned network.
2. Rigorous selection process: Y Combinator's admission quota of 1 to 1.5% is based on a detailed application, product demonstration, and team interview.
3. Intensive training and mentoring: a comprehensive program of training, mentoring, and workshops promotes startup success.
4. Participation in seed funding: Y Combinator's participation in seed funding in exchange for equity incentivizes success and builds trust among investors.

Silicon Valley's precise environment is impossible to duplicate, but there are important lessons and comments that other incubators can take away from its success.

1. There are many creative valleys in other sectors with considerable advantages that may profit from the new enthusiasm of startups; innovation isn't just about software[1].
2. The extremely rapid selection process, retaining only 1% of candidates after a brief review of business plans and a few minutes of team pitches, is not unique to Y Combinator. This partially explains startup failure rates. Y Combinator supported 2,500 startups. It means it has rejected 250,000 applications. A more comprehensive selection process could probably identify disruptive projects not suited for such superficial filters[2].
3. Undoubtedly, the training, guidance, and workshop program are important. Significant progress has been made in tracking startups, but improvisation persists. Startups learn much from each other, and smaller incubators are at a disadvantage. Best practices need to be shared to maximize iteration processes and capitalization.
4. Incubator involvement in seed funding has a substantial impact on the success of startups. It implies a commitment to success and represents a strong confidence criterion for investors who are not in a position to vet the projects. Additionally, it brings Y Combinator considerable profits in return.

Local communities support job-creating investment. Many public authorities aspire to develop creative valleys following the Silicon Valley example. Several have already established incubators. As

[1] For example, La Chaux-de-Fonds is better positioned to attract watchmaking startups than Stanford.

[2] The selection process should be able to incorporate a stronger participation of experts. Several decision-makers are not qualified to judge the technical and marketing relevance of the innovation in question.

indicated by the above figures, substantial profit could be realized with a right methodology.

It's unreasonable to think that venture capitalists couldn't profitably finance more than 1 to 2% of startups. ROI from unicorns is huge. More precise selection methods could expand the circle of successful startups and substantially increase the number of effective and profitable incubators.

If incubators' methodology was enhanced, the chances of realizing the 21st century would be increased. For instance, assuming each incubator had produced an average of 1 green unicorn each year, the number of unicorns could have been multiplied by 5 in 2023. By continuing this growth, the greening of the entire global economy would be achieved by 2030.

The mass phenomenon of startups is recent. It relates to the Internet and the entry of our economy into the creational era. Provide incubators get the tools, methods, strategies and funding to fulfill their mission, they will be able to significantly grow the rate of successful startups.

0.1.3 The creator's experience

Having a PhD in law, I used to be a teacher at Paris University. I became a doctorant es startups because I am a member of the 1948 generation. My mother and father were resistance actors fighting against the Nazi occupiers. My mother belonged to the "*Dutch Paris*" movement which built "*The Escape Line*" in the occupied territories for more than 1000 people persecuted for their religious beliefs and 200 allied pilots. My father placed the cargo ship he commanded to serve England supply with weapons from the United States and Canada during the 5 years of the second world war.

My whole life has been guided by the ideas of the 1948 Universal Declaration. Its principles directed my destiny towards the promotion of an economy based on ethical growth and the development of a lasting peace through the rights and responsibilities of creators.

It was not an easy challenge.

The Unicorn Plan was built through successive iterations, made of failures and successes. When I was a student, I had the chance to do an internship on the "*Computer Plan*" launched by General de Gaulle. I did not pursue my career in IT and oriented my studies towards law and economics. I wrote a thesis in public law and became a university teacher in this field.

While I was drafting a law for the Prime Minister on the public servants, a journalist came to interview him about his policy in the field of IT. No one in the rue de Matignon or the rue de Sèvres knew what this journalist wanted. One of the PM advisers mentioned my existence in the basement of the Ministry. I was a curiosity because I was using a micro-computer to type the law under preparation.

The Prime Minister asked me to write a report on the "*Prospects for IT in the public administration*". I had to find some reasons explaining the failure of the execution of the Computer Plan. I was struck by the fact that the Minitel, a great innovation which would become the ancestor of the Internet, diverged from IT standards. I noted that the public procurement policy in favor of French manufacturers was literally rotting these companies. This is why I have advocated in my report to replace the "*national preference policy*" by the "*reference to standards*".

My recommendation was not implemented in France. The Minitel did not have the international success it should have had. To push my policy of reference to standards, I launched the Universal Standard for Computer Keyboards at Afnor and ISO, which became the ISO/IEC 9995 standard. I also created a startup to produce the new keyboards with a new technology called Optocontrol. It was a technical success but a commercial failure due to unfair competition from a large group.

Through a new iteration, Jacques Delors, president of the European commission who had read my report, put in place the policy of reference to standards to establish the Single Market. Jacques Repussard, general secretary of the European Committee for Standardization, continued the implementation of reference to

standard policy in his Vienna agreement with the ISO, which became the basis for the foundation of the global world within WTO.

In this context, I was appointed as First expert in charge of the implementation of the reference to standards in the candidate countries of the European Union and in the Euromed countries. After entrusting me with the task of auditing several candidates for entry into the European Committee for Standardization, this organisation also asked me to write the access manual for applicants.

Based on my work on the digitalization of the implementation of directives and standards, I developed a Global platform for climate change control (GP3C) which I submitted to the UN climate Copenhagen summit. This Platform empowered each citizen to compare, comment and evaluate the implementation of their green legislation against the best practices of other countries. Despite the support of the minister of Ecology and several MEPs, I came up against fierce resistance from the oil companies that derailed my platform.

0.1.4 Studies preparing the standard

To fight against the unfair competition of the large group earlier mentioned, I joined the Association of European Inventors (AEI), of which I became the intellectual property advisor. I was able to see that most startups encountered difficulties similar to those I had faced. To counter the resistance to change, it appeared to the President of the association that it was necessary to strengthen the intellectual property of startups. He suggested to establish the World creators' Society and develop the Universal standard for intellectual property (USIP).

During the 15 years, I interacted with the leaders of major European national associations of inventors, several patent attorneys and lawyers, and more than a hundred European startups and inventors. I was able to verify the value of the AEI President's diagnosis. Without intellectual property, startups cannot guarantee the necessary return on investment (ROI) to raise funds.

These exchanges showed me that the traditional analysis of the experts explaining the failure rate of startups were superficial. Without a proper analysis of the causes of their failure rate, it is difficult to provide an effective response to their needs and enhance their success rate.

1. Lack of target market: established professionals often refer to disruptive innovations as utopian. Innovations may be ahead of their time, and some unicorns take longer to develop. In the intellectual property approach, this doesn't negate the value of the innovation. Disruptive by nature, they do not answer to a classical demand of the market.
2. Poor management: the creator of the electronic engine could not write correctly and might not have had the appropriate qualifications to realize his invention. However, he did create it. What counts the most is idea. With the money the project can get the team and organization.
3. Underestimated competition: investing in development without intellectual property is unreasonable. Once developed, low-cost competitors can seize innovative work without bearing development costs. Recognizing the need for intellectual property is crucial to value startups' innovations. Then they will get the money to gather highly competent teams and have the necessary time to develop and promote their goods and services.
4. Lack of funding: without efficient intellectual property, startups can't guarantee return on investment to venture capitalists. Without necessary funding startups cannot ensure the technical development and commercialization of their innovations.

It's difficult to believe that startups' teams invest three years of work and all their savings without any market research. This argument can't hold for 90% of startups.

0.1.5 The new approach

The breakthrough innovations of startups are inherently difficult to value. Investors cannot dedicate the time and resources needed by this technical and marketing analysis. Incubators should develop an external expertise to appreciate the value of the startups' innovations.

This explains why they refrain to analyze the core of the business and focus their evaluation on:

- the business plan's qualities,
- the brightness of the pitches
- and the experience of the startup teams.

The value of a masterpiece does not depend essentially on the quality of the ingredients, the brilliance of the colors, or the level of studies of its author. Zénobe Gramme, creator of the electric engine, was a simple carpenter who had difficulty to write and express correctly; the spoke of 'coat hangers' in place of 'integral functions', Einstein's E=mc2 theory was a simple 3-pages paper published in the back of a technical journal in 1905. What matters most is the genius idea of its author.

Our paradigms need to change. Of the 90% of innovations that are excluded from the possibility of reaching the market, I discovered that many were valuable – probably even more than the number of those selected.

Startups need strong and adequate support from incubators so that more startups innovations can reach the market. In order to better balance the analysis of fund-providers, more elements must be provided to them about the genius of the innovation. This is the reason why WcS has devised the Universal Standard of Intellectual Property (USIP).

In the present CreaBOOK we will see that this standard provides several tools to accompany the startups on the CreaCORN highway and gradually value their innovations. In particular:

- The CreaMAKER which allows each startup to gradually protect its innovation through a book that can become a Sovereign CreaBOOK.
- The CreaREGIS which allows each startup to publish its innovation, obtain the comment and support from all interested parties and gradually improve its CreaBOOK.
- The CreaCOACHES who help the willing startups to manage and finance their development, to prove the technical and marketing feasibility of the innovation and to prepare the certification of their CreaBOOKS
- The CreaCERTI process in which accredited experts certify in national language the conformity and value of the book and in which a world jury composed of the best specialist certifies the originality of the CreaBOOK.
- The CreauTHENTIC process which delivers authenticity marking of products and services issued from a Sovereign CreaBOOK.
- The CreaPOLES where professional organizations administer and promote the CreaBOOKS on a world level in each economic sector.
- The CreaPAX which organizes amicable settlement to solve promptly most disputes related to the CreaBOOKS.

In the late 1940s, Deming introduced quality assurance to Japan, which was a key factor in its economic success for about 40 years. In the early 1980s, the ISO 9000 standards introduced his methodology worldwide. Through this standard the reliability, durability and general quality of products and services were greatly improved.

The CreaCORN highway Standard (ChS) is poised to follow a similar path. It operates within a context where startups lack a competitive alternative to protect their disruptive innovations and cannot offer investors the associated attractive returns. We have entered the era of creators.

The world critically needs this universal protection to favor the dissemination of the startups' innovations amid the many challenges

it faces. The ChS is expected to have a major impact on the global world by:

- Using the full creative potential of the startups thanks to a highly attractive return of investment.
- Renewing the production of goods and services thanks to ethical and ecological growth.
- Favoring peace between nations through the multiplication of licenses and interdependencies between startups and unicorns.

0.2 Legal framework

The present CreaBOOK is legally based on:

- The Berne Convention, which states in its first article that "literary and artistic works" include all productions in the literary, scientific, and artistic domains, regardless of the mode or form of expression.
- The Article 27 of the Universal Declaration of Human Rights and Article 15(1)(c) of the International Covenant on Economic, Social and Cultural Rights, which stipulate that "States Parties to the present Covenant recognize the right of everyone to benefit from the protection of the moral and material interests resulting from any scientific, literary, or artistic production of which he is the author."
- The Article 10 of the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), which states that "computer programs, whether in source or object code, shall be protected as literary works under the Berne Convention (1971)."
- The Article L112-4 of French Intellectual Property Code, which states that "The title of a work of the mind, as soon as it shows originality, is protected as the work itself."
- The Article L711-2 of the French Intellectual Property Code, which states that "A trademark that infringes (…) author-

right shall not be validly registered and, if registered, may be declared null."

- The protection of author-right that applies to all standards.

This legal framework protects the standard methodology to promote startups innovation, the CreaCORN name designating the standard, the chosen design used to follow its implementation, the the operational charter protecting its ethical integrity and its financial evaluation.

1. FACT

In this chapter of the CreaBOOK dedicated to the creation fact, I will describe the original elements that make up the substance and domain of the CreaCORN innovation.

1.1 Problem

Banks allocate much of their funds to consumer loans related to products and services that often lack environmental sustainability, or to loans that contribute to the speculative real estate bubbles. They rarely open their doors to promising startups. However, investments in startups offer greater profit potential, environmental improvement, employment, and future quality of life than investments in consumer goods or real estate.

Ownership of the research and development work of startups is not generally recognized. Funding for startups depends mainly on venture capitalists and public institutions which specialize in such investments.

The disruptive innovations introduced by startups are complex and should be evaluated by competent experts according to well-defined standards. To enable broader funding of R&D a comprehensive description and proof of the authorship fact is crucial. Certification of the creation fact adds value to the evidence collected in the CreaBOOKS written by the startups.

By leveraging the tools outlined in the Universal Standard for Intellectual Property (USIP), CreaCORN should:

- enlarge funding opportunities for startups
- reduce their failure rate,
- help our economy to better meet the challenges of today.

1.2 Factor

A few elite incubators play a major role in selecting and valuing startups to access funds. But a majority refrain from doing this job because it does not own the necessary tools.

The current practice of selecting startups carried out by elite incubators remains superficial and rudimentary. Figures, pitches and CVs are often privileged, rather than thorough technical and marketing reviews of the innovation potential.

Received business plans	100%
Rejected after initial quick reading	60%
Rejected after more in-depth reading	25%
Rejected after the first meeting	8%
Rejected after deeper discussions	5%
Portion of funds unlocked	2%

Table 2. Venture Capitalists' selection process

As a result, only a limited number of startups succeed in obtaining the necessary funding to bring their innovations to market. The percentage of selected startups that become unicorns does not exceed 3%.

XXXXX

My experience showed me that this situation can evolve positively if we improve the criteria and methods of selection by putting intellectual property at the forefront. This allows the startups themselves to focus their efforts and gives the tools to demonstrate the value of their R&D efforts.

Certification of innovation value development by recognized accredited experts leads to a much more refined selection process

based on the actual legal, technical, and economic value of the innovations which are the main startups' asset.

Intellectual property proves who the true author is, It establishes the rights, and measures the extent of his innovation, according to his vision. Proof of authorship is the most legitimate basis for investment security for funders. It ensures returns on investment that guarantee the amortization of research and development costs for startups.

The evaluation system, as described by the Universal Standard of Intellectual Property (USIP), allows startups themselves to actively participate in the selection process at an affordable cost and to distinguish themselves with portfolios that offer much more precise and influential gradations than mere business plans. The latter remain hypothetical conjectures where past entrepreneurial brilliance, writing skills, and pitching take up more space than reality. The CreaCORN standard, on the other hand, certifies tangible, demonstrable, and measurable facts.

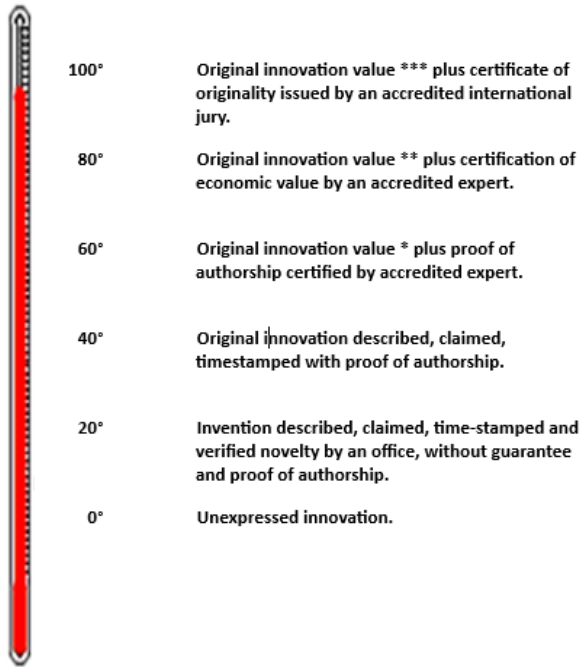

Illustration 2. Towards Sovereing Certification of Originality[3]

A value close to 0° means that the innovation, even if it exists in the mind of the creator, has not yet been expressed. A value close to 100° means that it is fully documented, and that the certification of its economic and formal value has been made at the highest possible level. From 0° to 100°, the intermediate steps of the start-ups on the unicorn highway are completed through increasingly stringent certifications.

The currently predominant intellectual property title, the patent, lacks true certification. It is granted without government guarantee and deliberately refrains from seeking and proving the true creator.

[3] Annexe 1, 20210405, Date evidence of the triggering fact of the sovereignty of the certification of originality

It ranks only 20° on the CreaCERTI scale because it offers no government guarantee. Although the examination is designed to reject applications that are not “inventive”, many patents are invalidated by courts - nearly one in three. The number of patents abandoned before the end of their duration is even higher.

Practice shows that the further a startup is from its market target, the greater the risks and potential rewards for investors. This graduation makes it possible to define a motivating profit metric based on the degree of innovation progress. The closer the startup gets to its target, the stricter the certification, the probability of full success is high, and the potential profit multiplier becomes low.

Apart from the financial analyzes of the business plan, the quality of the team plays a dominant role in the current selection processes. The efficiency of these criteria may be questioned. The difficulties Apple faced after the appointment of a high-ranking manager, a former president of Pepsi-Cola, show how cautiously these criteria must be implemented.

Assessing the value of the team is important but it should remain secondary to assessing innovation. Because innovation is often difficult to measure, it remains in the dark.

The importance of innovation far outweighs that of the team to project value and success. If innovation has no future, the amount of money allocated will not change that. The money invested significantly improves a startup's team, increasing the innovation's technical and commercial development.

The value of a good innovation remains undiminished. If their team fails, another team can pick up the project and successfully bring it to market.

1.3 Expression

The CreaCORN builds a standard navigator to position startups on the unicorn highway. It includes stages, directions, distances, and a speedometer that tracks the startup's progress on its journey. It also equips startups with energy to feed the move, tools to protect the ship in its exchanges with the environment or to repair in case of incidents.

The term unicorn is used here in the strict sense of a startup valued at more than a billion dollars but also millicorns, centicorns, decicorns, unicorns, decacorns and megahorns.

CreaCORN build a highway designed to help incubators conduct dynamic monitoring of innovation development. The aim is to offer attractive investments to the financial partners of startups, remunerated according to the stage of development of the company.

First and foremost, it offers each startup the opportunity to establish, improve and certify its intellectual property as it sees fit, especially after completing the 5 phases of development:

1. Ideation
2. Seeding
3. Foundation
4. Scaling
5. Expand

The startup's progress toward its expansion goal is measured using a multiplier pyramid[4]. Each multiplier gauges the startup's

[4] Annexe 2, 20220310, Date evidence of the first expression of the Souloumiac Pyramid based on a certification at each development stage

potential profits. The closer it gets to its expansion target, the more the multiplier decreases.

This certification is secured by a contribution based on the revenues of all startups within the CreaFREE ecosystem. This contribution feeds a mutual startup insurance (CreaSURE). The certification system works with simple and reliable assessments. Since errors are always possible, the CreaSURE fund compensates startups and stakeholders who might fall victim to a certification error.

1.4 Implementation

The implementation of CreaCORN is described in the following table:

PHASES	I. IDEATION	II. FONDATION	III. SEED	IV. SCALING	V. EXPANSION
1. Action	Concept	Contribution	Feasibility	Space	Finalization
2. Result	Ownership	Asset A	Asset B	Unicorn	Leader
3. Certification	Registration	Conformity	Value	Originality	Authenticity
4. Finance	CreaTHALER	CreaSHARES A	CreaSHARES B	CreaBONDS	CreaBONDS
5. Pyramid	M5	M4	M3	M2	M1

Illustration 3. Unicorn Highway Implementation

1.4.1 Certification at Each Development Phase

1.4.1.1 Phase I - Ideation

In Phase I, the creator drafts his CreaBOOK according to the recommendations of his incubator, which holds a CreaCORN license.[5] The creator uses the CreaMAKER software, which can be downloaded for free from the CreaFREE platform.

[5] Anx20221210, Unicorn License and Attached Package Tools (encrypted).

Once a first version of his draft is ready, he can contact the incubator to consult an intellectual property advisor to improve the CreaBOOK. The writing techniques for drafting a patent and a CreaBOOK are similar. A patent usually has 11 claims, but experience shows that too many claims can reduce the effectiveness of the instrument. The classic structure of a CreaBOOK consists of only five main chapters, although creators can add more if they wish.

The first three chapters focus on claims related to the name, image, and standard of the creation described. Claims to the building of the domain, while concise, are like those of a patent but refer to originality in place of novelty. Name claims are like trademarks but are based on author-right and can refer to multiple original names within a single CreaBOOK. Image claims relate to the innovation's logo and other original images used for illustrative purposes.

The fourth chapter of a CreaBOOK establishes an ethical code of conduct for the operation of the innovation, and the fifth chapter describes the commercialization strategy and estimates its value. This charter is binding for the licensees and all users of the innovation. The calculation of the value of the innovation serves as the basis for the multiplier pyramid, which I will describe in a moment.

Annexes serve to prove the origin and the status of the creative work. Patents do not include annexes. Some annexes are encrypted for later disclosure during partnership negotiations or for subsequent patent applications. Similar to patents, the text of the CreaBOOK benefits from an indisputable timestamp, providing a solid date.

Descriptions and claims in the CreaBOOK can be revised at any time in new versions. Subsequent changes to the description cannot retroactively affect their expression date.

Phase I of CreaCORN concludes with the registration and publication of the CreaBOOK on the single registry for creations. The property of the CreaBOOK can be materialized by a Non-Fungible Token (NFT) called Creathaler.

1.4.1.2 Phase II - Foundation

CreaCORN motivates participants to join the project. The CreaBOOK can be read and commented on by participants from all countries of the world on the CreaFREE platform, using the available translation software.

The creator can choose to involve as co-creators the participants who have proposed new original elements to the creation. The creator also responds to participants who have identified weaknesses in the creation. The CreaBOOK is modified to take into account the appropriate critiques.

The creator assembles a team of co-founders to provide the startup with the necessary resources to launch the company. CreaCORN facilitates the collaboration and remunerates the co-founders' contributions in an attractive way.

The team's contributions are remunerated with CreaSHARES A in accordance with the terms of the CreaCORN license. These CreaSHARES are secured by a pledge on the property of the CreaBOOK. This pledge is later replaced by the allocation of ownership shares in the startup when it is legally founded.

These contributions can take the form of new tools, marketing strategies, prototypes, software specifications, business plans, legal registrations for the startup, etc. They enrich the startup's future assets. The incubator contributes through recommendations and contacts.

These contributions can take the form of new tools, marketing strategies, prototypes, software specifications, business plans, legal registrations for the startup, etc. They enrich the startup's future assets. The incubator contributes through recommendations and contacts.

The assets collected in this phase are described in the second version of the CreaBOOK, which is prepared at the end of the foundation phase. They will play a crucial role in the seed phase, when the innovation's products and services are launched on the market.

With support from the incubator, the startup builds strong relationships with a network of partners and advisors to prepare for the seed phase both nationally and potentially internationally. The startup keeps these prospective partners fully informed of its activities by sharing the CreaBOOK. To facilitate in-depth discussions, it offers to sign a non-disclosure agreement (NDA) granting access to some of the encrypted annexes.

This NDA can be concise since the general information about the project is already in the CreaBOOK. And strong, because it confirms the author-creator and includes an arbitration clause. This clause provides access to the resources of the CreaPAX defense system (see the CreaBOOK CreaPAX). Disputes during the future collaboration will be resolved through the amicable dispute resolution procedure provided for in this clause. The future startup should refrain from working with partners or consultants who are not willing to sign such an agreement.

At the end of the period, the content of the CreaBOOK is updated with both positive and negative feedback from platform participants. The innovation's value is revised, with a particular focus on applying the M4 multiplier model (explained below).

This second version is submitted for initial review of WCS certification. The accredited expert will review the formal conformity of the CreaBOOK draft with the requirements of the Creafree Standard and the adequacy of responses to comments received during the nine-month public survey of participants.

The creator may revise his CreaBOOK to address the expert's objections during the review. If the review fails, the presumption of conformity is revoked by WCS and the corresponding star is removed from the Single creations Registry. The creator can reapply with a new CreaBOOK after another 9 months.

After a successful conformity review, the startup becomes a full member of the CreaFREE ecosystem and agrees to pay an insurance premium to CreaSURE, which guarantees the certificates issued by WCS. The CreaBOOK receives a second star. The startup is entitled to use the UhS graphic logo symbolizing this achievement with a second green V.

The startup, consisting of the creator and initial contributors, is legally formed, and seed funding is initiated. A shareholder agreement could provide for the following share distribution:

- 60% for the creator(s);
- 20% for the initial and future contributors;
- 20% for the investors.

60% of the equity is given to the creator in exchange for the transfer of the CreaBOOK license to the startup. The remaining 20%,

allocated to contributors, will be distributed among various managers who have contributed to the success of the disruptive innovation. The remaining 20% will go in cash to the seed fund's backers, either at the startup's legal incorporation or during the first round of funding.

If the seed funding cannot be raised or is insufficient and the contributors agree, the startup can use CreaSHARES-B, based on the latest CreaBOOK valuation, to finance further contributions or provide cash if needed.

1.4.1.3 Phase III - Seed

Phase III phase is decisive because it shows the technical and commercial feasibility of the innovation. The startup recruits news members for its teams and plants its first seeds. The business plan is implemented and the products and services are developed for technical and commercial trials in selected territories while the next phase, scaling, is prepared.

The CreaBOOK is adapted to document technical and commercial progress. This update primarily relates to annexes describing manufacturing and process protocols, as well as commercial tools developed based on feedback from the field.

Toward the end of the phase, the startup applies for certification of its commercial value. In this phase, it uses the lessons learned from practice. The examination validates the method used to estimate the value of the creation proposed by the creator according to:

- the Standard's recommendations,
- the plan's execution results.

The application of the M3 multiplier and the value of the CreaBOOK are validated or refuted. If the value is validated, the startup may receive guarantees from CreaBONDS to facilitate borrowing. If not, the startup may apply nine months later with an updated CreaBOOK.

1.4.1.4 Phase IV - Scaling

In Phase IV phase, the startup strengthens its team and networks for scaling so that its products can gain a foothold in selected countries.

At the end of this period, the CreaBOOK will be updated based on the improvements made by the company. It will then be reviewed for originality by a WCS-accredited jury. In the case of a dependent innovation, the necessary licenses for the rights to use previous creations must be obtained. The economic value of the creation is verified by applying the M2 multiplier based on the progress of the certification.

If the startup fails this examination, it can later reapply with a new CreaBOOK after a period of 9 months.

The certification of originality gives the CreaBOOK a sovereign status. It surpasses all existing IP protection tools (see Image 1. Degree of Precision of Intellectual Property certification & 5.2 Comparative Advantages). It marks the beginning of the expansion phase in which the startup aims to capture its full market share.

1.4.1.5 Phase V - Expansion

In Phase V, the startup increases its financial resources as needed, strengthens its team, refines and develops tools to establish its innovation as a market leader.

In this phase, the startup submits a protocol to the WcS to ensure that the products or services brought to market meet Responsible authenticity Marking (RaM). This protocol is established and implemented using the conformity assessment standard ISO, which certifies that products meet the requirements of the applicable standards.

The RaM is accompanied by the mutual support provided by the CreaSURE guarantee system. At this stage, the company usually achieves and exceeds its initial goal.

1.4.2 Evaluation Methodology for Innovation Value

1.4.2.1 Principles of the Souloumiac Multiplier

The value of the startup's innovation is determined at each stage of the process. In the initial CreaBOOK, the creator assigns a final value to the innovation to be achieved within the estimated timeframe to enter the expansion phase. These calculations may be readjusted based on the performance outlined in each subsequent CreaBOOK. This final value is determined according to the market share that the startup aims to capture.

The startup's current value is determined by dividing its final value by the appropriate multiplier of the pyramid. The amount of the multiplier gradually decreases as the startup gets closer to its final goal.

The multiplier enables the startup to provide its investors with ambitious but realistic returns associated with becoming a decacorn, unicorn, or even more.

1.4.2.2 Practical Example

In the following example, a reference multiplier of 1,000 is used to calculate the increase in value of the creation over a seven-year period extending from the completion of Phase 1 to the target of Phase 5. This means that the value of a single share invested in the startup is multiplied by at least 1,000 when the startup reaches its reference target [6].

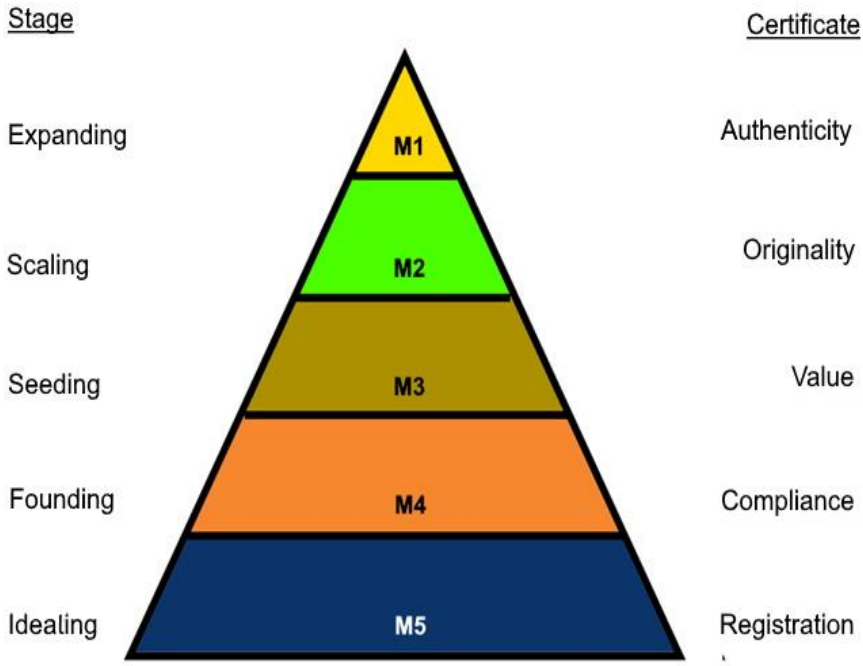

Illustration 4. Multipliers Pyramid

For example:

[6] Other parameters may be retained depending on the particular situations of each startup (see Table 1 - Performance of 5 French unicorns).

- M5 Final value / initial value 1/1,000 potential of creation after the idea generation phase is completed.
- M4 M5 1/400 Potential of creation once the formation phase is completed.
- M3 M5 1/150 Potential of creation once the seed phase is completed.
- M2 M5 1/20 potential of creation once the scaling phase is completed.
- M1 M5 1/1 potential of creation when expansion target is reached (Unicorn stage, for instance).

A multiplier table similar to the following can be used to calculate the capital valuation in each phase:

Phase	Proximity	Objective (Billion €)	Multiplier	Startup value (Billion €)
Ideation	M5	1	1 000	0,0010
Foundation	M4	1	400	0,0025
Seed	M3	1	150	0,0066
Scaling	M2	1	20	0,0500
Expansion	M1	1	1	1,0000

Illustration 5. Applied Multipliers

3.4.3 Benefits of CreaCORN

The CreaCORN Standard offers numerous advantages over traditional startup support and asset valuation methods. Here are some of the advantages it offers:

- Recognition of authorship: CreaFREE allows authors to prove their authorship by creating a CreaBOOK and to use the force it provides.
- Ethical and responsible image: CreaCORN integrates an ethical exploitation charter into the CreaBOOK, guaranteeing that creations are produced, distributed and used responsibly.
- Certification and Responsible authenticity Marking: the standard includes a certification process for creations as well as Responsible authenticity Marking (RaM), which guarantees the authenticity and ethical compliance of distributed products and services to end customers.
- Ongoing value assessment: CreaCORN assesses the value of startups at each stage of their development process based on their position on the Unicorn Route.
- Collaboration and benefit sharing: CreaFREE encourages collaboration between creators, co-founders, contributors, investors and all other participants in the world CreaFREE ecosystem. It enables fair sharing of the benefits associated with their participation based on their respective contributions at each phase of the process.

These value propositions are designed to foster innovation, support startups, and create an ecosystem for responsible development and continuous environmental improvement.

1.5 Claim

1.5.1 I claim authorship of the CreaCORN Standard, which training programme concerns the drafting and updating of several CreaBOOKS oriented towards the sovereign certification of originality.

1.5.2 I claim authorship of the CreaCORN Standard, which trains intellectual property coaches to assist startups on the unicorn highway.

1.5.3 I claim authorship of the CreaCORN Standard, which facilitates capital raising and startup development through the application of the multiplier pyramid defined by the present CreaBOOK.

1.6 Distinction

The CreaCORN Standard incorporates several creative elements derived from the original CreaFREE Standard. No prior similar innovation is found on the internet.

2. NAME

Naming one's creation and all the creative elements therein is a prerogative of the creator. This practice was established long before the advent of the concept of intellectual property.

To establish their right, all creators are advised to prove that they initiated the naming and that the name of the creation belongs to them.

2.1 Problem

Creation and disruptive innovations are the origin of all the products and services around us. The remarkable ability of men and women to innovate sets them apart from animals since ancient times. Our culture has been built upon this creative capacity. The survival of our civilization hinges on the proper exercise of this capacity.

The moral right of authorship confers upon the creator the exclusive power to name the innovation produced by his creative work. The effective use of this prerogative provides startups with a decisive means to prove the authorship of their creations and simplify the identification of counterfeiters by all interested parties, especially judges.

What term should be used to describe this process that contributes to the success of startups? It would be ideal to find a name that can be easily used around the world, is easy to remember, and meets with a positive response from both startups and incubators.

2.2 Factor

I've had this project in mind for more than 30 years. As is customary, I could have named this disruptive innovation "Souloumiac". It's indeed a task to which I've devoted the major portion of my life. However, this family name is a bit long, hard to pronounce, and doesn't inherently evoke sympathy from creators and incubators.

I prefer to reserve this name for another of its creative elements, such as the mathematical function of the "multiplier," which we will describe later. It measures and regulates the allocation of funds that startups need (see below). Family names are often used to denote units of measurement (Ampère, Baumé, Fahrenheit, Newton, Volt...).

When I think about this process for the success of startups, a memory immediately comes to my mind. In 1990, I'm walking along Rue de Longchamp in Paris with Gérard de Villeroché to have coffee at his apartment nearby. We've just had lunch at the excellent Chinese restaurant on that street. During the meal, we had discussed the difficulties he was facing in promoting the automobile navigator he had patented six years earlier.

Illustration 1: SmartGuide Navigator[7]

In the morning of that same day, I had the chance to sit next to him in his Citroën and discovered how his marvelous device worked. His software employs ingenious strategies to select a destination address in less than 10 taps on his three-button keyboard. The navigator then smoothly guides you to the chosen address (in the 16th arrondissement of Paris): straight ahead, first left, straight ahead, second right; simple symbols indicate the route to be taken on the display screen. When the driver decides not to follow the instructions displayed on the digital map, his SmartGuide automatically recalculates the new route to take. Developed a decade before all its counterfeiters, it was the world's first digital navigator ever produced.

I am enthusiastic about his achievement. He is concerned about the rude behavior of the representatives of the major automobile manufacturers. After he filed his first patent, they received over 400 million francs from the European Carminat program to develop a competing navigation device. They failed. He received nothing but he managed to develop his own against all odds. He has met them several times since then. He usually is received condescendingly. They love to joke about his stupid digitally oriented maps, based on the axis of the vehicle!

I remember making him a promise when we went for this walk together. To get inventors out of the unfavorable conditions of our society, I would use all my knowledge and legal talent to lay out a "Red Carpet for Creators"

[7] Anx19860524, SmartGuide Navigator

2.3 Expression

Since this conversation, the opinions of car manufacturers have evolved. All of them have adopted his navigator and the digitally oriented maps aligned with the vehicle's axis. But most refused to pay royalties to Villeroché because his invention was “obvious”.

The number of unicorns has multiplied worldwide, and the condescending approach to inventors has improved somewhat. However, two recent reports from startups attest to the fact that more progress is possible:

Three years ago, I met a young entrepreneur inspired by the invention of the Wright Brothers. After working with his team for more than two years on an electric transport aircraft[8], he managed to arrange a meeting with a renowned venture capitalist 500 km from his home. This venture capitalist even honored him by signing a non-disclosure agreement, which is a rarity. He often hears the phrase, "You can trust me: my professional ethics require confidentiality." The venture capitalist's schedule is overbooked, and he arrives 30 minutes late to their meeting and says, "Describe your project to me: you have 4 minutes!"[9] After listening to the creator's response, the venture capitalist concludes, "Contact our

[8] Anx20200504, Jetelec (crypted)

[9] With the CreaBOOK, the venture capitalist no longer needs to ask the creator to come and visit him from the other side of the country to get the answer to this simple question. To obtain the response, all he has to do is read the summary of the CreaBOOK sent to him by the creator who asked for an interview. He gets a response in less than a minute. If he wants to know more, he reads the book - the technical and economic data of which accuracy is certified by an accredited expert. If he feels that the creator is, perhaps, on the unicorn highway, he will ask for an interview. Before accessing the content of the information encrypted in the annexes of the book, he will have signed the CreaFREE confidentiality agreement. There will be no long proceedings in the event of a serious dispute. This agreement binds the venture capitalist to the startup through an arbitration clause. Its CreaBOOK being named and timestamped. the creator will have the means to prove his anteriority in the event of difficulties. If the venture capitalist refuses to sign, it means that he has no real interest in the innovation.

national aircraft manufacturer and get back to us if they're interested."

The national aircraft manufacturer had already been contacted by the startup. They were reluctant to sign a nondisclosure agreement that “could potentially impede their own research”. The creator had agreed to reveal his research. The manufacturer isn't interested either because “he has known this for a long time”, most probably because of NIH (NIH: Not Invented Here).

2. The second startup[10] has also met with a venture capitalist. It could have been the next one on the above list - I did not ask. His invention involves a wave energy device. The creator had already passed the seed stage; the venture capitalist had allocated 30 minutes to hear about his plan. He projected on his PC a video of his machine that converts wave motion into electrical energy. Based on his feasibility studies, his machine, named HACE, has the potential to replace over 10% of fossil fuels with renewable energy. The video lasts only 10 minutes. For the next 20 minutes, the venture capitalist listens attentively, despite his secretary informing him of an upcoming appointment. After the meeting, the venture capitalist advises the creator to get in touch with the national energy company, believing that they would likely support his innovation[11].

To give a name to the new standard of the CreaFREE ecosystem, I took inspiration from my conversations with Gérard de Villeroché and initially called it the "Red Carpet Process". But times have changed. Today, the red carpet for startups is the unicorn highway.

[10] Anx20191202 Liberating Creation for the Climate (encrypted).

[11] The creator has already made contact with the national conglomerate. He has led research on a project which he considers original. Using the CreaBOOK, if he would have sent to the manufacturer a description of his machine. He would have revealed the contents of the encrypted annexes only under the cover of a CreaFREE confidentiality agreement. He would have been able to foster cooperation within the framework of the amicable report CreaPAX (see the CreaPAX CreaBOOK).

A creator who provides evidence that he or she is on that highway is likely to be received with a different level of care and courtesy than ordinary startups. To support a startup on this highway, venture capitalists will be willing to commit significant resources to vetting their proposal.

The red carpet of the Arabian Nights or the Cannes Film Festival needed a modern update. That's why I set aside the initial name and, in mid-July 2023, chose "Unicorn highway Standard" to name the creation presented in this CreaBOOK.

2.4 Implementation

The CreaCORN name or logo will appear on all documents utilizing this standard.

2.5 Claim

2.5.1 I claim authorship of the name CreaCORN, which designates the Standard for the development and evaluation of the progress of a creation.

2.5.2 I claim authorship of the names of other creative names protecting the other creative elements mentioned in this CreaBOOK (such as CreaCERTI, CreaPAX, CreaTHALER, CreaSURE, Multiplier, Responsible authenticity Marking, Souloumiac).

2.6 Primacy

Major internet search engines reveal several uses of the term "Unicorn Road." However, none of these uses are associated with the term "standard."

The creation of the Unicorn category of companies is attributed to Aileen Lee. It will be my responsibility to obtain a license from her to continue using this name after the release of this book. If not, I will revert to the previous appellation (Red Carpet).

3. IMAGE

The original images are protected by author-right. The European Directive 2019/790 prohibits the publication of this protected content on the Internet without the license of the rights holder.

These rules considerably improve the protection and dissemination of the creative works. The most important is the logo designed by the author in connection with the creation. Others are created to represent the process in this CreaBOOK and its annexes.

This is the case, for example, with the following symbol used in the CreaMAKER software to symbolize the global registration and publication at the end of the ideation phase of the CreaBOOK in the single registry of creations.

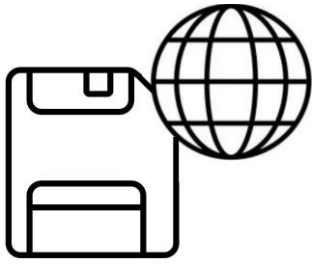

Illustration 6. CreaBOOK Registration Icon

3.1 Problem

As the architect of their creation, the creator, often with the assistance of a designer, defines the chosen form to fulfill the function assigned to a creation or a creative element (e.g., a building, a machine, a book, a sign, a logo, a photograph, a painting, an icon, a piece of music, etc.). Designers combine functionality and art, and this fusion is protected by author-right law.

The primary goal of the design representing the CreaCORN is to easily and quickly identify the progress of the startup on the unicorn highway. Once the startup has defined its plan's objective (becoming a millicorn, decacorn, demicorn, unicorn, decacorn, or

hectocorn), the next step is to determine its position on this journey. The chosen visual representation must offer creators, incubators and investors a clear view of the startup's progress and the strength of its intellectual property.

3.2 Factor

The logo must serve the startup, its advisors, and its investors. All stakeholders have an interest in having a logo that describes the stage of advancement the startup has reached.

CreaCORN implements the core CreaFREE standard, and its logo should reflect this affiliation.

Illustration 7. CreaFREE Logo

3.3 Expression

It is in light of these considerations that I have designed the following logo:

Illustration 8. CreaCORN Logo

This design draws inspiration from the CreaFREE Standard logo, incorporating its shape and colors. The image above illustrates a startup that has moved beyond the ideation phase and entered the foundation phase.

3.4 Implementation

The logo depicts five functional phases:

Ideation: The creator has drafted the initial version of his CreaBOOK and registered it.

Foundation: The creator has completed the previous phase, invested contributions to launch the seed phase, and successfully passed the certification examination for conformity with Creafree Standard specifications.

Seed: The creator completes and succeeds in the feasibility phase. He updates his CreaBOOK, and successfully passes the economic value certification according to Creafree Standard specifications.

Scaling: The creator has completed the previous phase and invests to reach the global market. He updates his CreaBOOK and successfully passes the originality certification according to the specifications of the Creafree Standard specifications.

Expansion: The creator has implemented a quality certification system to ensure the conformity of his products and services with his CreaBOOK and associated licenses. He now sells products and services with the Responsible Authenticity Mark in the global market.

Each step of the process is symbolized by the addition of a green checkmark (V) corresponding to the completed phase. The logo can be used at the startup's discretion when deemed appropriate. It provides all interested parties with a clear indication of the innovation's development stage.

3.5 Claim

3.5.1 I claim authorship of the logo representing the stage achieved by a startup on the unicorn highway.

3.5.2 I also claim authorship of the design for all original images, tables, graphics, charts, icons used by the present CreaBOOK to describe CreaCORN.

3.6 Primacy

No search through available resources has identified a similar logo for representing the progress of a startup on the unicorn highway.

4. ETHIC

This charter governs the use of the innovation by all stakeholders.

Preamble

World cooperation between nations did not answer the challenges of today's world. Growing disasters, famines, migrations, financial crisis and wars are the consequence of this failure.

Change is hindered by our old intellectual property system that impedes the development of needed innovations, while promoting the development of negative progress.

The CreaCORN ethical Charter aims at liberating startups. It uses their moral rights, based on universal treaties and intellectual property agreements, to fund the investments needed to address the current challenges.

Article 1

Members benefiting of the CreaFREE Ecosystem must include in their CreaBOOKs an ethical charter that prescribes continuous improvement of their innovations. These prescriptions must define essential requirements concerning the technical, health and environmental safety of the innovations they place on the market.

Article 2

Startups benefiting from the CreaCORN system are requested to pay the necessary contribution to the CreaSURE mutual Fund. This contribution will ensure the validity of all certificates issued by the WcS to guarantee the implementation of article 1.

Article 3

All citizens can participate in the public surveys organized on the CreaFREE Platform for the continuous improvement of CreaBOOKs.

Citizens who consider that their rights have been violated may use the services offered by World creators Society to initiate amicable disputes.

They have the right to challenge before the competent courts any product or service that violates the requirements associated with “Responsible authenticity Marking.”

6. LISTED ANNEXES

[1] Annexe 1, 20210405, Date evidence of the triggering fact of the sovereignty of the certification of originality.

[1] Annexe 2, 20220310, Date evidence of the first expression of the Souloumiac Pyramid based on a certification at each development stage.

THE CREACORN STANDARD

To help startups bring their innovative products to market, thousands of incubators have been set up during the last twenty years. Apart from the few that have registered great success, most incubators struggle to achieve their goal. 90% of startups fail to develop and commercialize their innovations and disappear within the three years following their creation.

The high cost of our intellectual property system forbids startups to use of this decisive resource. It is one of the main causes of the hecatomb. Most startups cannot raise the money needed to research and develop their innovation because they cannot offer their investors a sufficiently attractive return. The CreaCORN highway Standard provides a framework to help incubators protect the intellectual property of start-ups and vouch for the value of their assets at every stage of development. CreaCORN increases the attractiveness of startups and reduce their failure rate.

- World creators Society -