

## Startups to Know: Inductive Intelligence

In May, Banner Witcoff [awarded](#) Inductive Intelligence free legal services for the preparation and filing of a U.S. patent application. The firm offered this as part of our [sponsorship](#) of the 2020 AlphaLab Gear Hardware Cup, an international pitch competition for early-stage hardware startups.

Banner Witcoff's Justin Philpott interviewed Greg Clark, CEO of Inductive Intelligence, about his company and winning the firm's patent application award.



Greg Clark

### **Q: Can you briefly describe Inductive Intelligence's product?**

**Greg Clark:** [Inductive Intelligence](#) offers a smart inductive power technology for autonomous and personalized heating and cooking experiences. Our technology enables closed loop cooking that is convenient, safe and sustainable.

### **Q: When was the moment you first realized you had something unique with Inductive Intelligence?**

**Greg:** Inductive power technology has been around for a long-time, and our CTO, Dave Baarman, has played an integral role in making it popular globally by way of his inventions leading to the Qi wireless charging standard. However, it was clear that transmitting data from an object to an inductive base had applications well beyond charging devices. The technology could bring the same level of convenience to a whole host of other segments, namely foods and beverages.

### **Q: How important is intellectual property (IP) for Inductive Intelligence's growth?**

**Greg:** Licensing is a core part of our business model, and therefore IP is absolutely essential. You simply can't have a licensing business without a series of patents to protect the space in which you plan to license.

### **Q: What does the Banner Witcoff Patent Application Award mean to your company?**

**Greg:** Each patent we file plays an integral role in establishing a network of patents to secure a broader market. In this case, that market is for fully automated or personalized heating and cooking, which is already on the way to being an absolutely enormous opportunity.

### **Q: What is something that you think will surprise future customers about your product?**

**Greg:** When people use products equipped with our technology they are simply amazed by how simple it is to use and how great the results are. Of course, the technology isn't simple, but the experience is always surprisingly simple.

To contact Greg and learn more about his company, visit [Inductive Intelligence's website](#).

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