

TRAKLIGHT CASE STUDY

QUICK STATS:

Name	Laurel McConville
Title	Owner and Founder
Company	Nectar & Green
Stage of Company	Business
Age of Company	1 year
Industry	Food
Location	Boston
Elevator Pitch	We are a locally focused organic juice and nut milk company.

NECTAR
& GREEN

Q: What does your company do – what problem are you solving?

A: We are currently launching our first product line of organic, pressed almond milk. We are committed to creating a small batch product that is impossibly pure and fresh, without fillers, preservatives, pasteurization or pressurization. With a shelf life of just seven days, we have had to think carefully and creatively about our distribution model.

Q: What's the vision for your company?

A: Our mission is to put a healthful, beautiful product into our neighbors' hands and to support local growers and makers in every way we can. Right now, we are working to do this through two avenues, home delivery and brick and mortar. We aim to grow the business strategically over the next 3-5 years, in ways that maintain the integrity of our product and remain true to our values.

Q: Pain points regarding IP currently?

A: I had a substantial learning curve with agreements and contracts in our first year. When you find the right people to hire, it's easy to think that they will always be the right people. But things change as you grow and as you better identify the needs of your business. I've learned that it is far better to protect IP on the front end, before any work begins or confidential information is discussed. It's important to be

explicit about what can and cannot be shared, and who owns the work that gets created.

Q: How did Traklight help you?

A: I knew in starting my business that I had signed up to be a learner. But as the owner of an organic juice company, IP never once crossed my mind. From concept and strategy, to branding and recipes, Traklight illuminated for me just how crucial it is to protect the different facets of the work we do.

Q: What did you find most helpful about Traklight?

A: I found the snapshots and visuals to be most helpful in identifying where our IP might be vulnerable. The steps to take to protect our IP are also relatively simple and clearly laid out. Whether it's drawing up a contract, obtaining a trademark or talking with our lawyer, I don't have to search for solutions and next steps. Traklight did that for me.

Q: Any specific results of working with Traklight?

A: The way I talk with potential employees and independent contractors is different now. I know what to share, what questions to ask, what to look for in any contracts they present me with and what to ask of them in the contracts I present to them. It's taken the subjectivity out of the equation.

Q: Does our software save you time and money?

A: The thought of IP was daunting at first. Traklight helped me get very clear on what things to worry about and what things not to worry about. I got answers all at once for a flat fee, rather than running each and every question by a lawyer. There was also an element of not knowing what I didn't know. Traklight prevented me from missing important things that might have come up down the road.

Q: Do you feel more confident that your innovation or IP is safer?

A: Yes, definitely. I have worked to protect our most important assets now and also have a clear understanding of the long term and ongoing work we'll need to do to keep our IP safe.

Q: Any challenges with Traklight software or implementation?

A: The report ID your IP generated was a lot to digest, and a lot of information was repeated from section to section.

*Note from Traklight: Because people may want to jump straight to a certain section of the Strategy report, each piece is standalone and inclusive of everything you need to know. We've got you covered!

Q: Any benefits of working with our Traklight software?

A: The Traklight IP Diagnostic and Risk Chart give a quick snapshot of my IP right when I login. It serves as a realtime reminder of our IP and what we still need to do, without having to pull up and go through the full strategy report. Entrepreneurs have so many different things to think about, the simpler the better.

Q: Startups are an adventure - what is your favorite startup story?

A: One of the most important lessons I've learned as an entrepreneur is to get very clear on why I'm doing the work I'm doing, and not to confuse this with the how. When too much emphasis is placed on the how, you hit dead ends. When you focus on why, you're open to possibility, you're able to adapt and reroute.

[CLICK TO USE THE FREE BUSINESS RISK ASSESSMENT](#)