

**TECH OFFER**

## Cloud Based Business Negotiation Support System



### KEY INFORMATION

TECHNOLOGY CATEGORY:  
Infocomm - Educational Technology

TECHNOLOGY READINESS LEVEL (TRL): **TRL3**  
COUNTRY: **SOUTH KOREA**  
ID NUMBER: **TO175423**

### OVERVIEW

Given the importance of English as the international language of business, many Asian professionals and workforces still face a significant proficiency gap compared to their Western counterparts. They often encounter difficulties in three key areas: 1) understanding technical nuances, 2) drafting documents such as proposals and agreements, and 3) comprehending the diverse range of English accents found in regions like Korea, China, Japan, India, and Singapore.

To address these challenges, our technology offers an e-learning platform that provides individuals and teams with a structured approach to complex business negotiations. It features standardized templates and conversational expressions to guide users effectively. This solution tackles common pain points, including inconsistent preparation, inadequate documentation, and a lack of analytical tools, which often result in suboptimal agreements.

The system delivers step-by-step workflows for identifying stakeholders, defining negotiation objectives, evaluating leverage, and formulating strategies. It incorporates analytical modules for SWOT analysis, Position/Interest (P/I) analysis, Zone of Possible

Agreement (ZOPA) estimation, and the development of alternative options. By integrating scenario-based logic with standardized templates, the platform empowers users to enhance their negotiation preparation, ensure consistent decision-making, and track outcomes effectively. The primary target adopters include corporate procurement teams, business development units, IP licensing managers, and international traders who are committed to building advanced negotiation skills.

## TECHNOLOGY FEATURES & SPECIFICATIONS

The technology is a software-based platform featuring interactive modules for negotiation planning, documentation drafting, and performance evaluation. Its core functions include:

- Stakeholder Identification and Role Mapping
- Strategic Analysis Tools (e.g., SWOT and Leverage Analysis)
- Objective Setting with quantifiable targets
- Term Sheet Creation for various agreement types, including technology, trademarks, software, copyright, and international trade
- Scenario Simulation and alternative option (BATNA) development
- Built-in Evaluation Metrics for self-assessment and performance tracking

This platform serves as a comprehensive English-negotiation learning tool. It is accessible via a ubiquitous, internet-connected environment and offers customized coaching with authentic business English content. Each user follows a personalized study map to ensure structured skill development.

## POTENTIAL APPLICATIONS

The platform bridges the gap between academic theory and real-world execution, making it equally effective for training and live negotiation scenarios. It is designed for industries where structured negotiation is critical, including international trade, IP licensing, corporate procurement, M&A, and government contracting. Practical applications include preparing for IP transfers, vendor contracts, distribution agreements, and strategic partnerships. Additionally, the platform serves as a powerful corporate training tool to systematically build negotiation competency across an organization.

## MARKET TRENDS & OPPORTUNITIES

Cross-border negotiations are inherently complex, involving multiple stakeholders, divergent regulatory frameworks, and cultural differences. This complexity is magnified within an open innovation paradigm, where companies collaborate with external partners such as startups, universities, research institutes, and even competitors.

A survey conducted by DeltaTech-Korea Ltd. underscores the need for structured training in this area, revealing that 69% of respondents are keen to learn business negotiation skills through an e-learning platform. This demand is primarily driven by challenges in aligning different business goals, establishing clear IP ownership, and navigating varied decision-making processes.

## UNIQUE VALUE PROPOSITION

Unlike conventional ad-hoc negotiation methods or generic project management tools, our platform provides a specialized, end-to-end negotiation framework. It uniquely combines analytical rigor—delivered through built-in strategic tools—with practical execution support via structured templates and progress tracking. This integration ensures alignment between strategic preparation and tactical execution, thereby minimizing the risk of oversight and fostering consistent, measurable improvement in negotiation outcomes.