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WIPO-MATCH is the central force that brings together various types of requirements and appropriate propositions scattered in the arena of knowledge, innovation and development just like the ancient Greek dissection puzzle - the famous Ostomachion. According to classical texts, the puzzle can be arranged to represent different objects such as animals, plants etc. by just rearranging the same pieces: an elephant, a tree, a barking dog, a ship, a sword, a tower etc. Individual pieces alone mean nothing but with the right companion piece something recognizable and worthwhile is created. ***WIPO- MATCH is the hand which brings the complementing IPR pieces together.***

In 1876, Pierre-Joseph van Beneden introduced the term 'Mutualism' which is essentially an interspecific cooperation relationship between two organisms of different species where each benefit from the activity of the other. ***WIPO_MATCH is an accurate representation of mutualism.*** Brilliant ideas are looking for financial backing. Investors are searching for innovations to endorse. WIPO-MATCH paves the way for a mutualistic relationship by bringing the two together and Viola!!! We have a thriving start-up. Measuring the exact fitness benefit to the collaborating parties in such a relationship is not always straightforward, particularly when the benefits pour in from a variety of sources. Similarly, a particular ***Need*** can have many suitable ***Offers***. It is therefore common to categorise mutualisms according to the closeness of the association.

The WIPO-MATCH platform efficiently optimizes resources available to cater to the existing needs along with ensuring a balance of public and private objectives with the aim of maximizing public benefits. WIPO Match's platform is integrated into the UN Online Platform of the Technology Facilitation Mechanism to ensure seamless integration of technology offers and requests needed for successfully achieving the Sustainable Development Goals by 2030. The user-friendly tool

provides increased access to new markets and interaction with different Intellectual Property Stakeholders establishing a safe place for creating new benchmarks in the fast-growing ecosystem.

Arctic has been assisting the SMEs and start-ups in increasing inventive output from the R&D teams, extracting high-quality patentable ideas and thus expediting the innovation process to compete globally which is a challenge as well as an opportunity. We are associated with the Government of India's Startup India initiative, focused on increasing awareness around patent filings and improving the quality of legal assistance so that startups can push the boundaries of innovation and creativity in India. An increasing number of startups in India are embracing the need for filing patents and have realized that patents are a vital part of the overall product strategy as benefits dwarf out the timelines and costs involved.

To put it briefly we embrace the MATCH philosophy, as developing nations like India have a rich treasure of talent, drive, resources in the entrepreneurial youth in industries, universities, and research centres, inundated with ideas, knowledge, and training and then there are FUNDS and means of generating funds, and means of utilizing those funds. We extract and decrypt that treasure and propose to use the MATCH platform to synergize our expertise in IP management by helping startups and SMEs to succeed by building strategic IP portfolios.

We develop comprehensive solutions to patents related issues by working as an extension of the clients' own team. We specialize in providing turn key solutions in knowledge services for protection, business analytics and commercialization of critical Intellectual Property assets with global reach through our network in the UK, India, US & Finland and inhouse expertise of experienced IP professionals in various cutting edge technological domains. We feel passionately about technology companies and develop company specific strategic framework to avoid any pitfall by helping them file patents, identify novel aspects of the idea/business, reduce litigation risks by conducting freedom to operate searches, and create an innovation strategy by understanding the overall technology landscape.