we go the distance

BUSINESS TAKES OFF

With OUR CLIENT VISIBLE GOOD

Understanding intellectual property protection is critical to adding value. Visible Good came to Morse initially to develop a comprehensive strategy for analyzing and protecting its IP.

Doing Well by Doing Good with Visible Good

With an eye toward addressing the escalating need for providing temporary shelter worldwide for those adversely affected by disaster and for those who care for and protect them, the founders of Visible Good set out to create a shelter specifically for humanitarian assistance and disaster relief. The idea evolved into the creation of the Rapid Deployment Module (RDM), a sustainable shelter that can be set up by two people without tools in only about 30 minutes.

Having an innovative concept can open doors, and Visible Good was selected to receive a Phase I Start Grant from Mass Ventures for Excellence in High Growth Technology. The grants are designed to help growing companies commercialize technologies developed under SBIR and STTR contracts. As with any new idea or product, intellectual property protection is critical to adding value, and Visible Good was referred to Morse initially to develop a comprehensive strategy for analyzing and protecting its intellectual property.

Featured in *Fast Company*, the RDM caught the eye of the U.S. Army, winning an R&D grant for design of a multi-use structure able to withstand harsh environments, which can be easily transported and setup, and which will prove durable long-term. We continue to counsel Visible Good regarding aspects of its strategic growth, and the inevitable exit strategy, both of which factor into the natural life cycle of the business, while periodically connecting the company with others in our network who may be able to add value. Morse sees this singular company's successful efforts as being exemplary of the axiom of "doing well by doing good."

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