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Fluid Innovation partners with Secret Sauce for commercialization of software developed in Australia and South East Asia region

Fluid Innovation, a US based company specializing in software commercialization, and Secret Sauce, an Australian intellectual property commercialization company, have announced a partnership to commercialize software developed for internal use by major corporations.

Large corporations frequently undertake extensive internal software development projects to solve specific business problems and build competitive advantage. This creates an opportunity for the corporations to generate substantial new revenue streams by licensing independent software vendors (ISVs) to sell these assets in other markets. For instance, risk assessment software developed for internal use by a major insurance company would be very valuable to companies in other industries or geographic markets.

Fluid Innovation has already grown a network of thousands of software vendors that are seeking new "battle-tested" product opportunities developed by Fluid Innovation's current Fortune 500 clients, including Microsoft and Lockheed Martin.

The partnership agreement with Secret Sauce commences Fluid Innovation's global expansion. Tom Hochstatter, Vice President at Fluid Innovation said "after validating our model in the US we wanted to access the rich stream of innovations being developed by major corporations in Australia and the Asian region. Secret Sauce has the necessary local presence and expertise to accelerate our entry into the region."

Secret Sauce Pty Ltd, a new Australian-based intellectual property investment firm, partners with major corporations in the region to extract value from their hidden intellectual assets, including internal software development projects. The agreement with Fluid Innovation provides Secret Sauce with a rapid international commercialisation path for assets developed by the region's leading corporations.

Steve Telburn, Managing Director of Secret Sauce, said “we now have direct entry into a global network of independent software vendors that are actively seeking proven technologies developed inside major corporations. We saw that Fluid Innovation was rapidly building the global hub for the commercialization of software assets, so we wanted to get on board”.

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