Identifying innovation opportunities for enterprises who want to maximize their patent portfolio quality
Problems
Innovation is what sets companies apart

Innovation is:
- competitiveness
- trendiness
- a top priority
Innovation is not a linear process
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Idea

Technical issues

Economical issues

Legal issues

Logistic issues

Market

...
Innovation can be done by having a smart approach to IP

- Verify patentability
- File patents to guarantee market exclusivity and attract investments
- Detect emerging technologies and trends
- Be aware of competitors’ strategies
- Acquire IP
- Smart product design
Patent research can be a tricky task

- Number of patents
- Noise
- Boundaries of the research
- Methodology to select IP
- Methodology to organize IP
- Variants
- Content overlap
- Use of natural language
- Obscure or ambiguous language
- Incompleteness and omissions
- Mistakes
Solution
An unique combination of know-how and experts

multidisciplinary team

proprietary IT platform

n client patents
More than 10 years of experience

active in IP: 2002
active in business: 2008
spin off recognition: 2013
An unique approach

- Concepts, not keywords
- Patent-oriented algorithms

A structured database of:
- Functions
- Physical behaviors
- User needs and goals
- Structures and materials
- Attributes and properties
Clients are various large enterprises and several SMEs

- Biomedical devices
- Energy
- Automotive
- Textile industry
- Environment
- Paper industry
- Packaging
- Industrial machinery
Applications
We streamline the innovation process

- patents: research, mapping
- strategy: protection valorization, technology foresight
- product: design around, conceptual design
Map the scenario

- Identify **close technologies** as well as **complementary** ones
- Identify **open spaces**
- Classification and **clustering** of technologies
- Identify zones of **infringement**
- Map **competitors'** patents
- Find all **players**
Plan your next move

- Strategic comparison against competitors
- Identify potential partners and opportunities
- Characterize recent technologies and their advantages and disadvantages
- Detect characteristic development patterns
- Identify technology trends

insight

foresight
Strengthen your position

- Protect your ideas by filing stronger patents
- Protect your product adopting better patent strategies
- Valorize your ideas leveraging IP as market proposition
- Valorize your company and attract investments
Design better products

- Overcome competitor patents’ barriers
- Explore functional variants
- Spot and exploit technological gaps
- Get hints and technologies from different fields (crossover)
- After redesign, filed patents have lower risk
Design new products

Patent-driven innovation. All of the above, plus:

- Combined knowledge of multidisciplinary team of experts
- Novel approaches to guide the creative process

From IP research to product concepts and even prototypes (pretotypes)
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