



# Disruptive Innovation Scouting with the Patent Asset Index™

Marco Richter – Head of Consulting & Customer Success

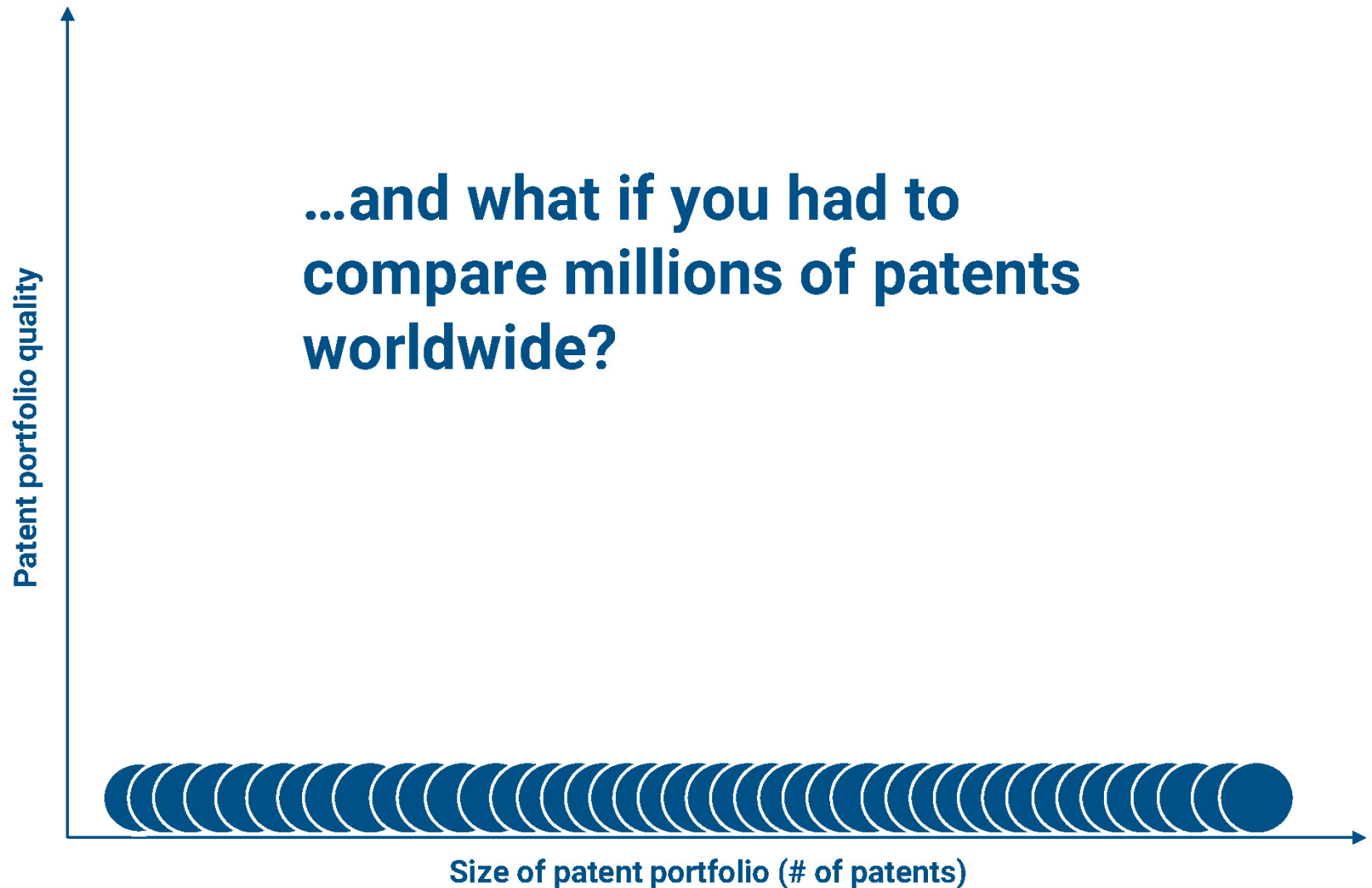


**“We don’t need many patents,  
we need the right ones.”**

*Beat Weibel, Head of IP at Siemens, 2016*



**...and what if you had to  
compare millions of patents  
worldwide?**



# DIGITALIZATION ESTABLISHES INTERCONNECTED ECOSYSTEMS

## Yesterday

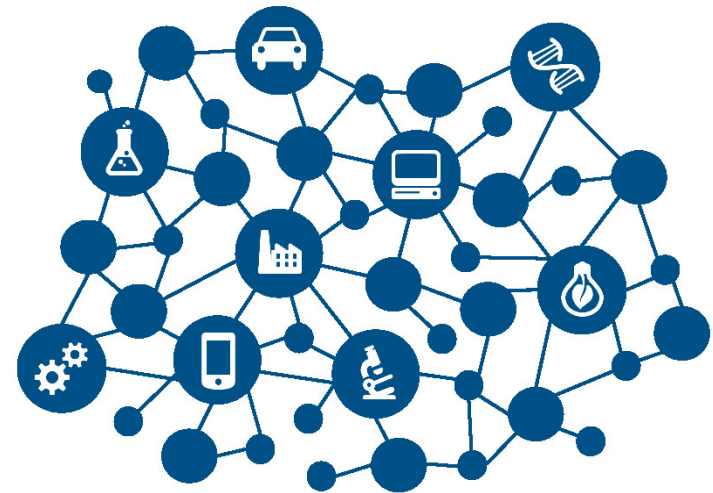
Traditional industries with established value chains



Digitalization

## Today

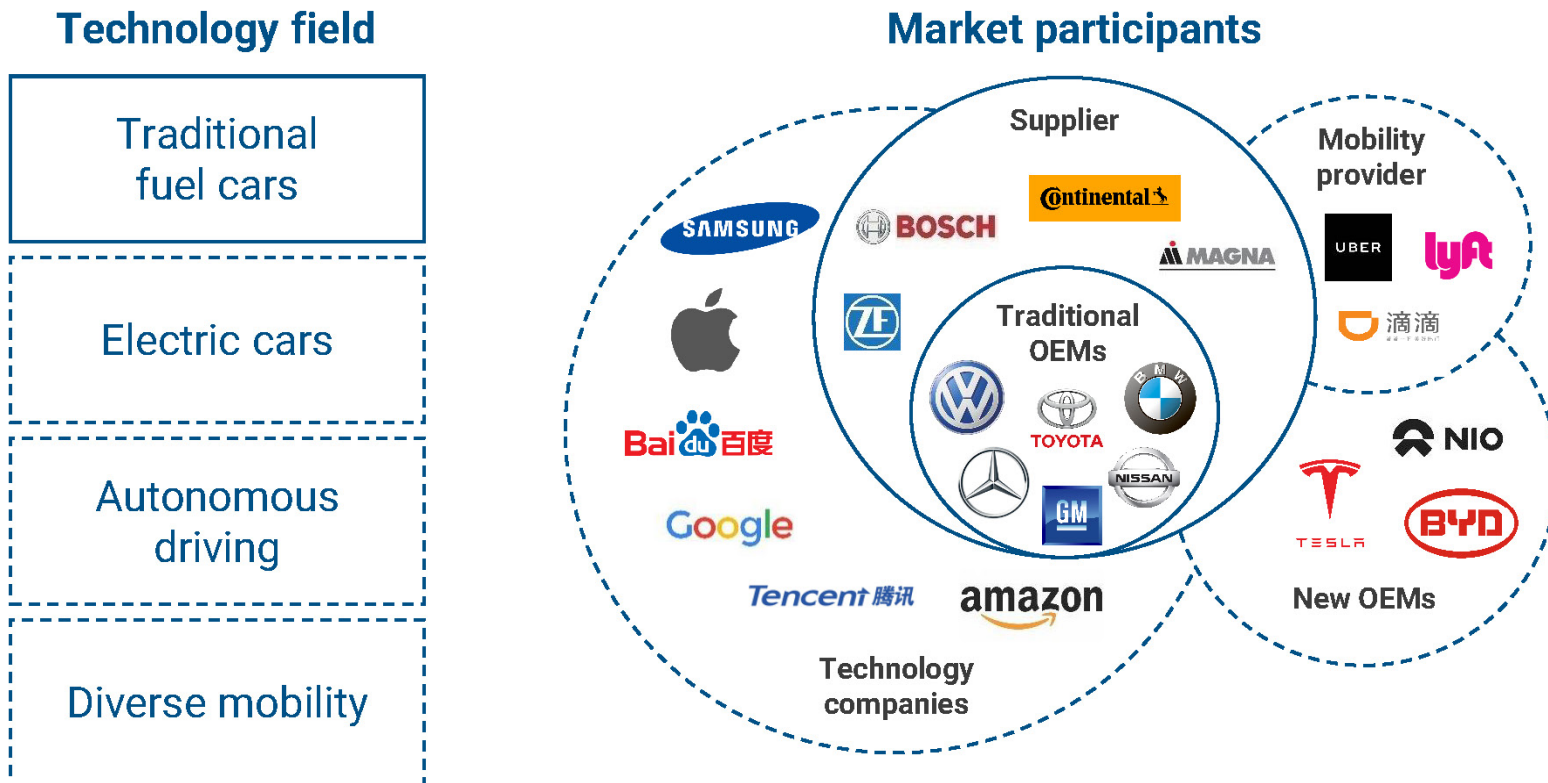
New global interconnected ecosystem



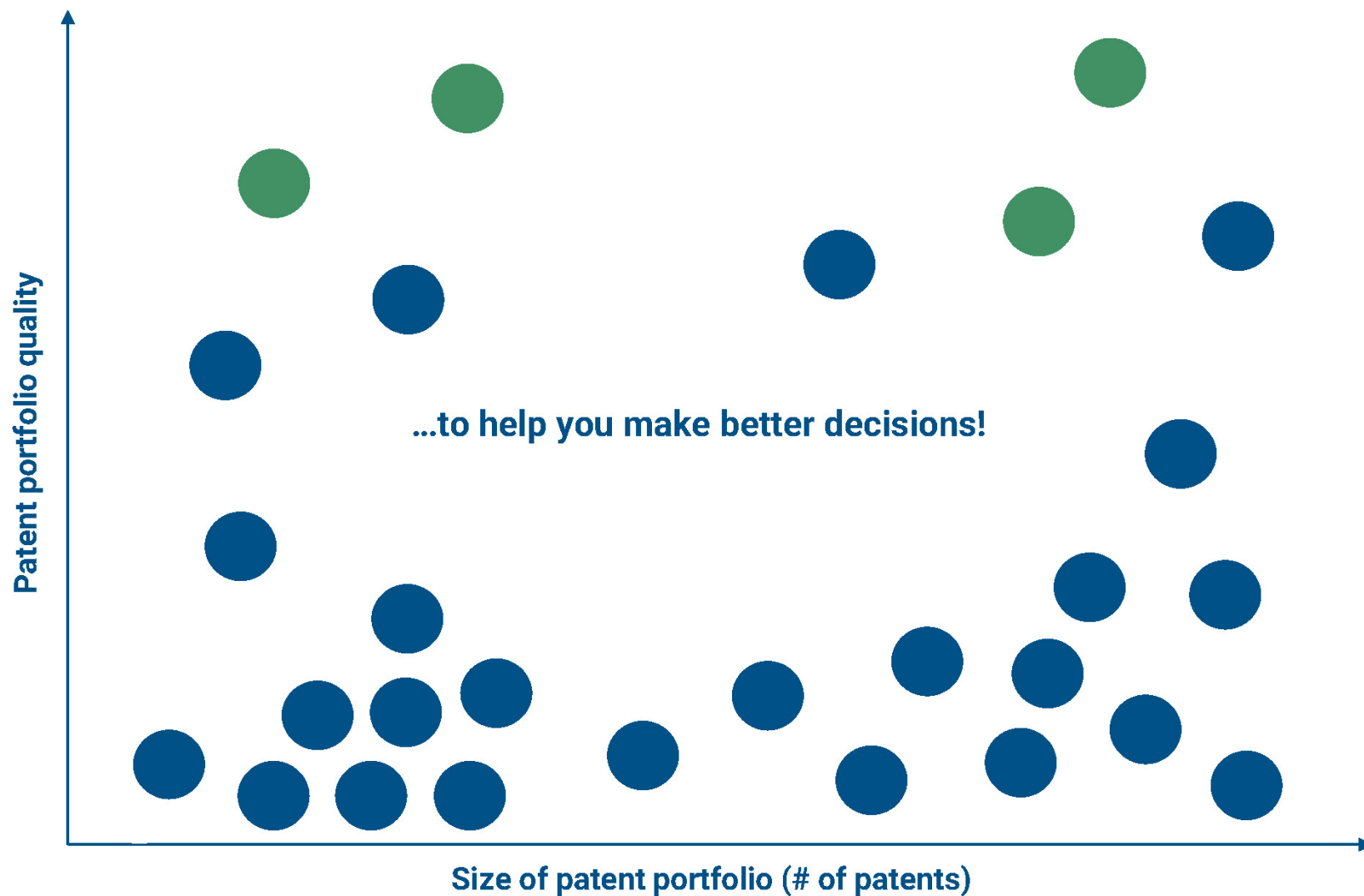
**Digitalization is radically changing the way we produce or consume goods and services. Failing to adapt to these market developments will weaken a company's competitive position!**



# COMPETITIVE LANDSCAPE IN MANY TRADITIONAL INDUSTRIES IS CHANGING



**Digitalization and disruptive trends are transforming traditional OEM/supplier market setup into a new cross-industry ecosystem!**

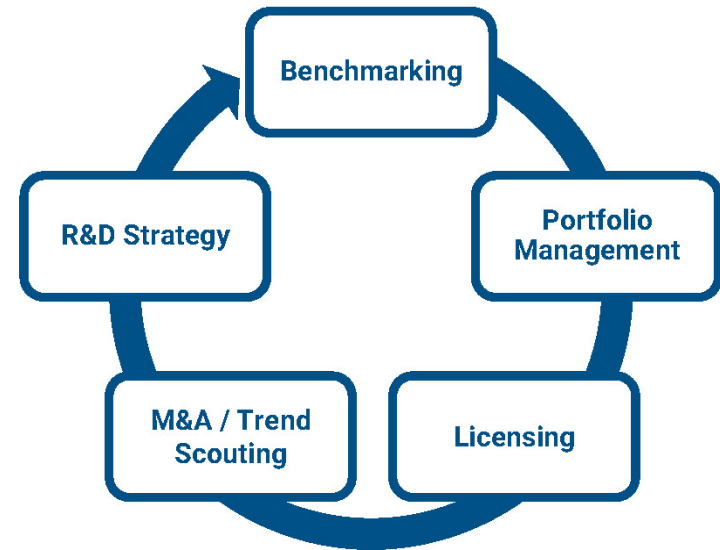


# Introduction to PatentSight Analytics



## OUR MISSION

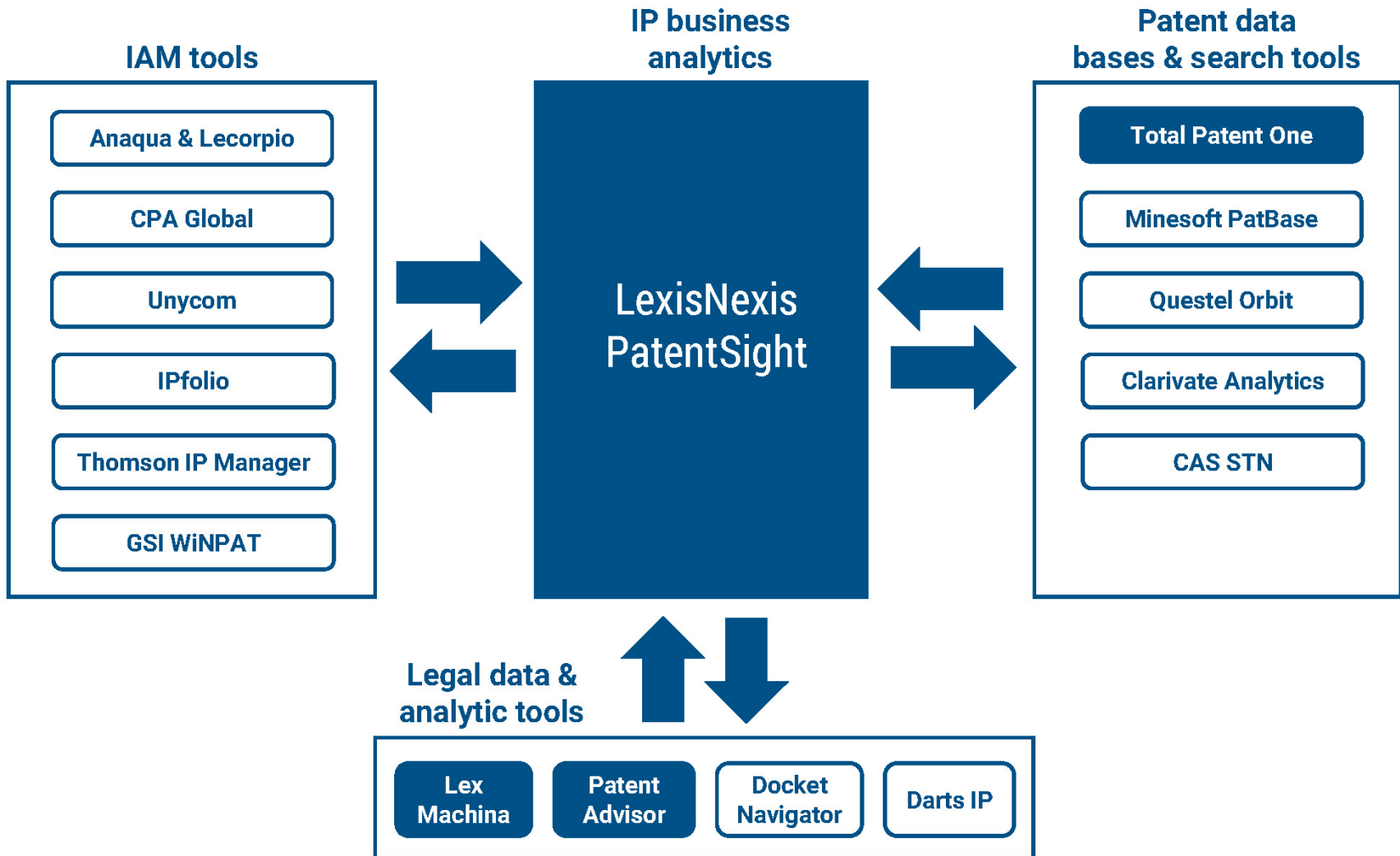
**PatentSight offers unique strategic insights along the IP lifecycle...**



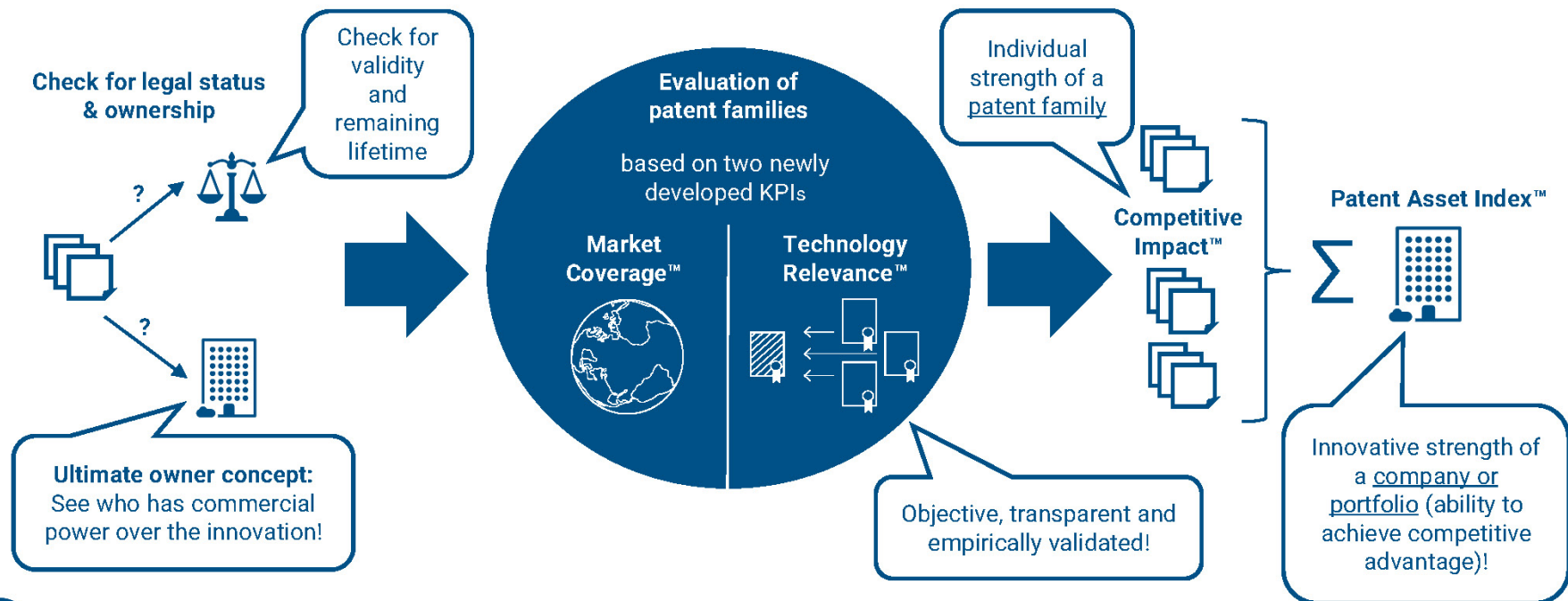
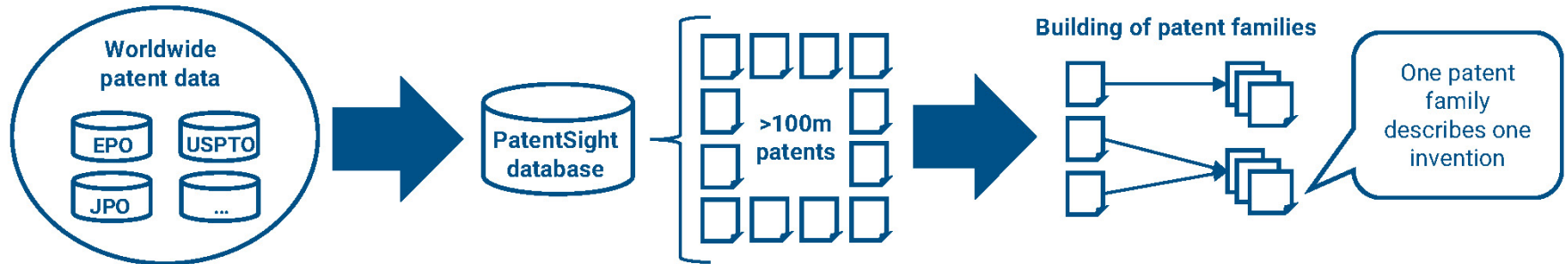
**...and enables you to efficiently communicate your findings!**



# PATENT SOFTWARE LANDSCAPE



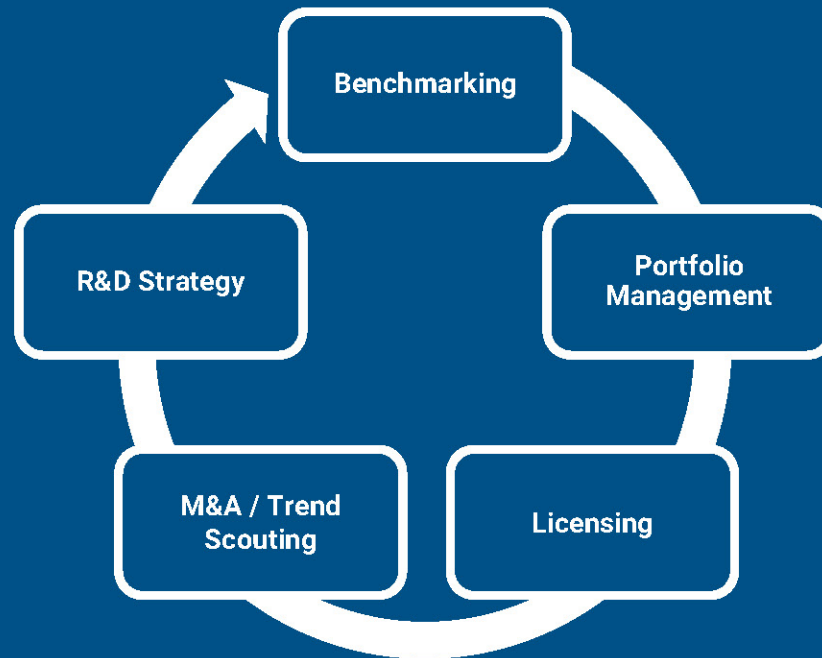
# HOW IT WORKS – PATENTSIGHT ANALYTICS AT A GLANCE



# WHY CUSTOMERS CHOOSE PATENTSIGHT ANALYTICS



# Use Cases

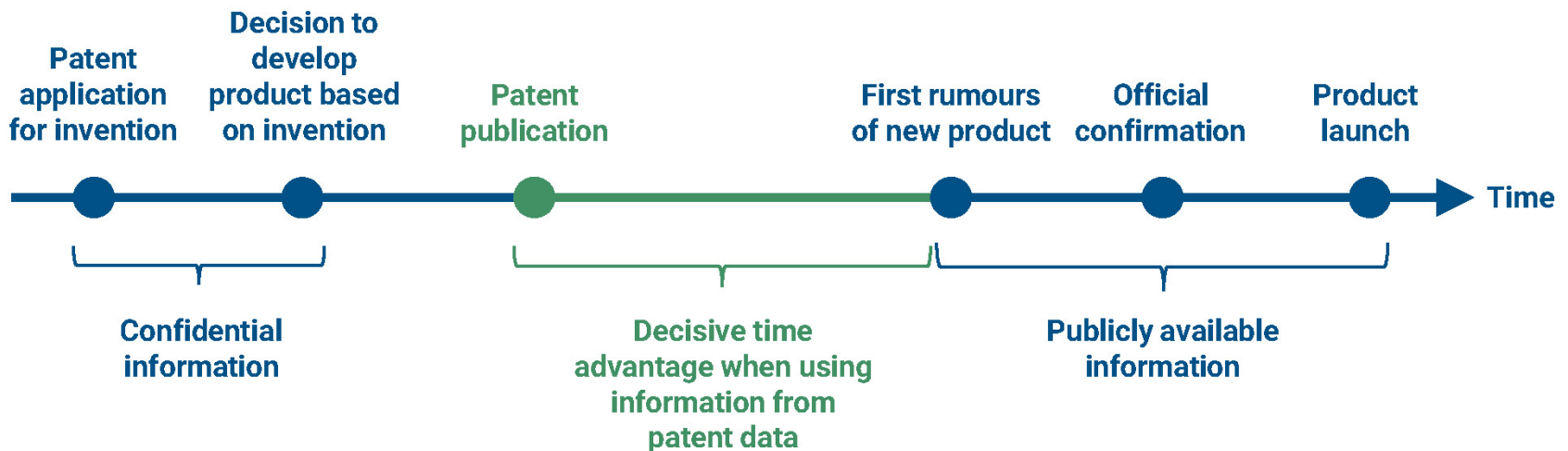






# TREND SCOUTING - INFORMATION ADVANTAGE FROM PATENT DATA

## Information flow: From invention to product



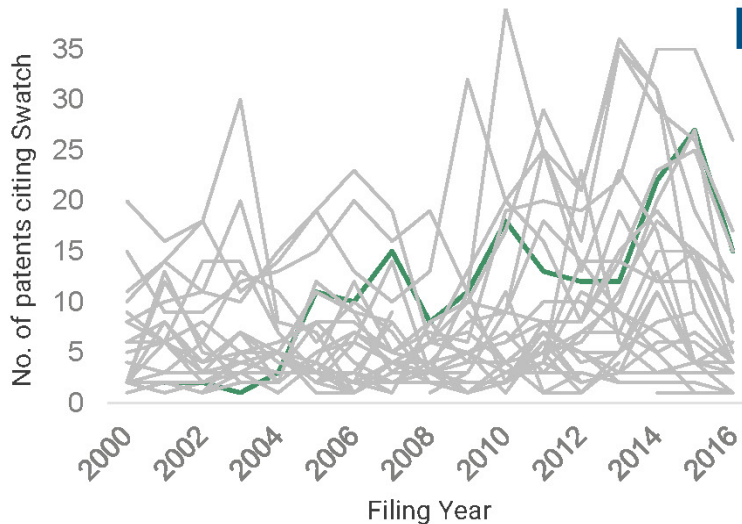
Patent data can help to early recognize technology trends. **However, not all patents will turn into products. Appropriate metrics are required to identify patents with a high commercial value!**



# PATENT ASSET INDEX™ CAN EARLY IDENTIFY DISRUPTIVE INNOVATIONS

## Illustrative example: Swatch Group

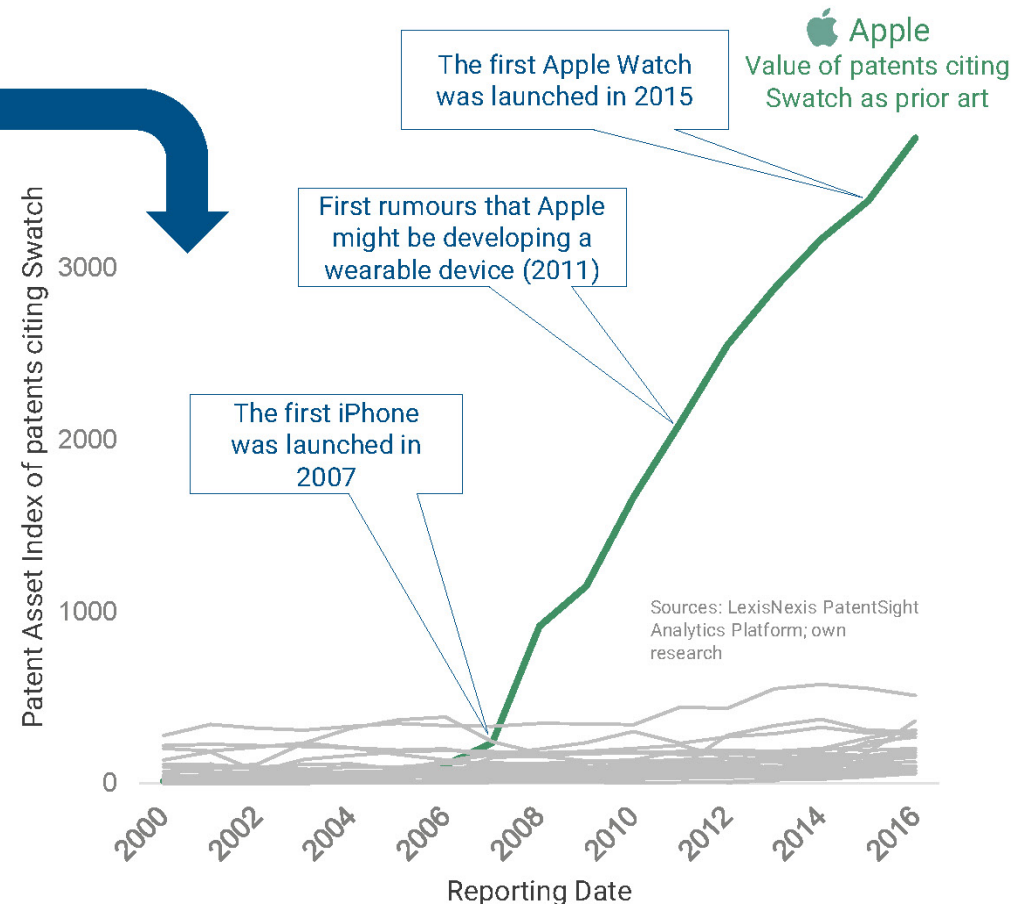
**Analysis with conventional patent data – no appropriate metrics applied**



### Background:

In 2007, Apple launched the first iPhone. It took until 2011 before the first rumours surfaced that Apple might be developing wearable devices – and another four years until the Apple Watch was launched.

**Analysis with PatentSight – Patent Asset Index™ and Reporting Date concept applied**





# APPLE BECAME THE #1 WATCHMAKER IN THE WORLD



## Apple's Watch just beat Rolex to become the most popular on Earth – here's why that makes sense

**BI** Dennis Green, Business Insider  
12.09.2017, 21:02 103

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Apple has finally achieved a major milestone with its Apple Watch.

The company's CEO Tim Cook told attendees that the tech giant now sells the number one watch in the world, leapfrogging Rolex in the process.

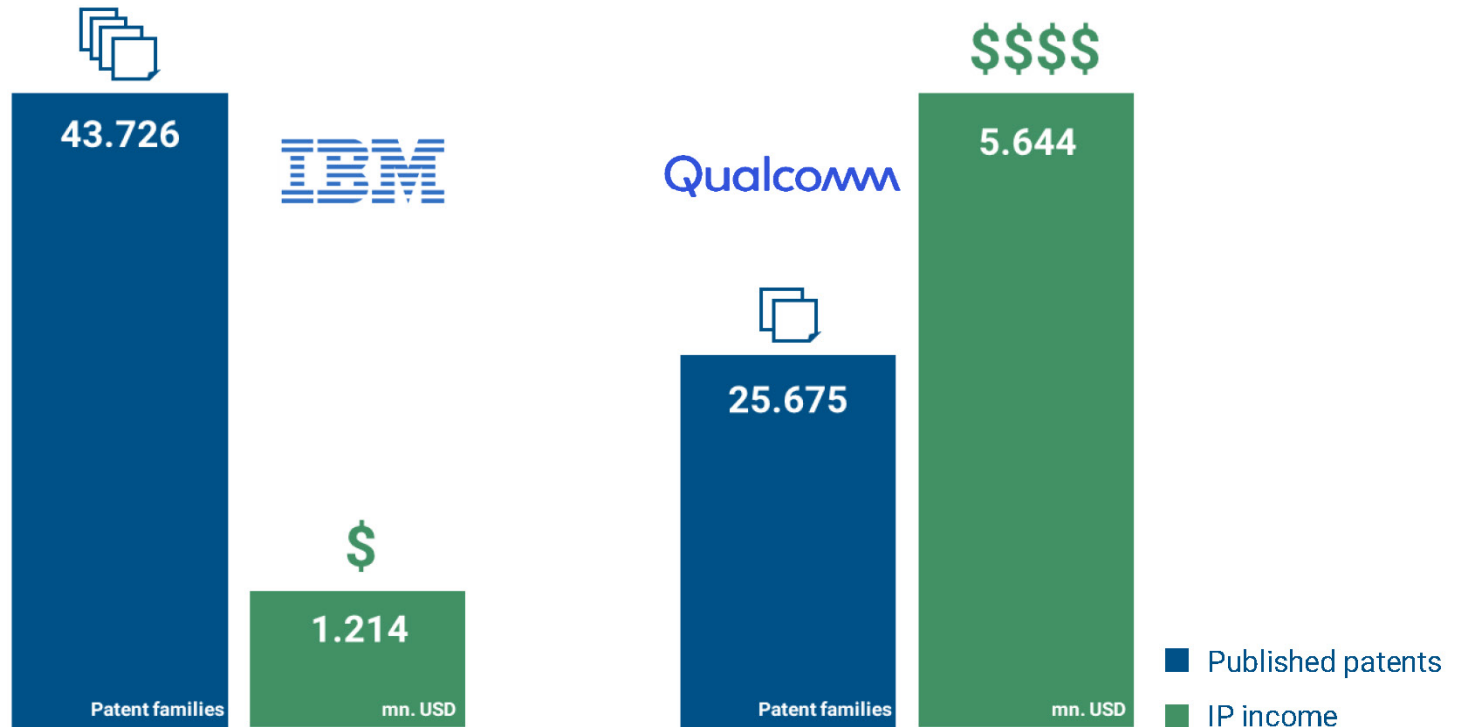
Cook also said the Watch saw stunning 50% year over year sales growth in August.



The Apple Watch has hit a major milestone. Apple



## BENCHMARKING EXAMPLE - IBM & QUALCOMM

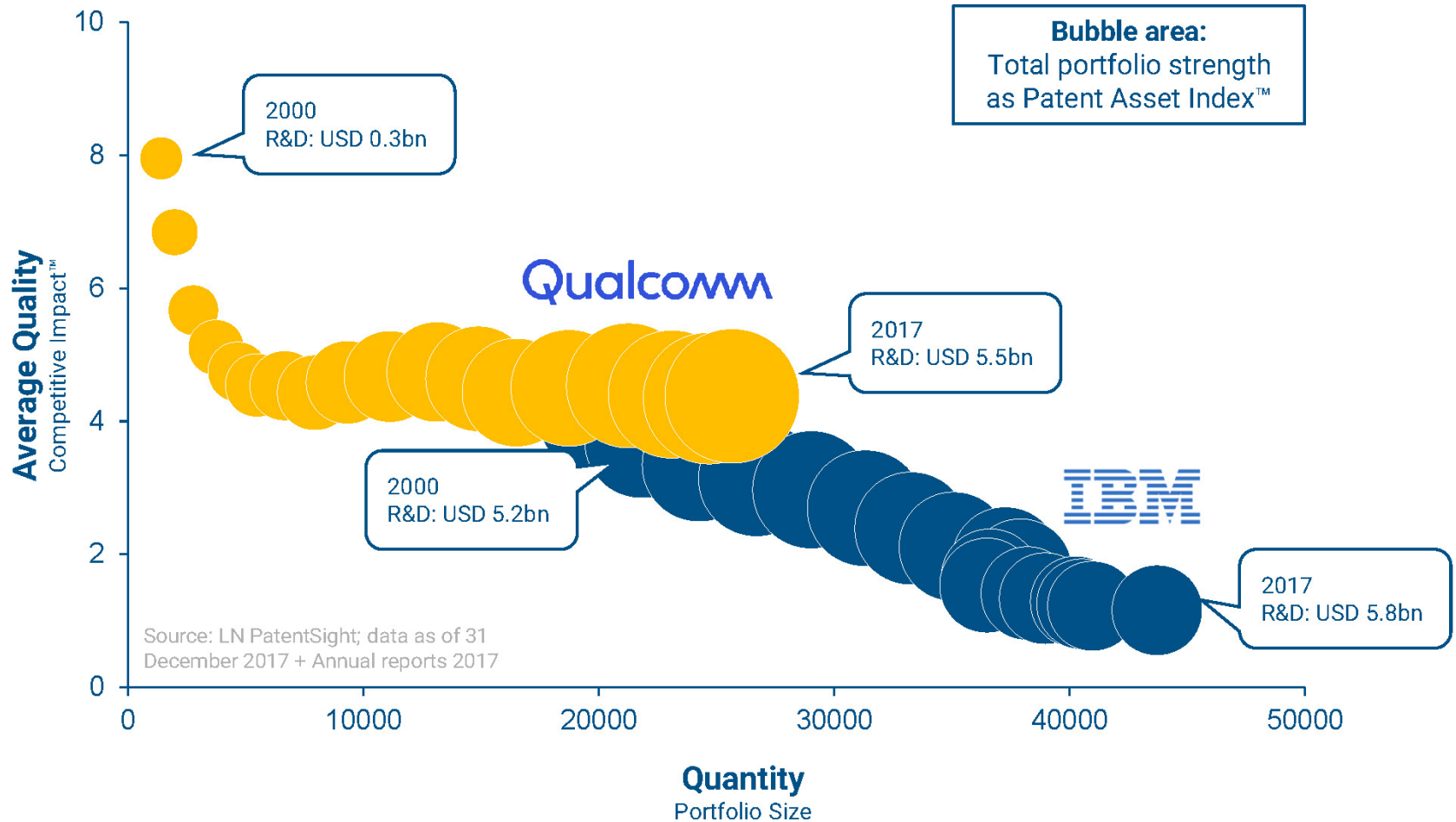


Source: LN PatentSight; Data as of 31 December 2017 + Annual reports 2017

**The pure number of patents has little economic meaning and is no appropriate measure for innovative strength!**

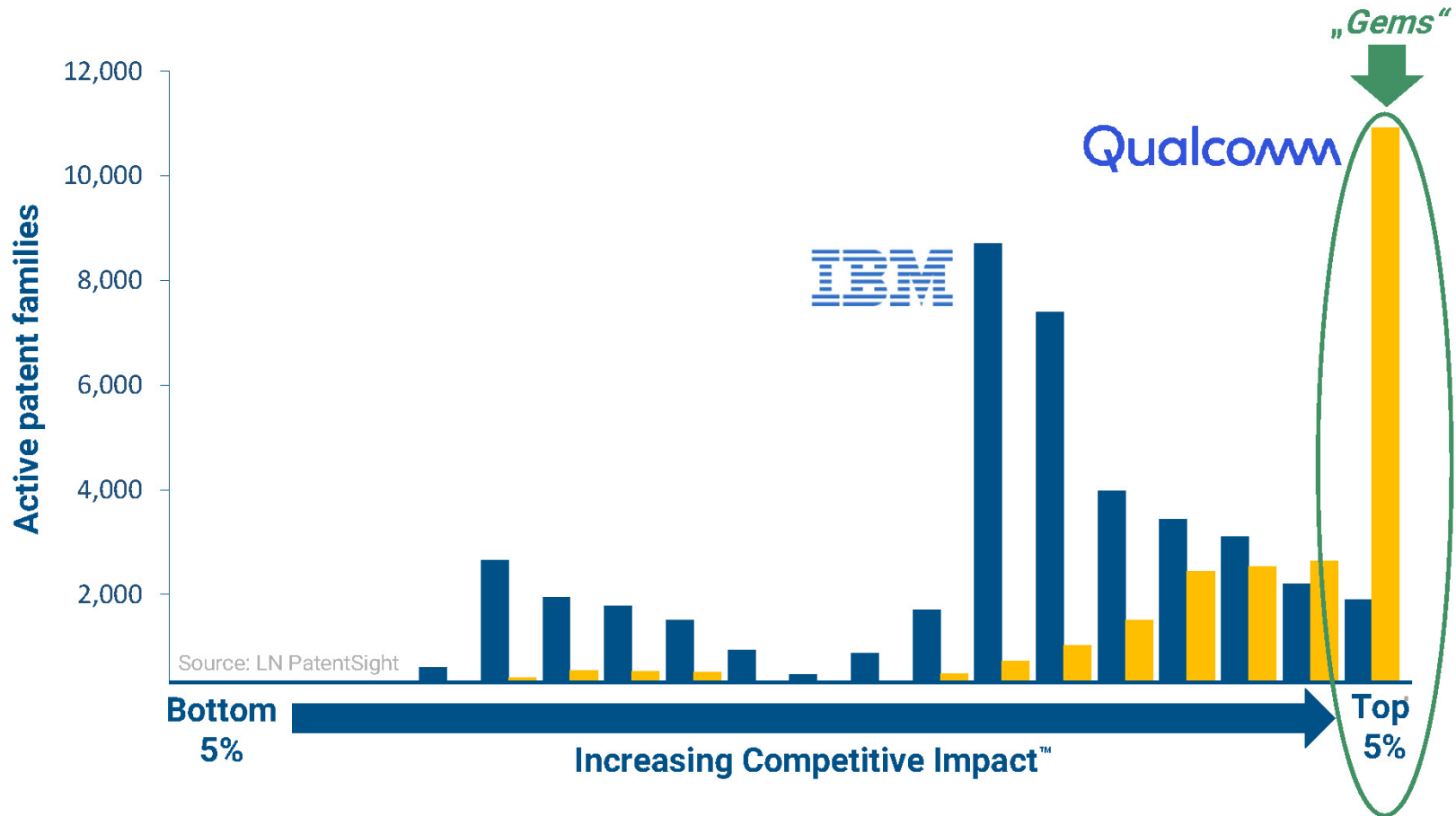


# PATENT STRATEGY - QUANTITY VS. QUALITY





## PORTFOLIO OVERVIEW - QUANTITY VS. QUALITY



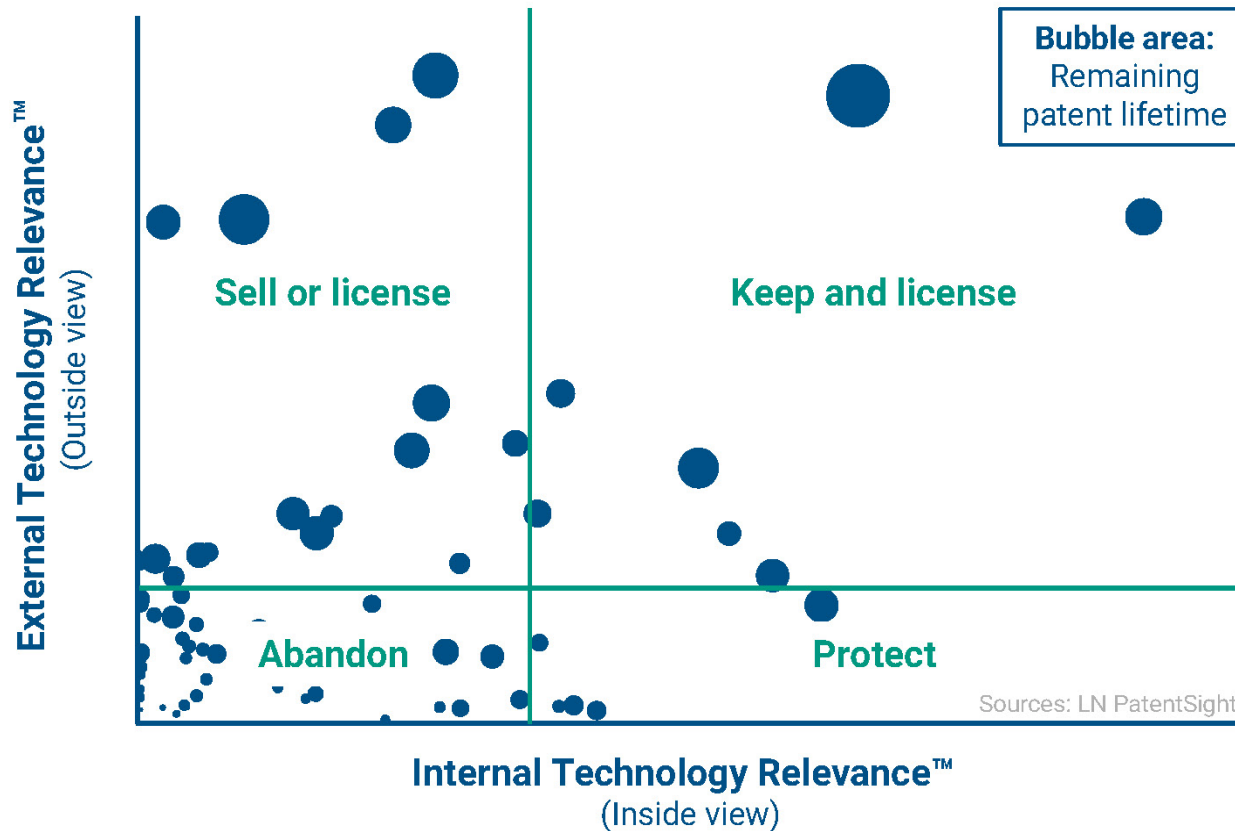
**Our Patent Asset Index™ reveals that Qualcomm owns significantly more high-scoring patents!**







# LICENSING & PORTFOLIO MANAGEMENT - INTERNAL VS. EXTERNAL PATENT VALUE



Breaking down patent value into inside and outside relevance allows for strategic portfolio discussions!





## M&A - IDENTIFICATION OF RELEVANT TARGETS AS MAIN CHALLENGE

**“It’s better to acquire disruptive technology than to be disrupted by that technology.”**

Anthony Armstrong, Co-Head of Technology M&A at Morgan Stanley

- **Question:** How to identify relevant targets in interconnected ecosystem?
- **Challenge #1: Increased complexity**  
Besides competitors and firms from the value chain, targets can now come from industries with no prior connection to the acquirer’s business
- **Challenge #2: Increased competition**  
Tech and industrial companies are now competing for same targets in the same markets
- **Challenge #3: Increased uncertainty**  
Companies know their traditional competitive environment, but struggle identifying matching new tech targets

To address these challenges **PatentSight provides new approach towards identifying and selecting M&A targets!**



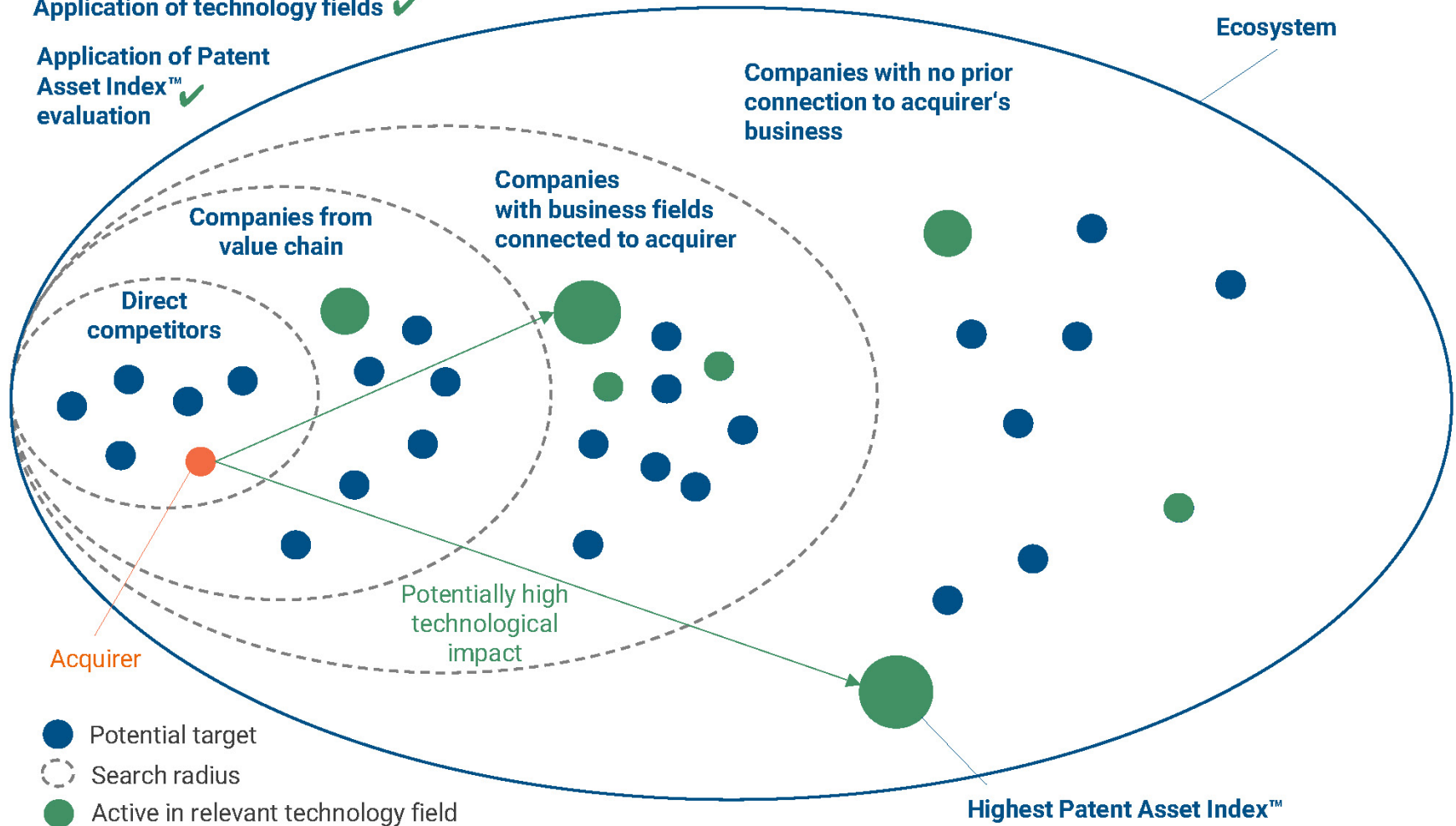




# NEW APPROACH TO IDENTIFY TARGETS IN COMPLEX ECOSYSTEMS

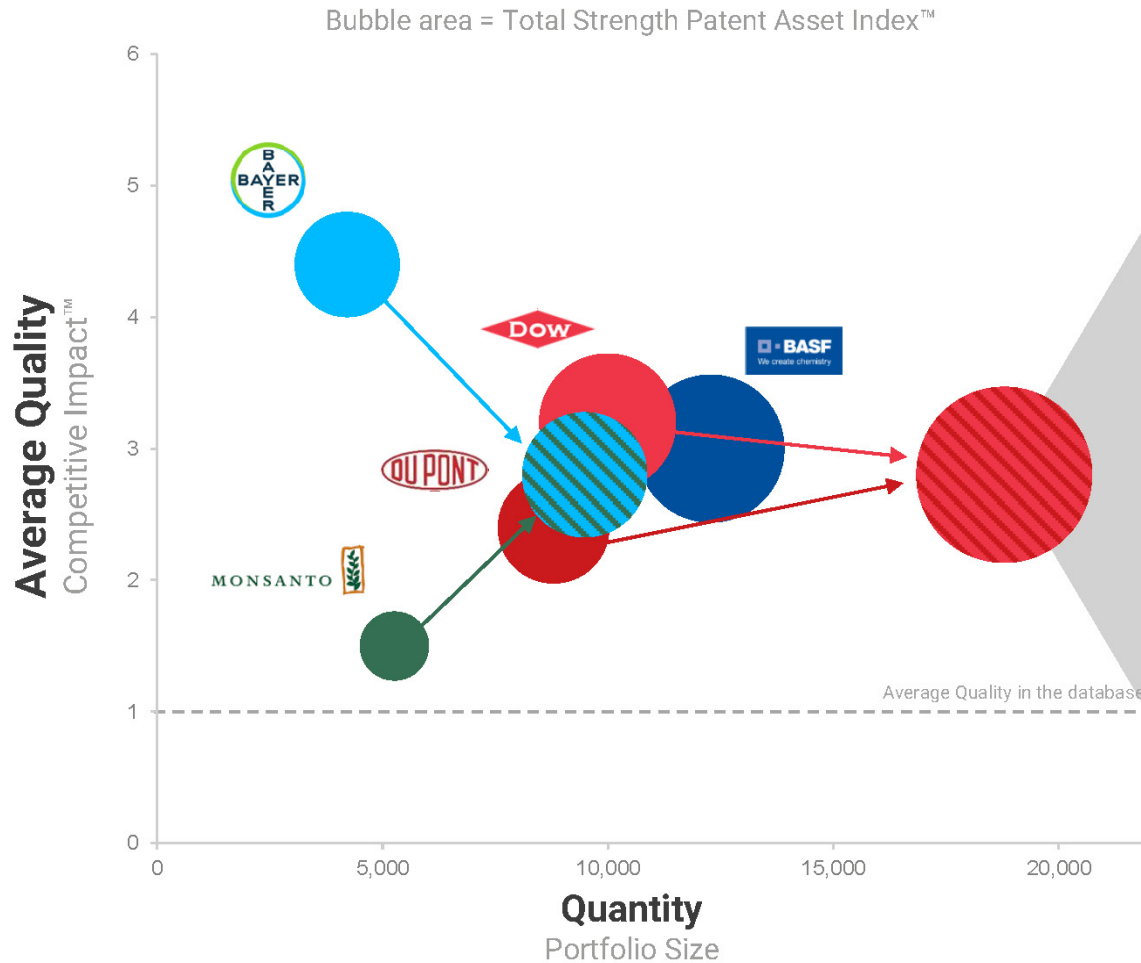
Application of technology fields ✓

Application of Patent  
Asset Index™  
evaluation ✓





# “DOW-DUPONT SHOWS HOW INNOVATION IS THE EU’S NEW M&A BATTLEGROUND” BLOOMBERG



“Innovation has become “so important” for future competition “because the viability of the product line depends on your ability to keep on innovating”



Margrethe Vestager  
EC antitrust chief



“...It [PatentSight] is recognized in the industry as a reference as regards patents

Commission Decision, Merger Procedure Regulation (EC) 139/2004

“We are grateful to PatentSight for their technical support during the Dow/DuPont investigation

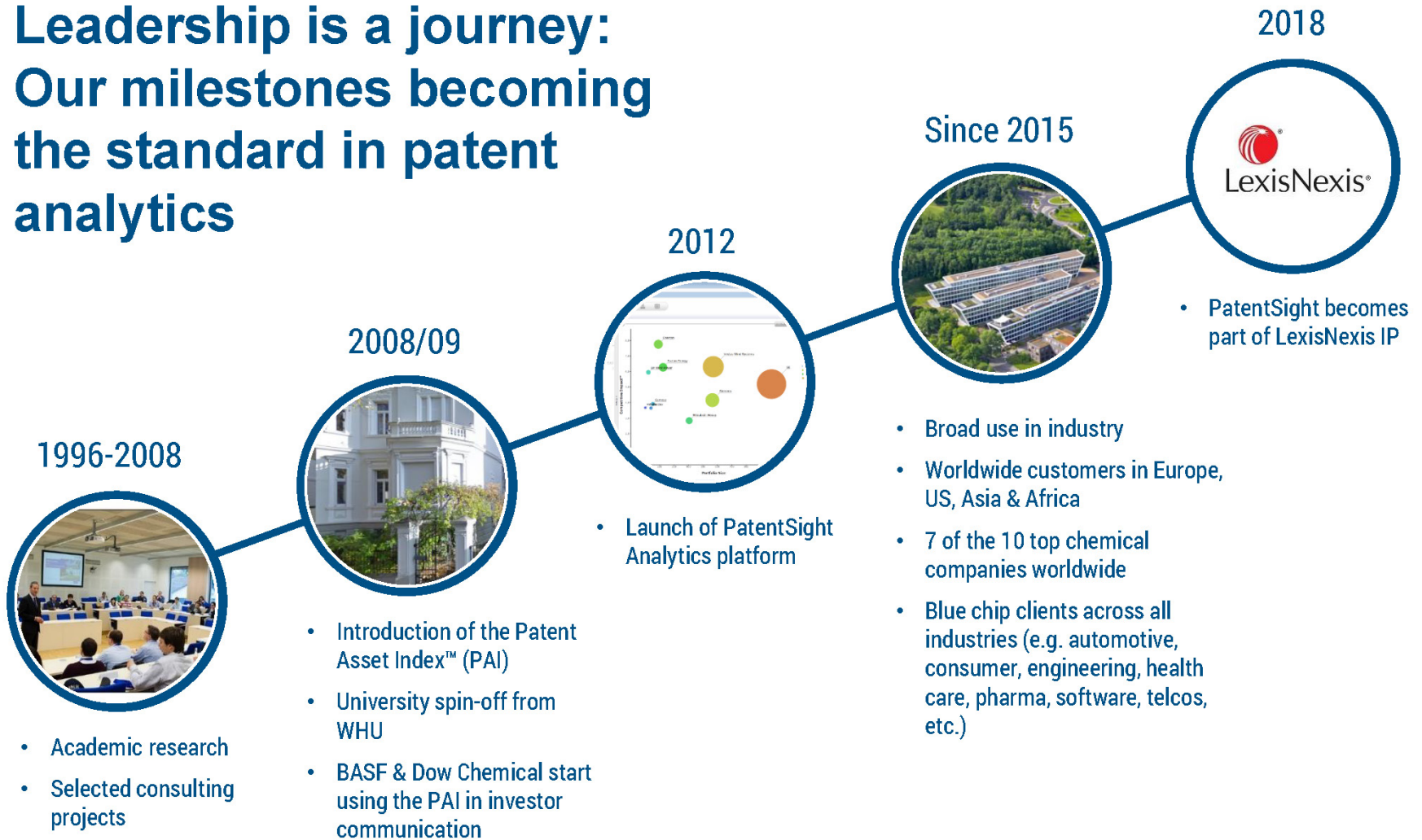
Buehler, Coublucq, Hariton, Langus and Valletti;  
Review of Industrial Organization (2017)



# Who we are



# Leadership is a journey: Our milestones becoming the standard in patent analytics



## THE TEAM

55

Professionals

16

Nations

1

Goal

2

Offices in  
Bonn and Tokyo

200

Years experience in  
patent analytics

**Provide best-in-class patent analytics to help you make smarter decisions!**



The Patent Asset Index™ Company