Detecting Business strategies based on patents

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Patent as an early innovation indicator

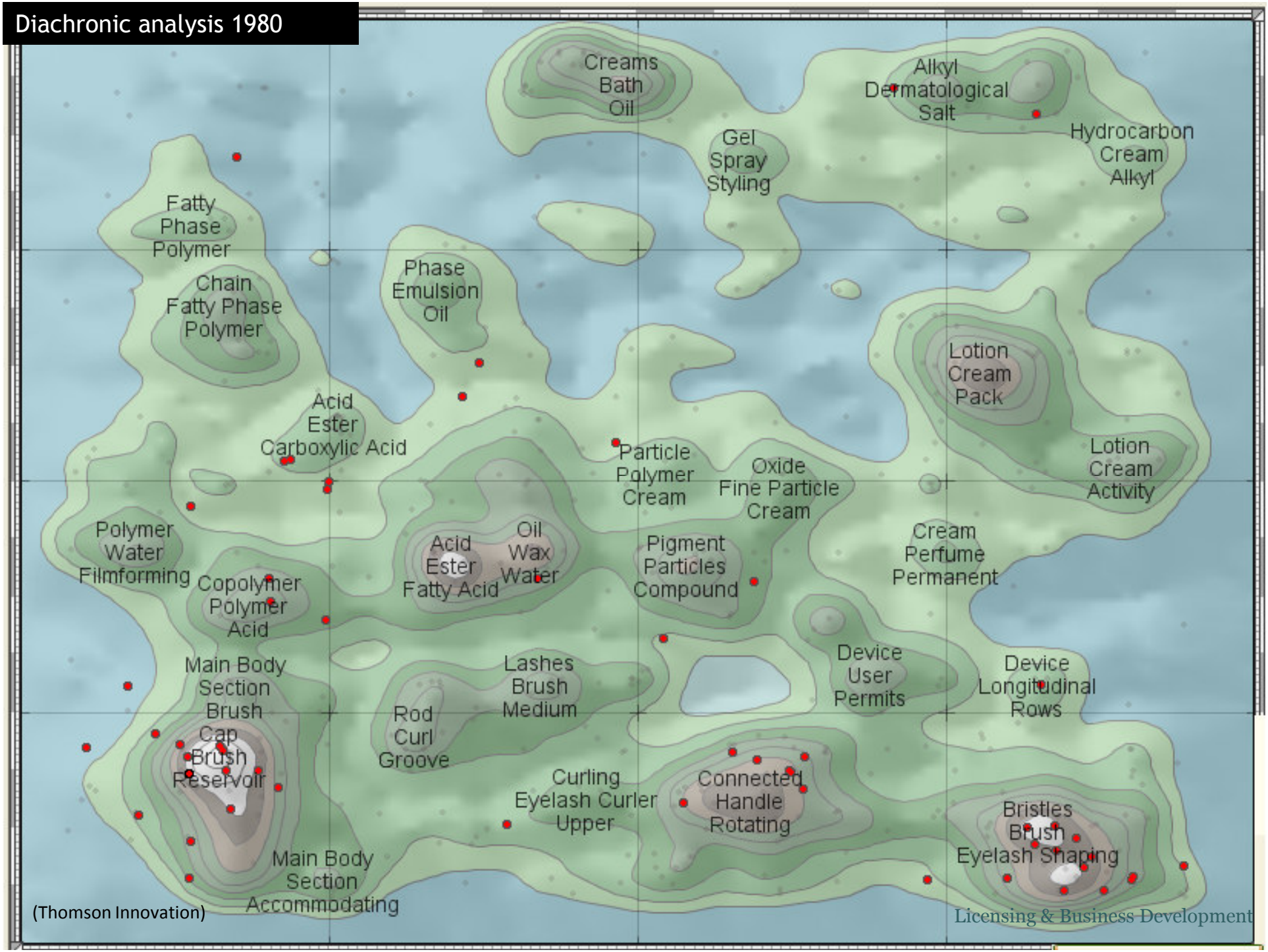
- Old Paradigm
  - Micro vs macro
  - <50 vs 50 000 patents
  - 60M patents/10 M invention

⟹ Limited understanding of patent environnement

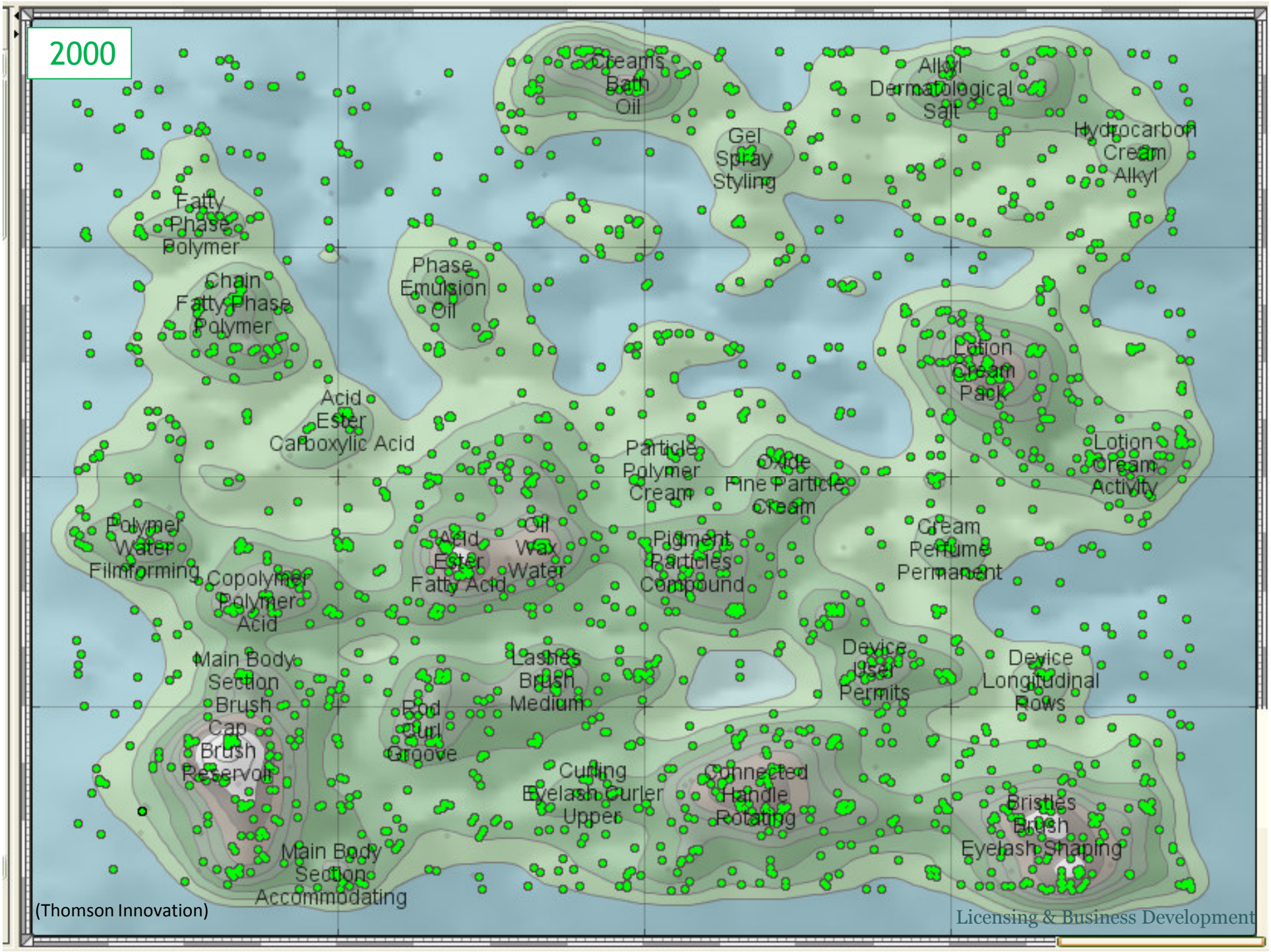
- New paradigm
  - Analysing the past to predict the future ?
  - « Flat » patent world :
    - Text mining, clustering, landscaping

⟹ **Innovation space navigator**

Diachronic analysis 1980



(Thomson Innovation)



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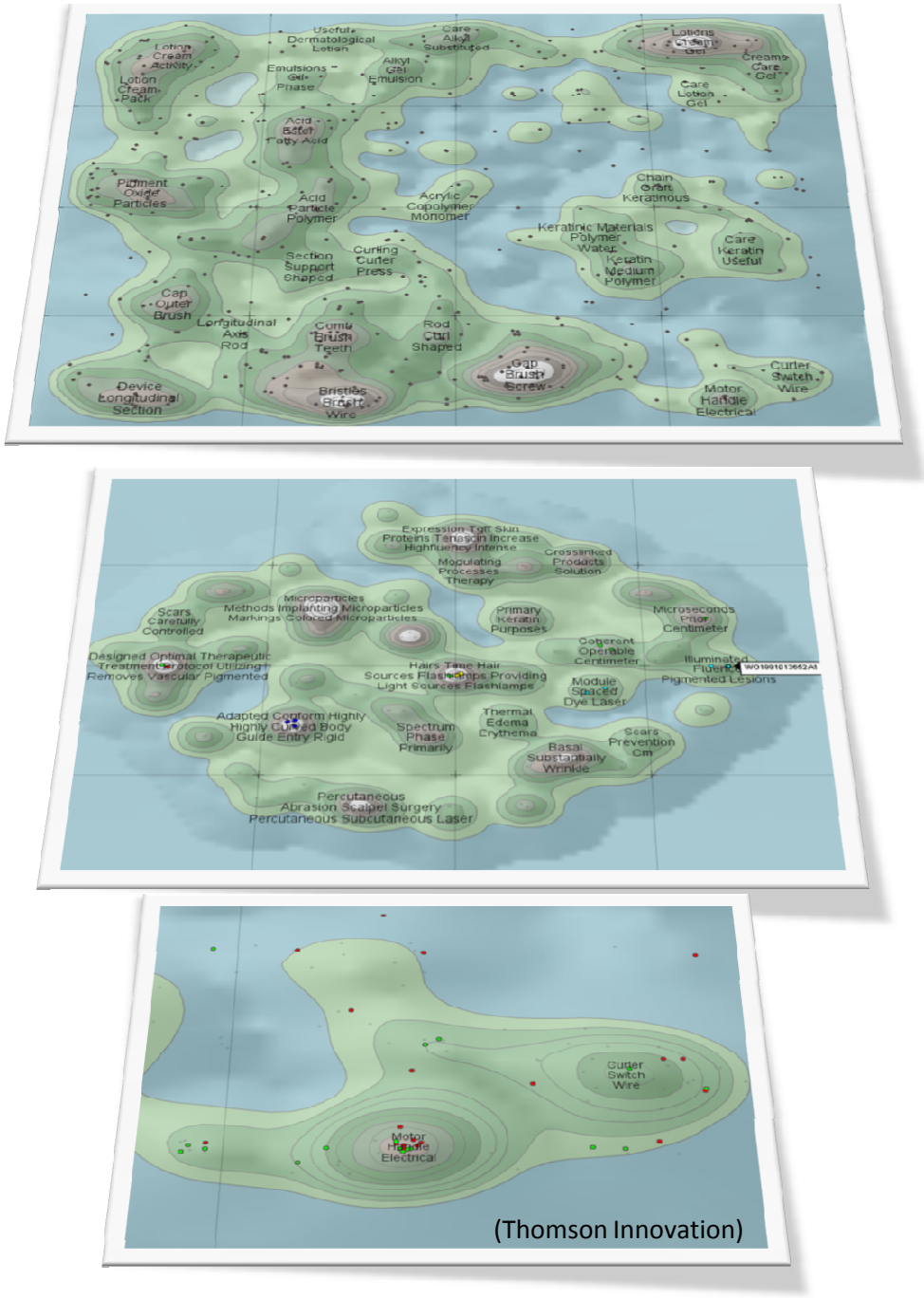
INNOVATION TOMOGRAPHIES



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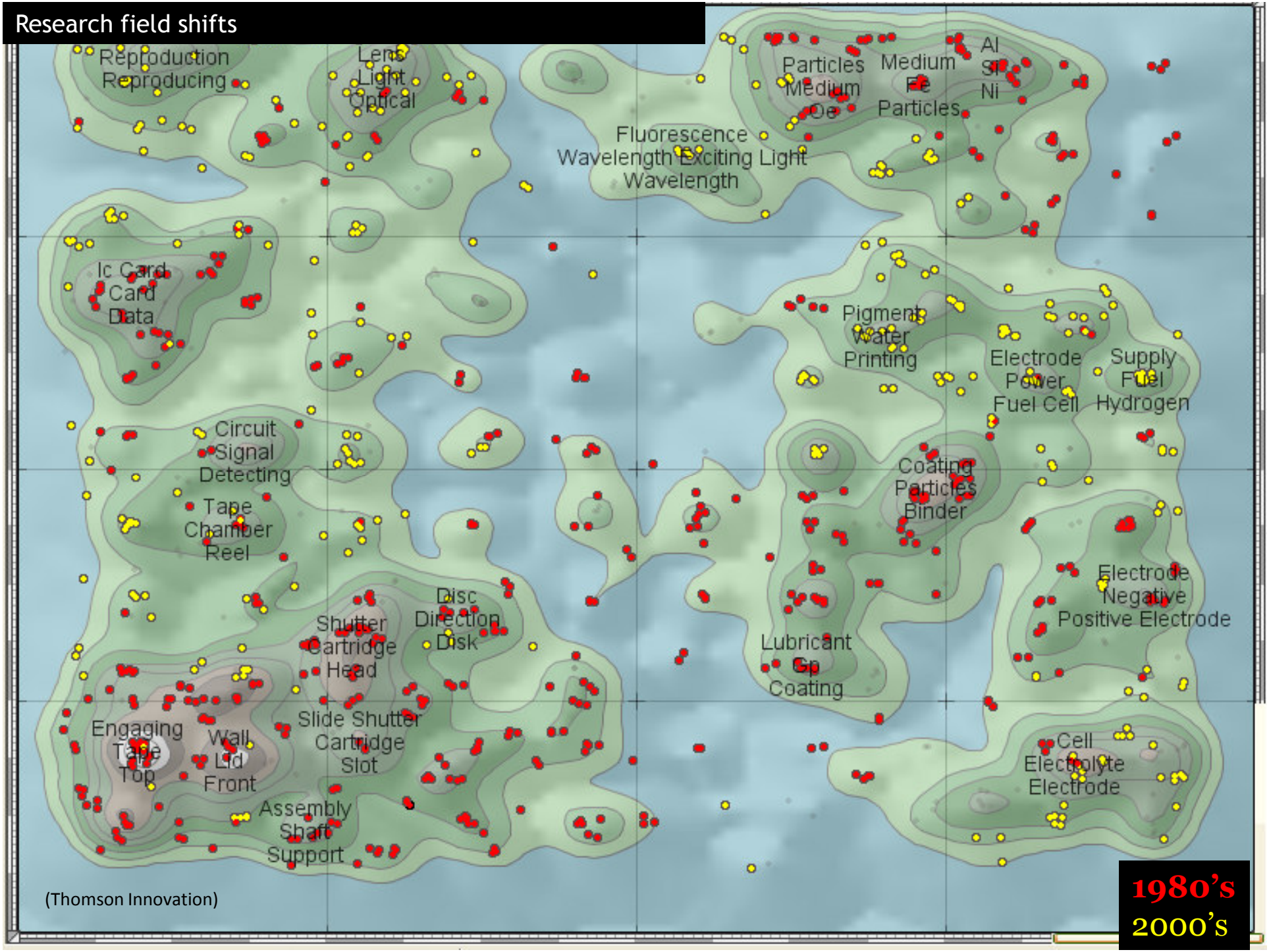
Environnement

Domaine

Concurrents

Research field shifts



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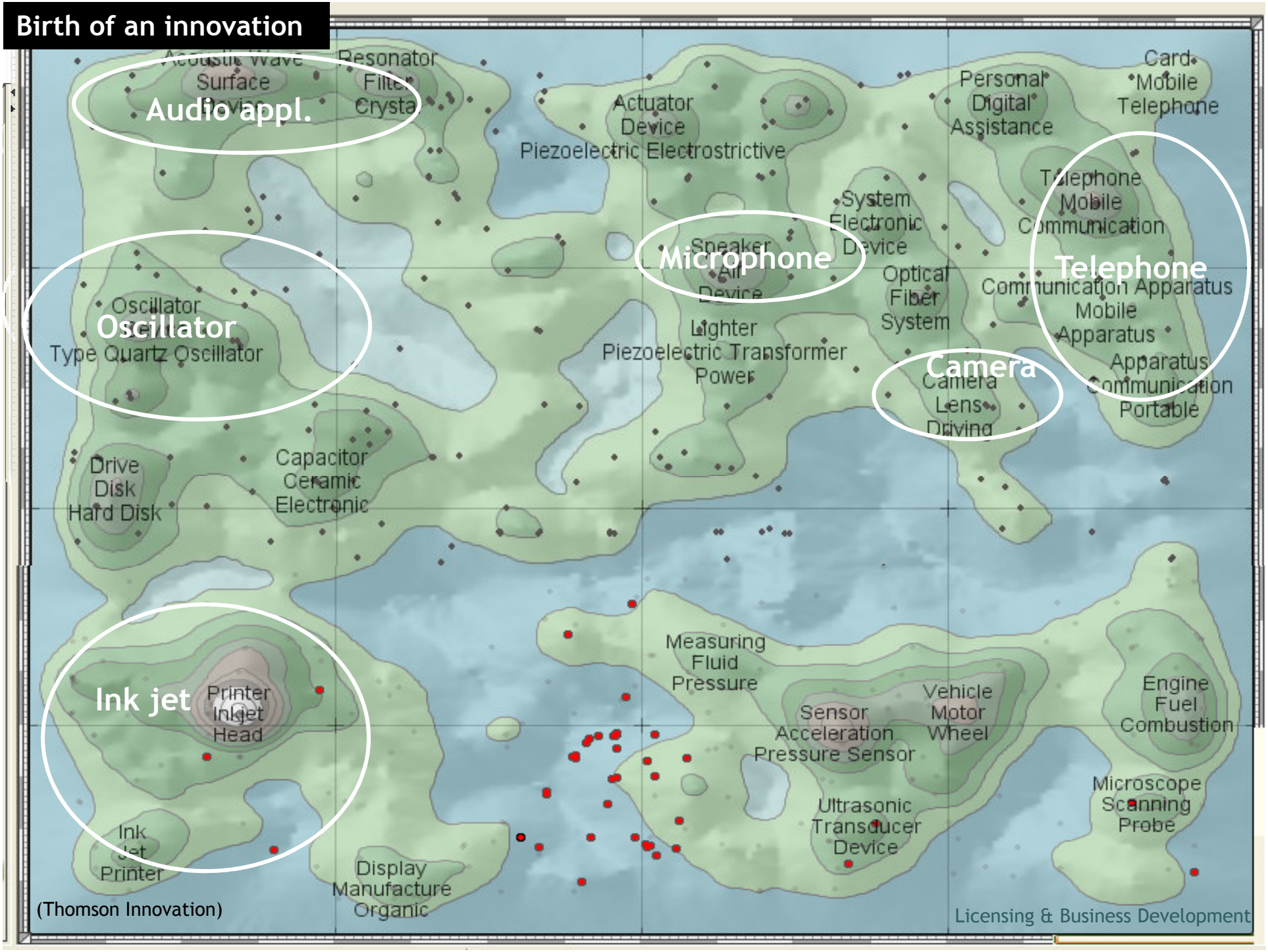
Birth of an innovation



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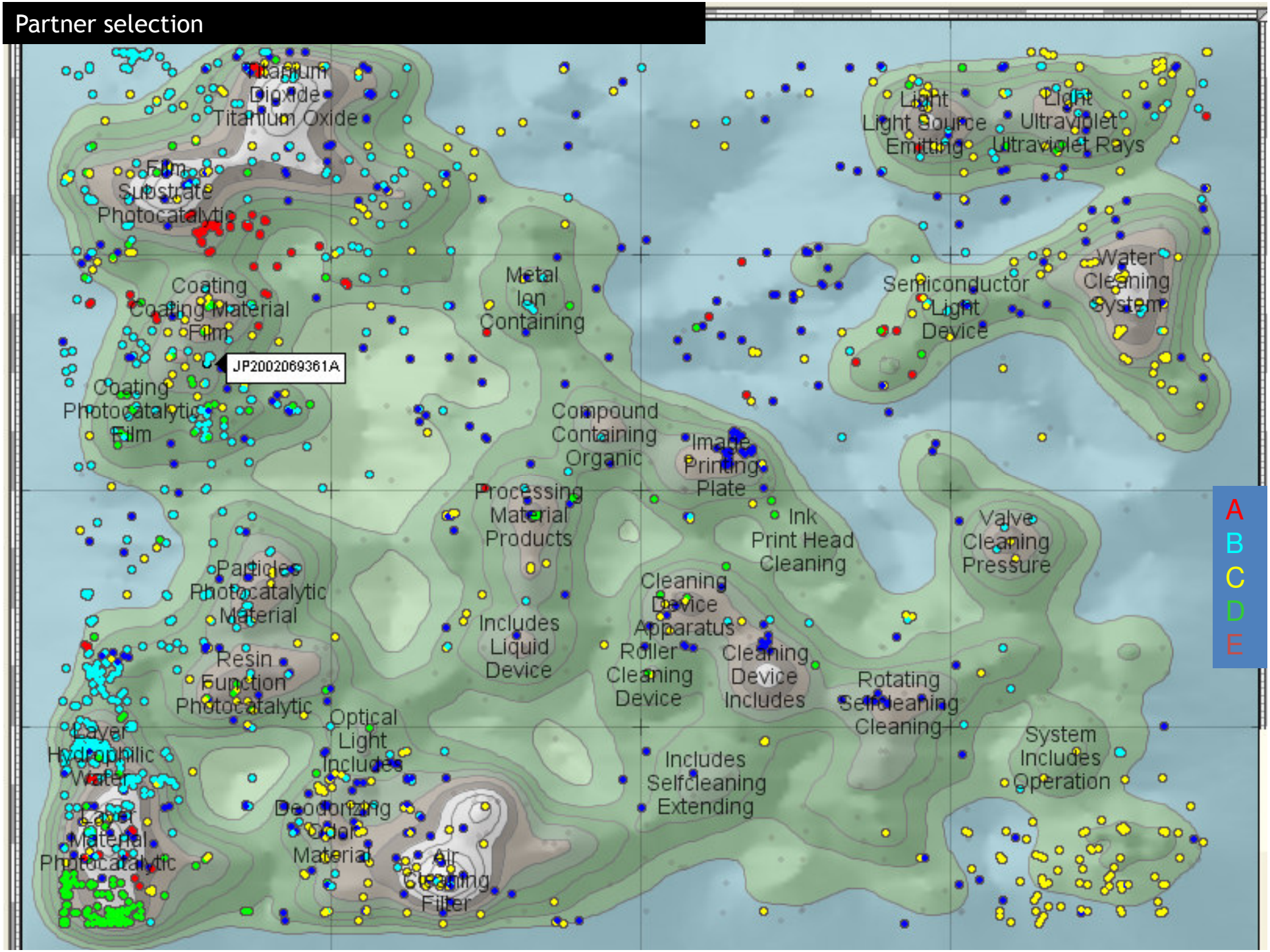
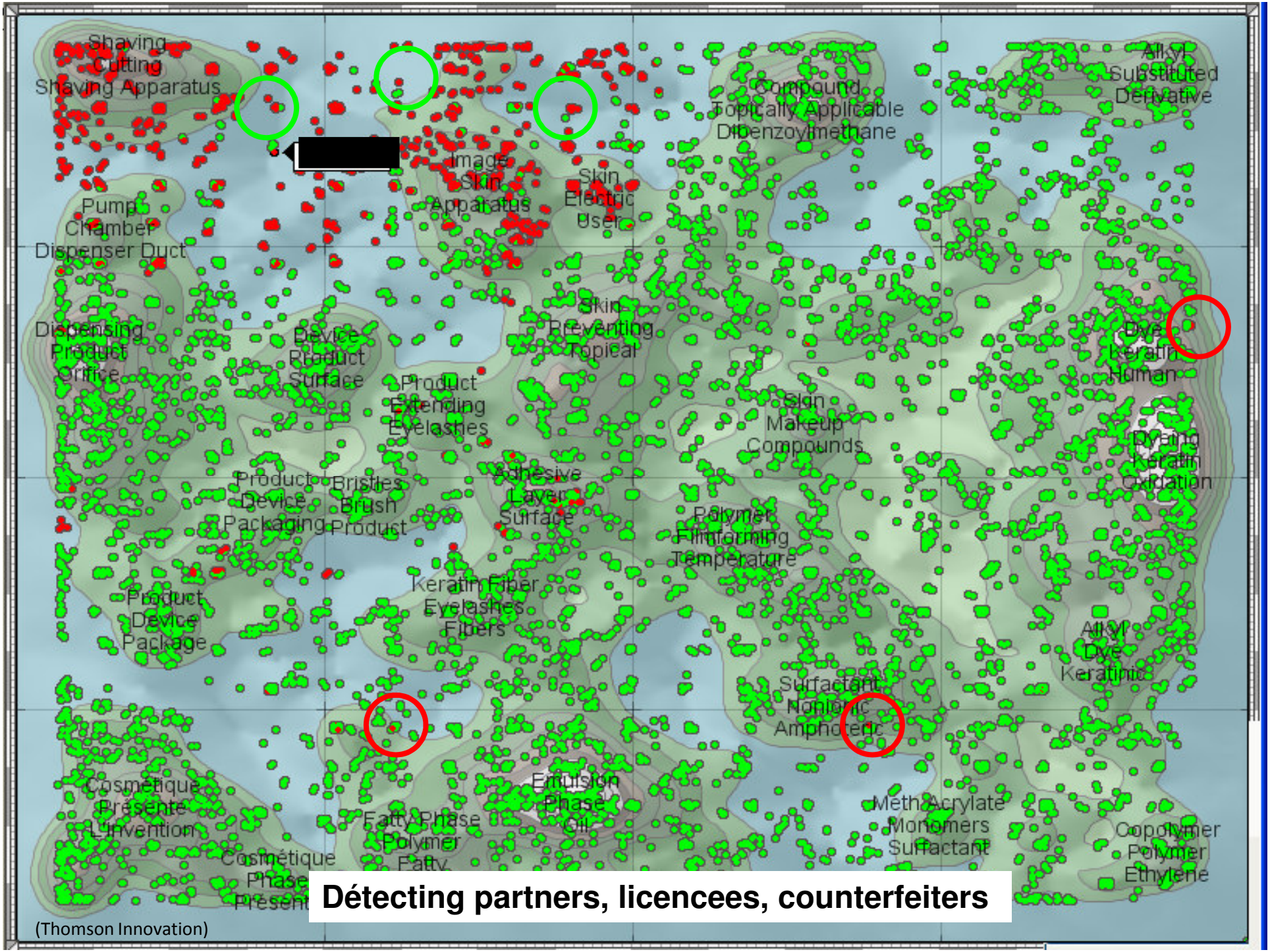
Licensing & Business Development

Partner selection





Détecting partners, licencees, counterfeiters

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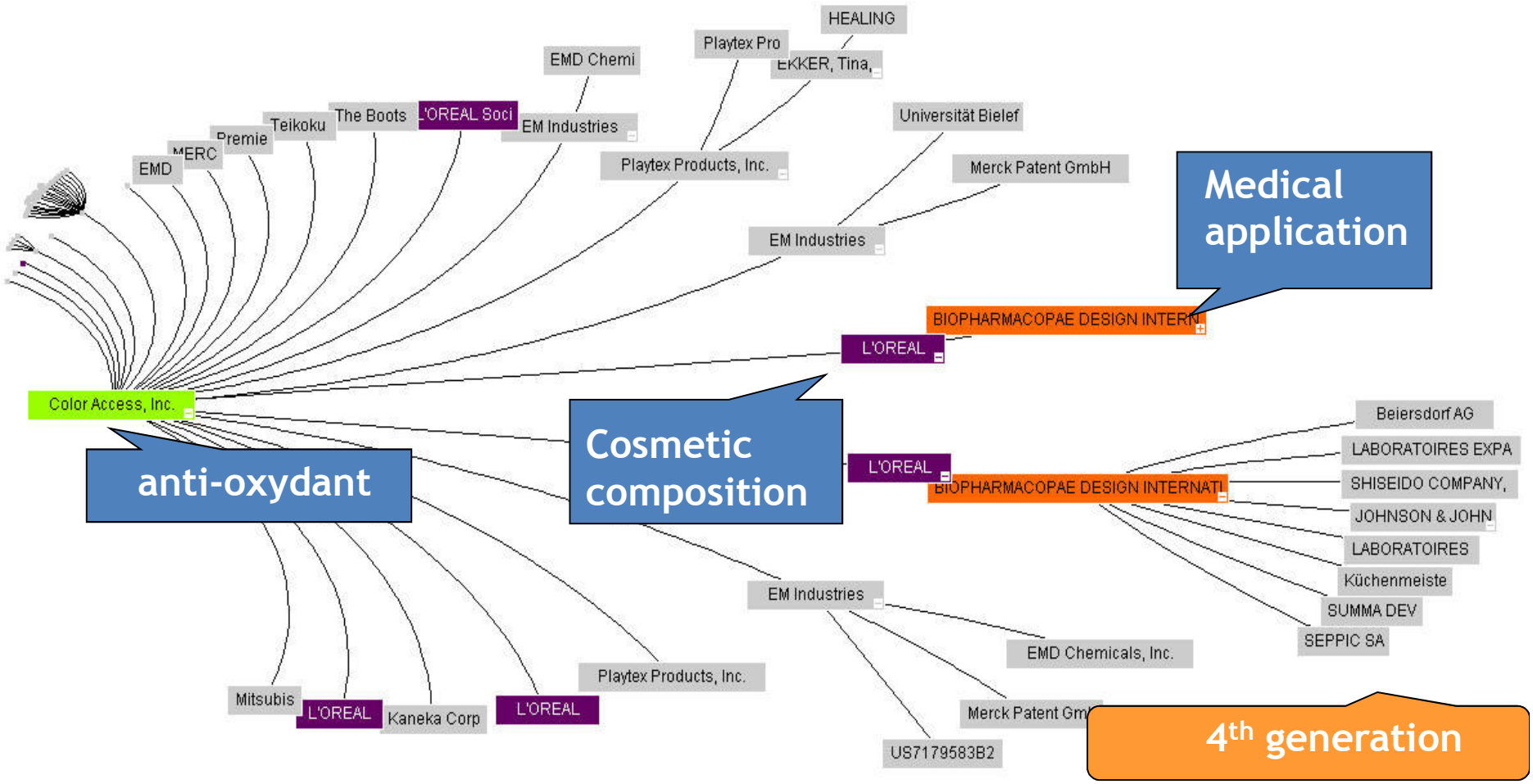
Detecting partners



Calculating predictive indices

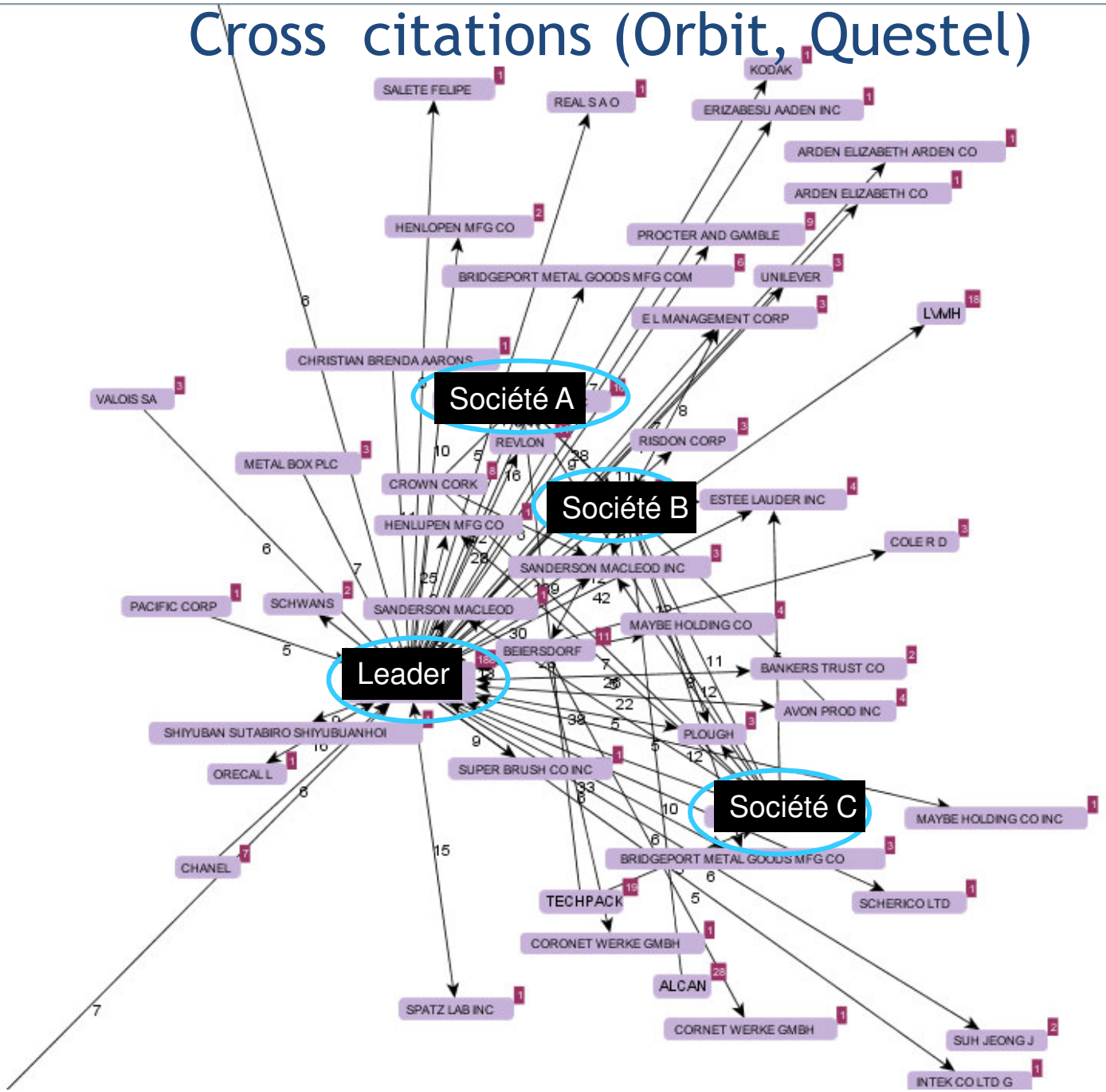
- Forward citations per family of patent

  (technological impact of inventions)
- Generality index (forward citations)

  (widespread impact as patent influenced subsequent innovation in a variety of fields)
- Originality index (backward citations)

  (citing patent in a wide range of fields
- Acceleration coefficient
- Company patent signature
- Citation analysis among competitors

Cross citations (Orbit, Questel)



Detecting business strategies based on patents

- Innovation navigation tools
- Patent environnement prior to R&D investment
- Breakthrough identification prior to launch
- Global analysis of competitors & key players
- Geographical R&D comparisons
- R&D domains comparisons
- Patents to be acquired or licenced (Monopoly)

-Much moreTransparency

-Combined with rating analysis

→ Opportunity +++ for early adopters

Thank you for attention !

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