

# Udfordring

- Øget globalisering
- Behov for at scanne markedet for nye:
  - teknologier
  - produkter
  - rettigheder
  - trends
  - konkurrenter
  - samarbejdspartnere



# Den nye trend



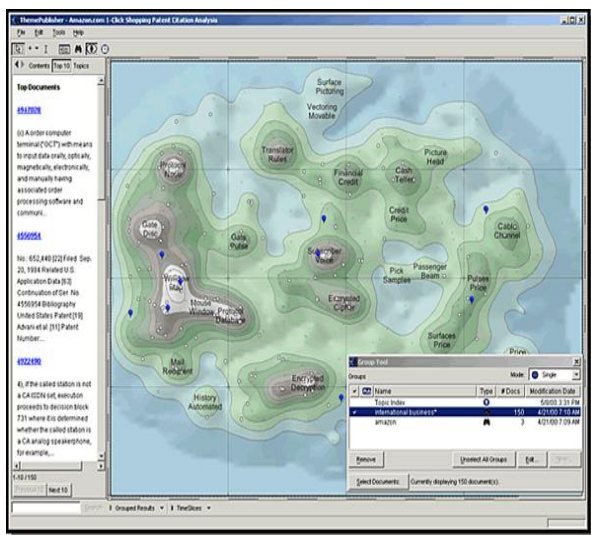
- Intellectual Capitalism
- Virksomheder sætter viden over muskler og sætter viden over infrastruktur
- Vidensøkonomien er en realitet
- Nanoteknologi er et eksempel



# To måder at navigere på i den nye verden

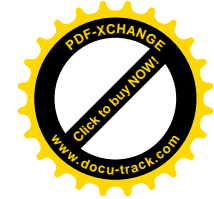


- Technology Roadmapping

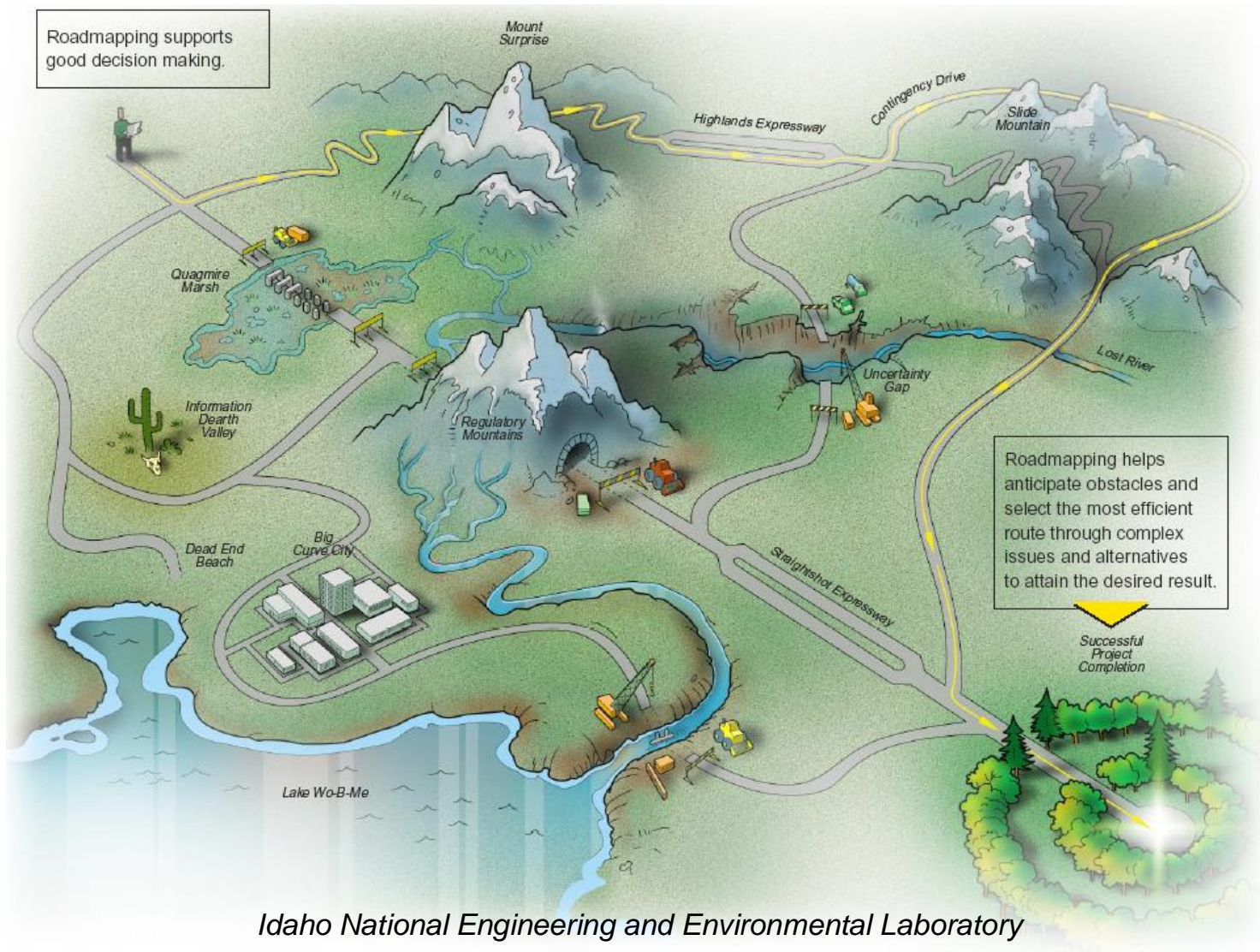


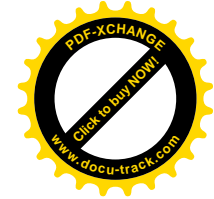
- Patent Mapping



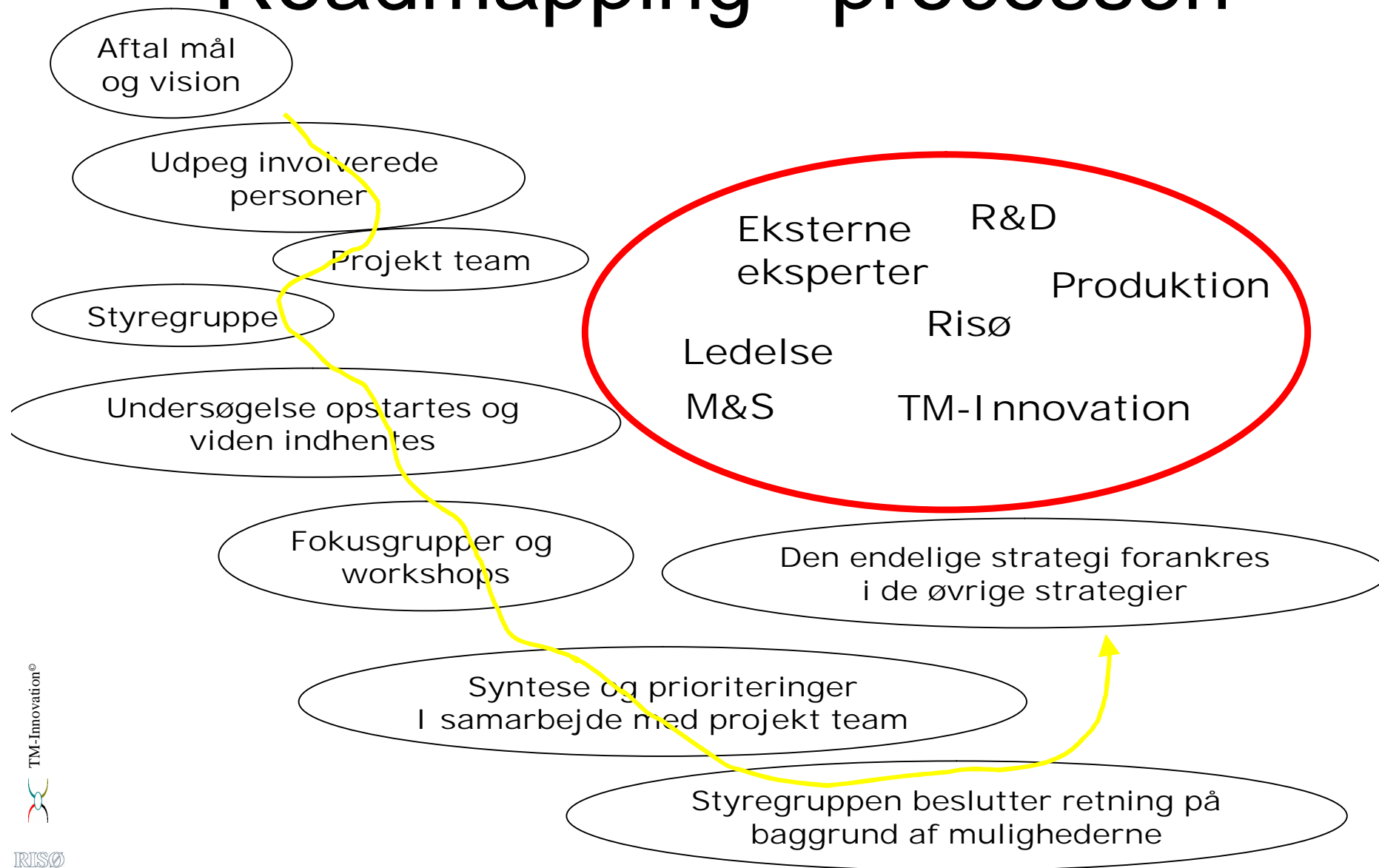


# Technology Roadmapping



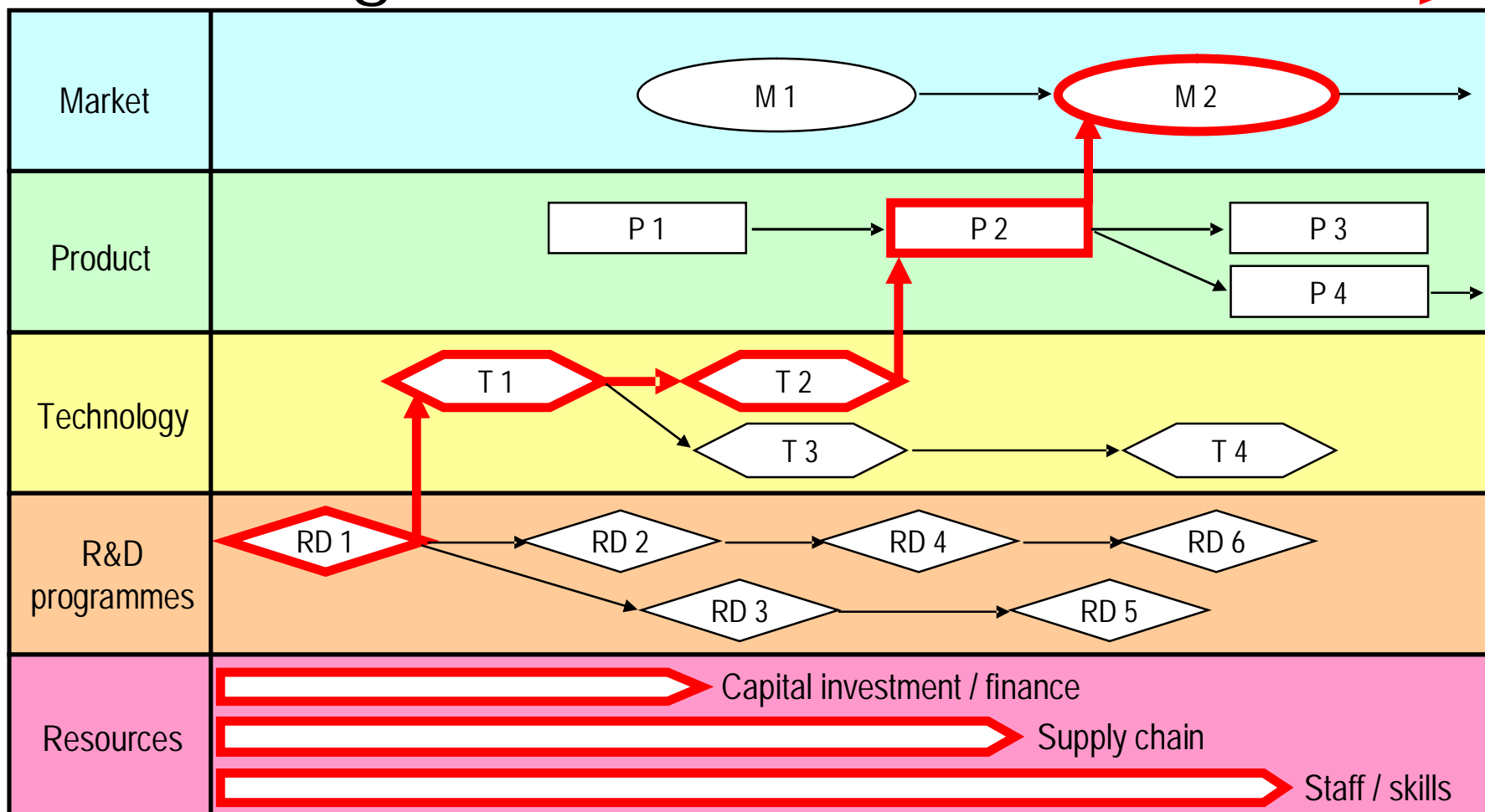


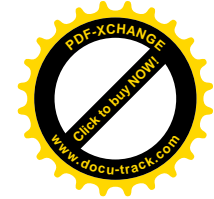
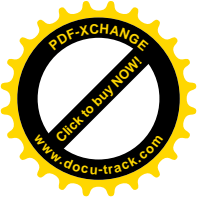
# Roadmapping - processen





# Technology Roadmapping - Planning for the Future



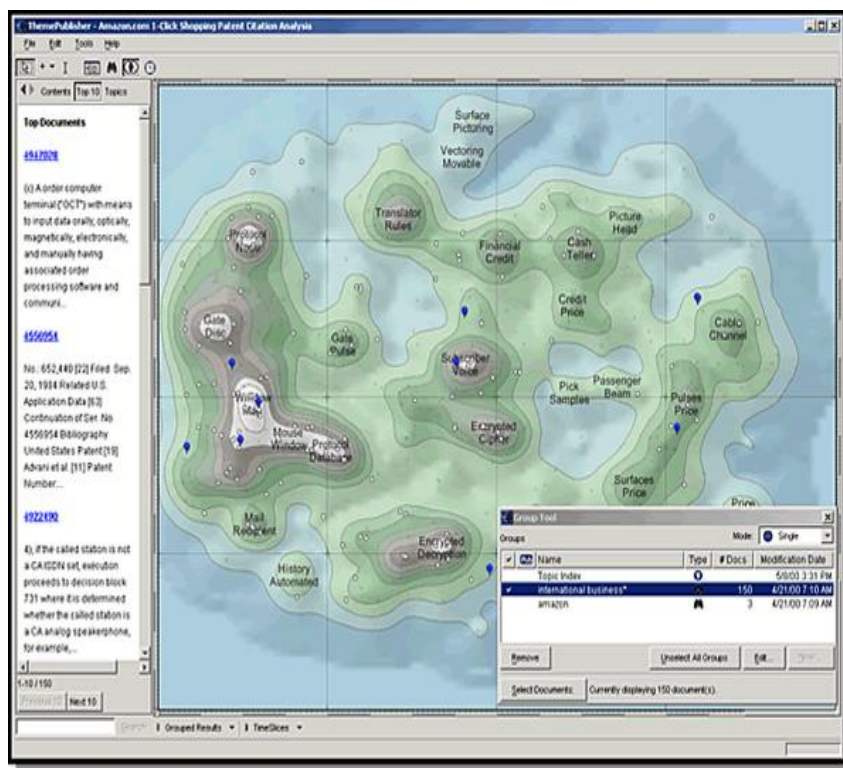


# Technology Roadmapping

- Links future to the present



# Patent Mapping



- ThemeScape
- Key Players
- Velocity Profile
- Freedom to innovate analyse





# Patent Mapping - Processen

## Background

Collect data on relevant patents and patent families within the four specific areas where the intellectual property rights are owned by third parties.

The areas are:

- A
- B
- C
- D



## Analysis

Identify refined areas of interest  
Identify companies, inventors, citation trees, patent classes, etc.

IPC Class XX04M-013: "ABCD"

IPC Class XX02L-005: "EFGH"

IPC Class XX04B-029: "HIJK"



## Recommendations

Visualize findings and recommendations that will inspire the project group and speed up the present innovation process

Recommend further investigation, i.e.

- Infringements risk
- Infringer
- License in
- License out

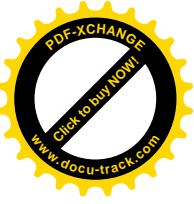


# Patent mapping som **offensiv** konkurrenceparameter:

- "Block the freedom to innovate and operate for NN by taking the following measures:
  - Identity central technology functions
  - Determine the logical future evolution of these technologies that any technology will follow applying TRIZ-methodology
  - Plan for, invent and take out seminal patents in alignment with the logical evolutionary steps using TRIZ-methodology
  - The freedom-to-operate area is hereby closed"

(DICM recommendation for client, February 2004)

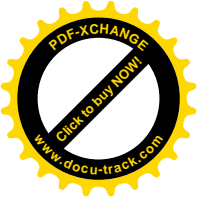




# Generel anbefaling efter en Patent Mapping proces

*" Beat them  
Join Them  
or  
Get a License "*





# Fremsyn og perspektiver

- Virksomhedsinformationer er ofte svært tilgængelige
- Visuelle fremsynsprocesser kan give værdifuld information
- Et teknologisk roadmap og/eller en patent mapping sikrer kommunikation, fælles billeddannelse mellem personer / alliancer
- Viser hvilke tanker, andre har gjort sig og hvordan de bevæger sig
- Et teknologisk roadmap og/eller en patent mapping er en værdifuld støtte til forretningsstrategiprocesen





# Konklusion

Roadmaps og patent maps giver overblik og parathed – så virksomheden fortsat kan være proaktiv og konkurrencedygtig!





# Links og yderligere information



**TM-Innovation**

WEB: [tm-innovation.dk](http://tm-innovation.dk)

RISØ

WEB: [risoe.dk/sys/tes/index.htm](http://risoe.dk/sys/tes/index.htm)

## Roadmapping

WEB: [roadmapping.dk](http://roadmapping.dk)

Danish Intellectual  
Capital Management

WEB: [dicm.dk](http://dicm.dk)