

# Always on the right track.

Navigate complex environments  
using reliable data.

INSIGHTS THAT DRIVE  
IMPACTFUL DECISIONS





white ip  
group

**Build to Scale.  
Innovate to Grow.  
Expand to Succeed.  
Protect your values.  
Buy or Sell.**



Imagine your company as a high performance car. Roaring down the track, navigating through twists and turns with precision and speed.

The navigator's insights guide its every move, providing critical insights that shape the driver's decisions and keep them on course. Much like a co-driver's pace notes guiding the driver through the rally course, our analysis serves as a navigator.

Your innovative team can use data-driven insights as a navigational tool in the complex landscape of emerging technologies and shifting market trends.

By harnessing the power of advanced analytics and market intelligence, we enable you to identify opportunities, anticipate customer needs, and outmaneuver the competition with confidence.

With each insight revealed by our analysis, you gain a clearer view of the track ahead. New markets appear on the horizon, ready to be conquered. Opportunities present themselves like open stretches of road, waiting to be explored and used to grow your business.

**With our data-driven insights as your trusted navigator, we are confident that you will navigate the twists and turns of the market with agility and precision, ultimately reaching your destination of success.**

up to

**5.2x**

more sales revenue from your IP

up to

**10.2x**

more successful in securing funding

**175+**

successful projects annually



- Use existing technologies in new and creative ways
- Identify potential fields of application
- Locate new markets
- Concentrate resources on promising markets
- Develop a clear positioning on the market
- Find the best market launch strategy
- Discover new distribution channels
- Find and convince licence holders and Co-operation partners

## Boost potentials

## Mitigate risks

### Bring Technology and Economics together.

Just as drivers face a myriad of challenges on the track, businesses encounter their own set of hurdles in the dynamic world of commerce.

Adverse weather conditions, mechanical failures, tire degradation, traffic congestion, and strategic mistakes can disrupt a driver's race strategy and jeopardize their chances of success.

Similarly, in the business arena, unknown risks lurk beneath the surface, waiting to derail even the most meticulously crafted plans.

These risks, often unseen and unpredictable, can manifest in various forms such as technological disruptions or unforeseen competition.

Formula One teams rely on advanced analytics and real-time data to anticipate and mitigate on-track challenges.

Our analysis provides businesses with the insights needed to identify and navigate through unknown risks, helping to avoid potential pitfalls and maintain a competitive edge in the market landscape.

# 70%

of a company's market capitalization comes in the form of intangible assets, which include patents, trademarks, copyrights, and other business knowledge and know-how

Forbes

# act now



## Six step roadmap for determining the degree of innovation and significance





## Technology Analysis

In our "Technology Analysis" phase, we conduct a thorough examination of the current technological landscape relevant to your innovator, focusing on uncovering innovation potential and identifying areas for development or improvement.

A key aspect of this analysis is the examination of the technology lifecycle, which is crucial for assessing innovation levels and determining strategic positioning.

### Understanding the Technology Lifecycle

The technology lifecycle framework helps us to understand the maturity and adoption phases of a technology. It includes stages such as introduction, growth, maturity and decline. By analyzing where a technology is in this lifecycle, we provide insights into its growth potential, competitive landscape and the need for patent protection or innovation.

### Strategic Insights and Decision Making

Insights from understanding the technology lifecycle and

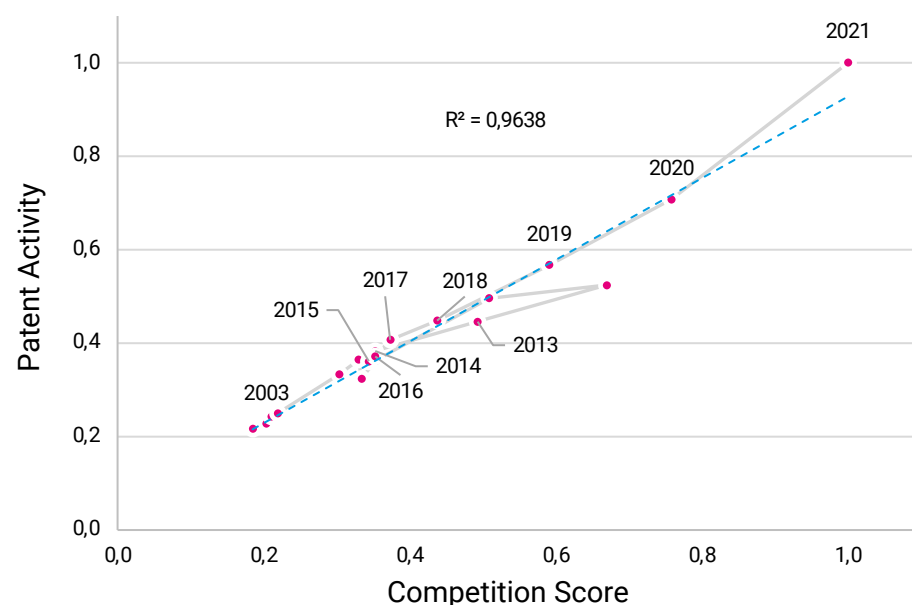
assessing levels of innovation inform strategic decision-making. Knowledge of lifecycle stage informs investment decisions, R&D priorities and patent strategies. Early stage technologies may focus on securing intellectual property rights and go-to-market, while mature technologies may require differentiation strategies or exploration of new applications.

### Tailored Recommendations

Based on our analysis, we offer tailored recommendations aligned with your business goals and technology characteristics. Recommendations may include aggressive patent

strategies for early-stage innovations or identifying partnership opportunities for mature technologies. Our aim is to ensure you're prepared to navigate your technology's future trajectory successfully.

In summary, the "Technology Analysis" phase is foundational, providing insights into technological, legal, and market contexts. By understanding the technology lifecycle and assessing innovation levels, we empower you to drive your technology forward, maximizing its value and impact.



## Market Prospects

To efficiently determine the "Market Prospective" for a technology or product, a streamlined approach focuses on identifying market opportunities, understanding competitive landscapes, and assessing customer needs. Here's a concise version suitable for brochure inclusion:

### Market Prospective Analysis Approach:

**Objective and Scope Definition:** Set clear goals for the analysis and define the market boundaries, focusing on specific segments or a broader perspective as needed.

### Market Segmentation and Trends

**Segment the Market:** Identify key market segments based on demographics, behaviors, and needs.

**Analyze Trends:** Research current and emerging trends affecting the market, focusing on opportunities and threats.

**Competitive Landscape:** Identify Competitors: List key players and evaluate their strengths, weaknesses, and market positions. Determine Competitive

**Advantage:** Highlight your technology's unique value proposition.

**Customer Insights:**

**Gather Customer Data:** Use surveys or interviews to understand customer preferences and unmet needs. **Analyze Customer Needs:** Identify how your product can meet these needs uniquely. **Market Size and Potential:**

**Estimate Market Size:** Determine the current and potential size of your target market. **Forecast Growth:** Project future growth based on market trends and data analysis.

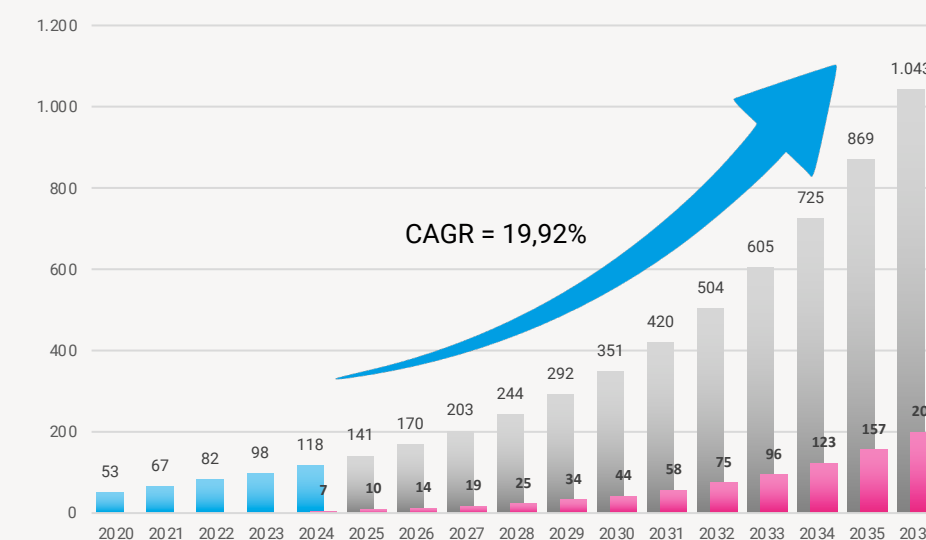
### Strategic Recommendations and Implementation

**Develop Recommendations:** Based on insights, suggest strategies for market entry and growth.

**Monitoring and Evaluation:** Establish KPIs to track performance and adapt strategies as necessary based on market feedback.

This condensed approach provides a structured framework for understanding market dynamics, offering insights into strategic decision-making for market entry and growth to guide businesses in navigating the complexities of market analysis.

Market Size - IR Sensors in Agriculture



## Legal Strength

In the Legal Strength segment of our analysis, we carefully evaluate the robustness and scope of your intellectual property (IP) rights, focusing on patents, trademarks and copyrights.

This includes assessing the enforceability of your IP, identifying potential legal

vulnerabilities and ensuring compliance with relevant laws and regulations.

By understanding the legal landscape, we can help you strengthen your IP strategy, mitigate risk and secure a competitive advantage in the marketplace.

Our goal is to provide you with a clear understanding of your legal position, enabling you to leverage your IP assets effectively and navigate the complex legal environment with confidence.

## Strategic Positioning

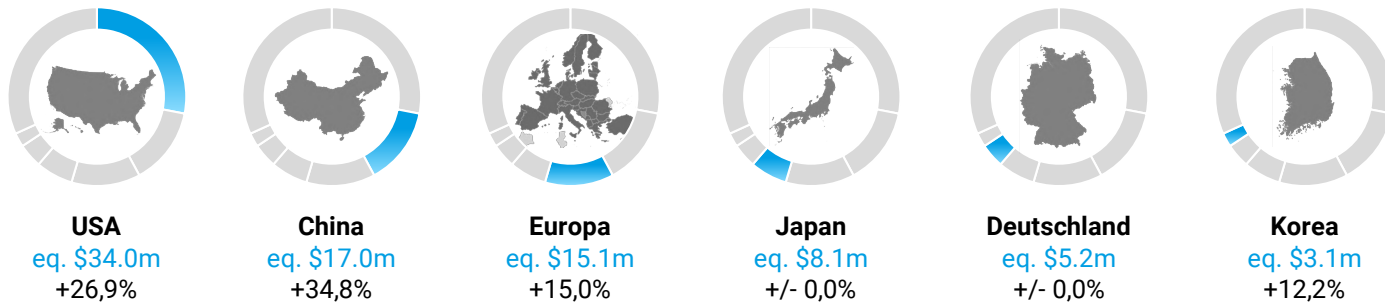
Our Strategic Positioning analysis focuses on aligning your technology or product with market needs and competitive dynamics to maximise its market potential.

This includes identifying optimal market segments, differentiating your offering from competitors, and

leveraging your unique value propositions.

Our goal is to create a strategic roadmap that positions your company for growth by capitalising on its strengths and market opportunities, while addressing potential challenges. The result is a

clear, actionable strategy that ensures your technology or product stands out in a crowded marketplace, ready to capture attention and drive success.



## License Potential

In the Licensing Potential Analysis, we carefully examine the claims and scope of your intellectual property to assess its licensing potential.

This step involves a detailed review of the precise language used in patents and other IP documents to understand the breadth and depth of the

protection they provide. By assessing these critical aspects, we aim to identify lucrative licensing opportunities and strategies that maximise revenue generation.

Our focus on claims and scope ensures that we uncover the full commercial

potential of your IP assets and position them for successful monetisation in the marketplace.

## Economic Benefits

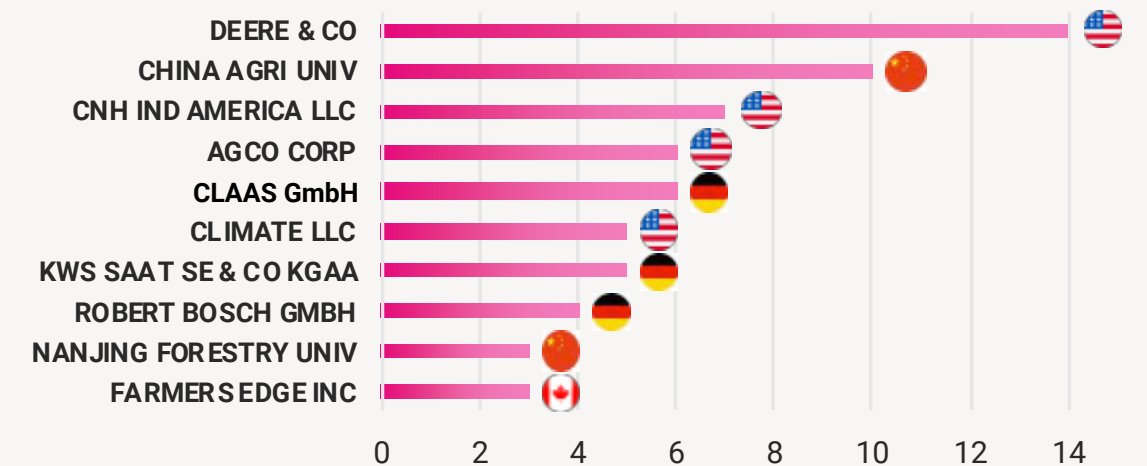
The Economic Score assesses the financial viability and market impact of your technology or product.

This involves analysing market demand, revenue potential, cost structures and

profit margins to assess economic attractiveness.

By quantifying these factors, we provide a concise economic score that reflects the potential for sustainable growth and profitability.

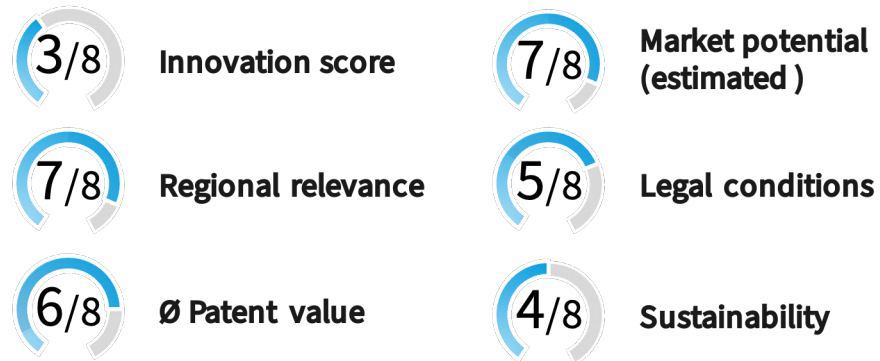
This score helps guide investment decisions, highlighting areas with the highest return potential and aligning financial resources with market opportunities for strategic advantage.



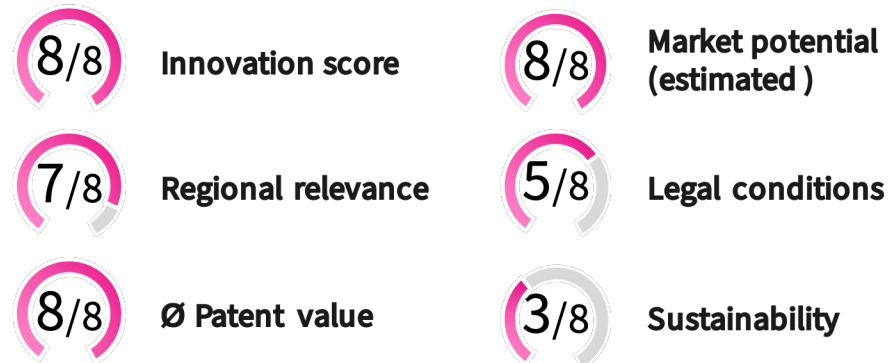
## Identify trends

Technology Opportunity Mapping is an in-depth technology and market landscape analysis that identifies and evaluates alternative promising use cases for your technological solution.

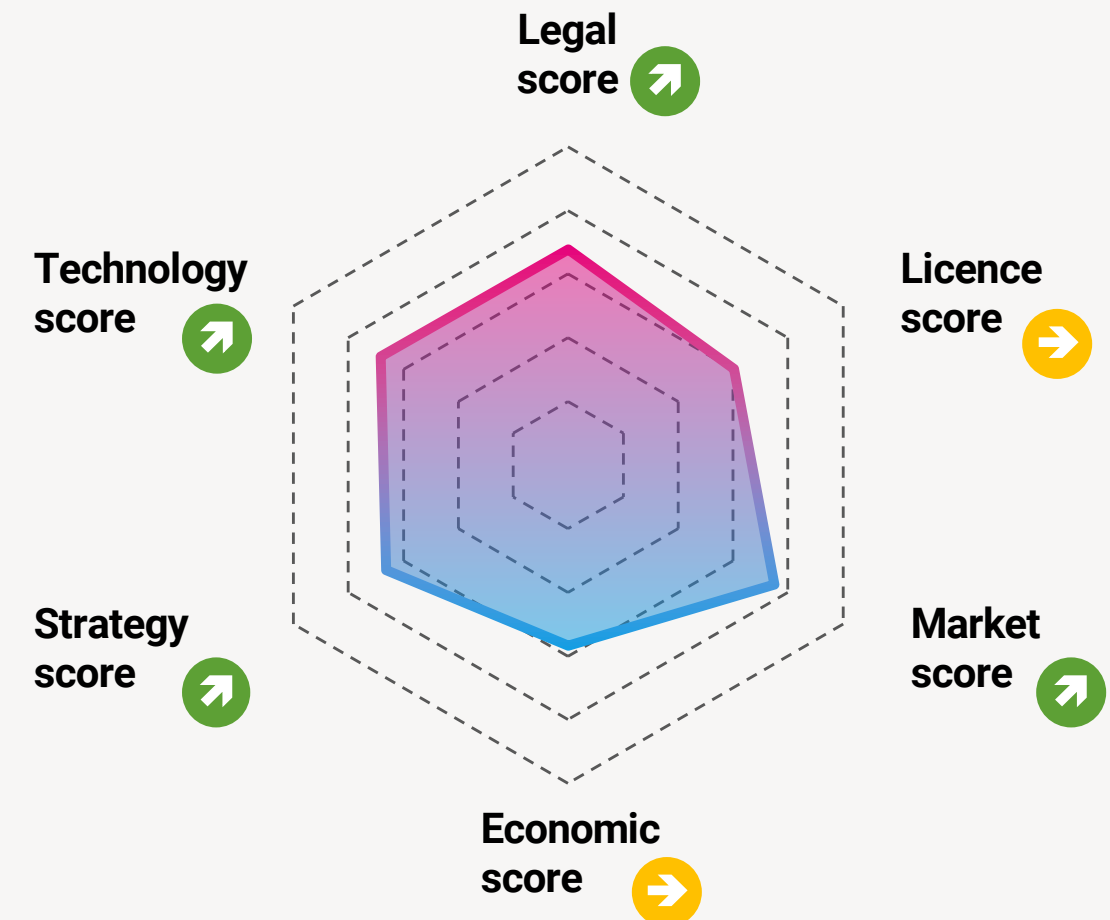
### Option I



### Option II



Our in-depth technology and market landscape analysis enables you to identify and evaluate alternative use cases for a given technology.



The Comprehensive Analysis Overview illustrates the culmination of our in-depth analysis across key dimensions: Legal, Licensing, Market, Economic, Strategy and Technology.

Each axis represents a score in that area, converging on a central point which symbolizes the overall

strategic position of your product or technology.

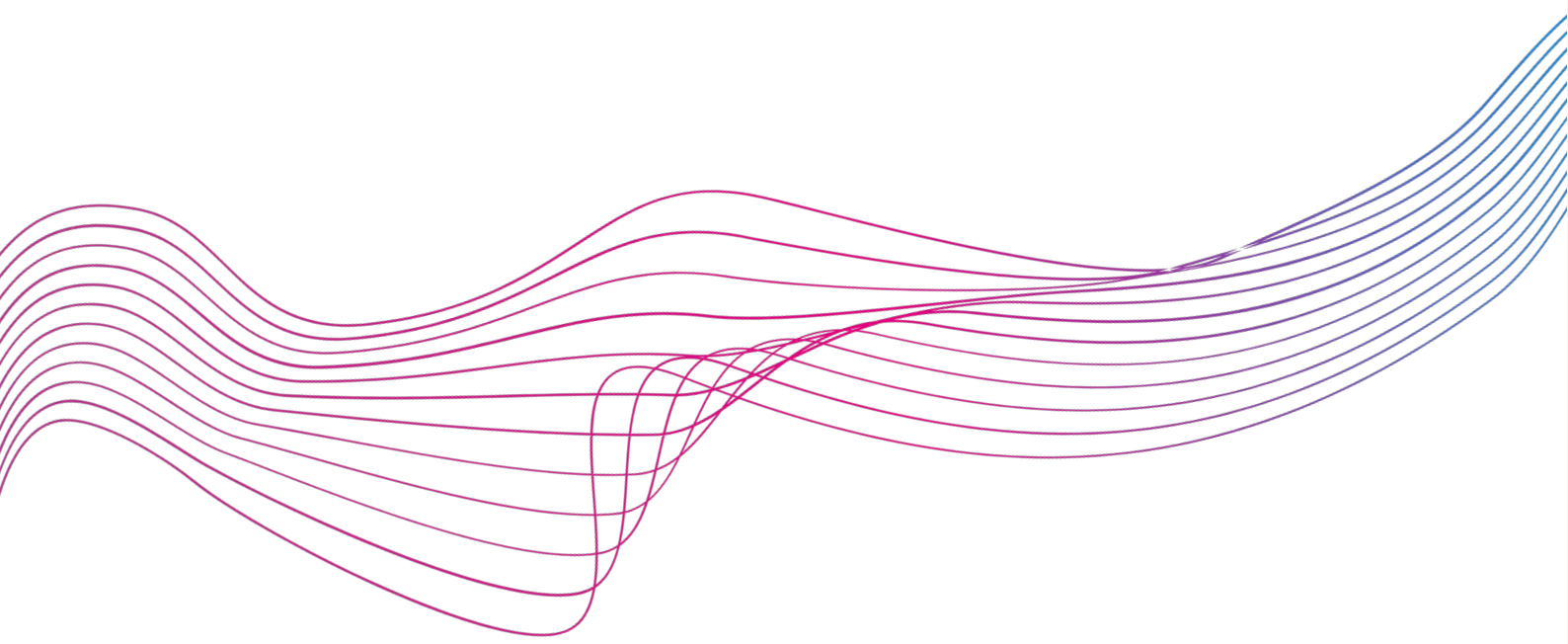
High scores across all dimensions indicate a robust and promising potential for market success, reflecting strong legal protection, significant licensing opportunities, favourable market conditions, sound economic forecasts, effective

strategic planning and advanced technological innovation.

This hexagonal profile provides a visual representation of the multi-faceted assessment, guiding decision making and strategic direction.

# You Build The Future. We Create The Framework.

With our broad knowledge and business insights,  
we create frameworks that help you develop  
innovations that drive growth.



Our clients are teaching robots how to feel. Moving an entire city. Creating places that connect. Making surfaces more durable.

Improving medical access. Bringing beauty to life. Developing new resources. Bringing people together.

Advancing science and research. Successfully treating diseases. Saving resources.

Helping to make the world a safer place. Increasing efficiency. Simplifying work. Enabling modern technologies.

## Our clients are building the future.

**They can rely on our interdisciplinary knowledge and experience in IP, legal, tax and business management for the comprehensive support and expertise they need to turn their ideas into value.**

# Why white ip ?

## white ip | AMER

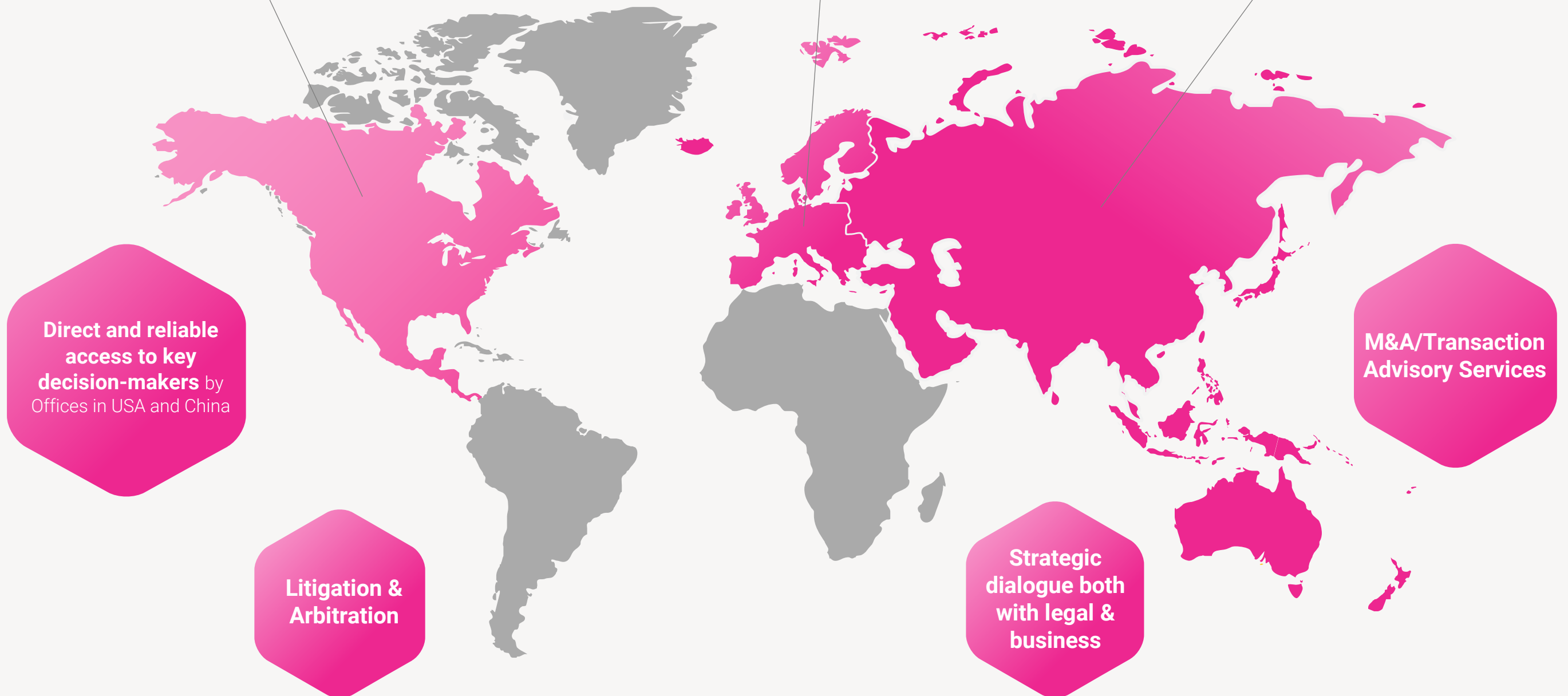
Location: Northville, MA (USA)  
Senior Counsel: Attorney at Law Zhigang Ma, J.D., LL.M.

## white ip | EMEA

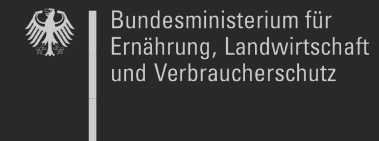
Location: Dresden (Saxony)  
Patent & Legal  
Tax  
Business Solutions  
Ventures

## white ip | APAC

Location: Beijing (北京)  
Senior Associate: Chinese Patent Attorney Yanan Huang



# Ready to start the race.



# We're here to support you.



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