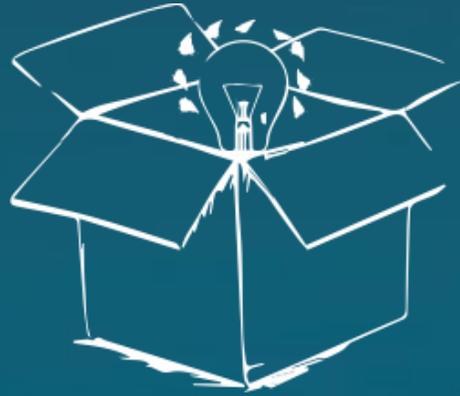


ERREQUADRO

Identifying innovation opportunities for enterprises who want to maximize their patent portfolio quality

Problems

Innovation is what sets companies apart



Innovation is



competitiveness

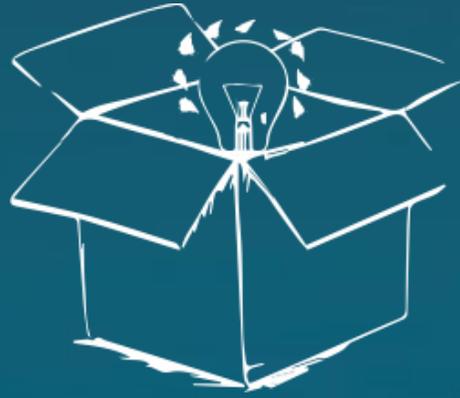


trendiness



a top priority

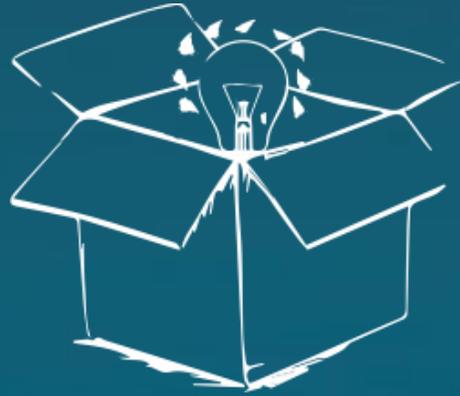
Innovation is not a linear process



Idea

Market

Innovation is not a linear process



Idea

Technical issues
Economical issues
Legal issues
Logistic issues
...

Market

Innovation can be done by having a smart approach to IP



patents



strategy



product



- 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

ERREQUADRO



multidisciplinary
team



proprietary
IT platform



n client
patents

More than 10 years of experience

ERREQUADRO



ERREQUADRO

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



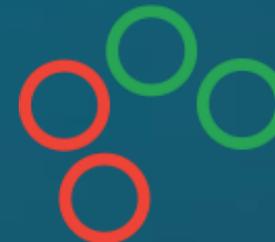
- Identify **open spaces**

- 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

insight

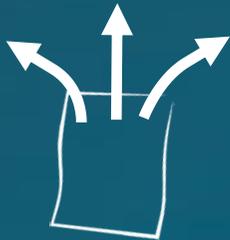
- Characterize recent technologies and their advantages and disadvantages
- Detect characteristic development patterns
- Identify technology trends

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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