

Workflow: Technology Scouting

How to stay attuned with emerging technology

patsnap

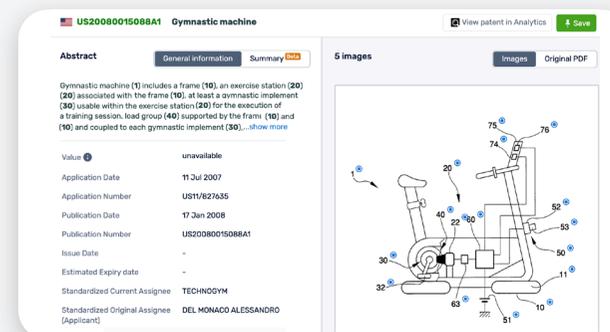
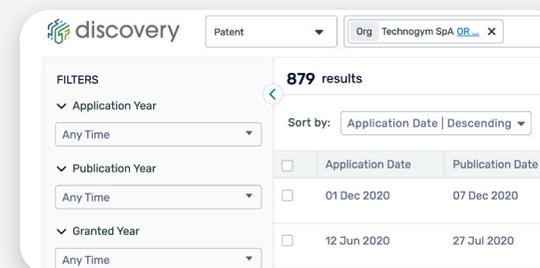
Importance of Innovation in Business

Today innovation is key to business survival and growth. Not only has it revolutionised industries, but it also plays a role in the development of new products and services. Innovation has helped businesses to stand out and achieve sustainable economic growth, as many industry players find it hard to mimic innovations in particular technology areas.

Importantly, innovation can help to drive the market share of a business. Through innovation we can establish a unique position in the market and attract a loyal customer base. This idea is dependent on us understanding the needs of customers. Also, innovation can help us to determine the best way to approach a market and build on existing strengths.

1 Monitoring Patent activity

- Conduct a keyword search in a relevant technology area and navigate to the patent data type.
- Following the above, you can apply filters, such as Application Year (last year) and Standardized Current Assignee. These will allow you to focus on the most recent patent applications and inspect competitor patent portfolios more closely. Thus, ascertain a company's business strategy by monitoring where they are filing and what technology areas they are focusing on.
- Moreover, you can view the results from a Freedom to Operate perspective by only looking at patents whose Simple Legal Status is active or pending.
- Clicking on the Analyze tab will take you to an interactive dashboard, where in-house analytical tools have aided the development of charts to connect the data for better insights and trends.
- By monitoring patent activity, you can access the maturity of an innovation and understand its wider applications.



2 Analyzing Papers

- Again, perform a keyword search and among the other business intelligence brought back, select the papers data type.
- It is important to consider the way in which an innovation is discussed in literature as this will put the innovation in context. Thus, it will help you to determine the best strategy to approach a market.
- Refining by Topics will help you to hone in on a specific technology niche and remove noise from your search.
- Another noteworthy refinement is Location. It will help to monitor innovation rates in emerging geographic markets.
- By clicking on the analyze tab further pieces of analysis can be obtained, including Top Fields of Study World Cloud to find keywords to improve an existing keyword search.

Published Date	Title	Authors	Institution
2021	Improving wellbeing of community-dwelling people with mild cognitive impairment: the SENIOR (SysEm of Nudge theory based ICT applications for Older citizens) project	Daive Maria Cammioli, Giada Pietrabissa, Gianluca Castelnovo	University of Milan Catholic University of the Sacred Heart
2021	Group satisfaction with group work under surveillance: The stimulus-organism-response (SOR) perspective	Yoonhyuk Jung, Boreum Choi, Wojei Cho	MIT University College of Business Administration Seoul National University
2021	Predicting nurse fatigue from measures of work demands.	Sarah L. Brzozowski, Hyeonmi Cho, Elise N. Arsenault Knudsen, Linsey M. Stoege	University of Wisconsin
2021	Visual, navigation and communication aid for visually impaired person	Sagor Saha, Farhan Hossain Shakil, Mufrrath Mahmood	American Inter-Continental University, Inc.

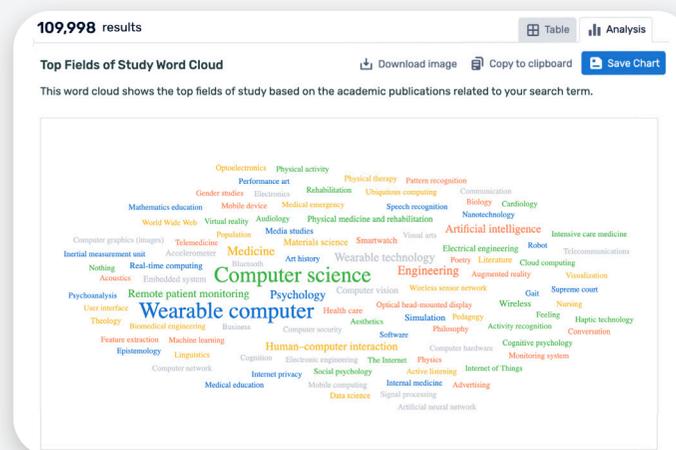


Tip

- Importantly, you can set up Alerts to receive daily or weekly updates in a desired business area.



- Prior to conducting a search, create a Dashboard. Here any charts in the Analyze tab can be saved and later accessed. It is necessary to highlight that Dashboards have auto updates, as such changes in business activity will be reflected accordingly.



- While conducting a search you can incorporate Boolean logic operators, such as AND, NOT to build a more robust search query. Additionally, you can utilize our Keyword Editor to add relevant synonyms to a search query.