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# INNOVATION SOFTWARE technology landscaping USES



## INNOVATION CHALLENGE

Leaders in innovation run an average of **9 to 10** time-based challenges per year.



Research trending technologies, discover disruptive or white space technology, enhance existing technology.

Create your time-based challenge instantly from technology discoveries. Crowdsource and start receiving ideas.



Collaborate, review and advance ideas. Further analyze select ideas with the Technology Landscaping component.



## STARTUP ACQUISITION

Acquisitions are **fueled** by technology trends. There were **486** U.S. tech deals announced in the first quarter of 2017, totaling **\$42.8 billion**.



Search keywords or combinations, to identify relevant small companies.

Filter and drill-down to patents, grants and funding data to further qualify the start up.



Collaborate with your team using the Innovation Software platform, to advance the start up acquisition potential.



## IP MITIGATION

Advanced patent search technology **reduces** IP mitigation risks.



Full patent research (US and foreign) provides a detailed view of the patent landscape as it pertains to your technology needs.

Be one of the first to know. With patent rights moving from "first to invent" to "first to file," the Ezassi Technology Landscaping tool searches pending and published patents, around the globe.



Patented ideas or technologies are further up on the ideation scale and can significantly reduce innovation cost with the refining of IP.



## CROWDSOURCING

If a company cannot solve a problem on its own, utilize the **digital universe** to create your crowd to **find a solution**.



Identify, at-a-glance, your expert crowd potential from published authors, businesses, experts to patents, news articles and more.

Going beyond the curated network to building your own network. Discover thousands of potential solvers, in just a few minutes.



Engage your crowd by using the Technology Landscaping tool, along with the Innovation Software platform.



## TREND ANALYSIS

"The most reliable way to forecast the future is to try to understand the present." — John Naisbitt



Easily target specific areas and leverage trend insights to make smart decisions about where to invest your time.

In competitive markets where technology is constantly evolving, the ability to identify and understand emerging trends in real-time is an invaluable and essential tool.



Gain the competitive edge. Know and understand your competition better with full detail and analysis — *at your fingertips.*



## TECHNOLOGY SCOUTING

Using **real-time automation** to go far beyond the curated network.



Data mine and crawl the digital universe to unearth new disruptive solutions and innovators.

Scout hundreds of data sources with over 25M reference materials and +2M organizations.



Uncover new technologies and experts. Drill-down and filter to specific scouting targeted criteria.



## COMPETITIVE MAPPING

Harness the **power** of data and technology to gain the **competitive edge**.



Significantly reduce your competitive research time with tools that identify and capture data, instantly.

View data analytics with side-by-side competitive comparisons, complete technology landscape of data resources and more.



Capitalize on your competition's strengths and weaknesses, quickly and easily.



## TECHNOLOGY ADJACENCIES

**Artificial Intelligence** to unearth new technologies.



Search narrow or broad complex technology to unearth new adjacencies.

Dig deep into results topics by filtering and utilizing multi-tiered search operators.



Honeycomb search results clustering immediately identifies suggested term and adjacent technology results.