

How to analyse
markets using
innovation data

Research Document
Framework



academy
by patsnap

1 Research question

Primary research question

Dependent research question

2 Technology Area

Broad technology definition

Enabling technologies

End uses and applications

3 Patenting Activity

Volume of data (in comparison to similar/other related areas, how much data is there)?

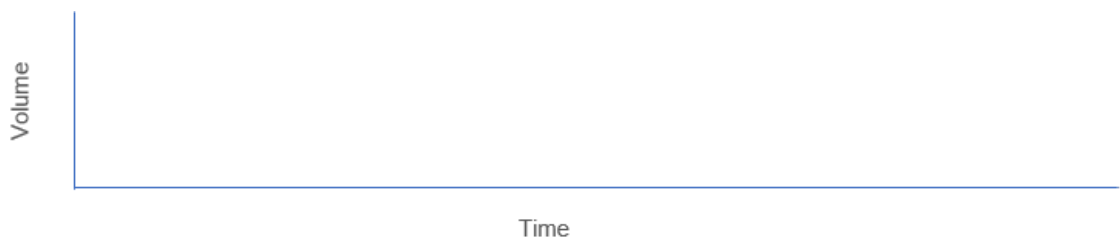
0	1	2	3	4	5	6	7	8	9	10
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3 Patenting Activity (cont.)

Technical complexity (number of IPC/CPC categories covered by one technology)

0	1	2	3	4	5	6	7	8	9	10
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Filing velocity



4 Timeline of technology

Past	Present	Future

5 Jurisdictions

Key jurisdictions

Emerging jurisdictions

6 Key players

Established key players

New or emerging market entrants

7 Patentability

Issues related to patentability

Difficulty obtaining a patent:

0	1	2	3	4	5	6	7	8	9	10
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8 External factors – Drivers and challenges

Drivers	Challenges
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9 External factors – PESTLE Analysis

POLITICAL	ECONOMIC
SOCIAL	TECHNOLOGICAL
LEGAL	ENVIRONMENTAL

10 External factors – Trends

What trends could be influencing the industry- technological shifts, consumer preferences, prices for goods and services?

11 Scope of technology

Conceptual scope

In

Out

Grey area

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12 Query development

Base Query

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Refined Query

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Filtered Query

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