# How to analyse markets using innovation data

## Research Document
## **Framework**

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# Research document
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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 |
|---|---|---|---|---|---|---|---|---|---|----|

Filing velocity

Volume
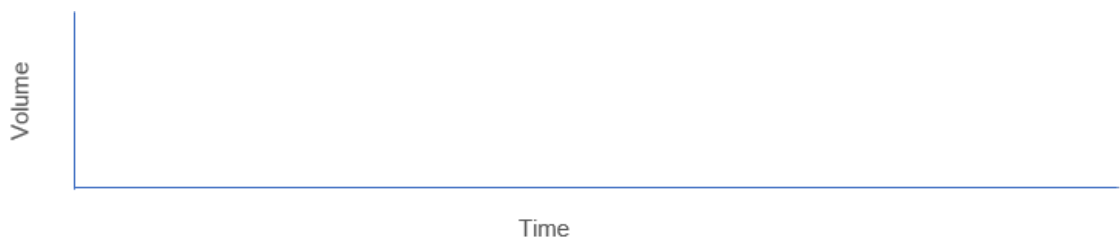
Time

## 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 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

## 8 External factors – Drivers and challenges

| Drivers | Challenges |
|---|---|
| | |

## 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 |
|----|-----|-----------|
|    |     |           |

## 12 Query development

| | |
|--|--|
| Base Query | |
| Refined Query | |
| Filtered Query | |