How to use NPL for market reports

Framework

academy

Market report

Use this document to help plan and structure your research project in preparation for the write up of the analysis

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1 Research question

Use this section to record the scope of the research based on technologies researched. This will determine how broad or how narrow you will focus your research.

Core term (s)

Common related terms

Technology sub-segments, where relevant

2 Main sources

Make a note of the most relevant and reliable primary sources that you encounter when researching the keyword terms. These are ones that you may want to consider following / subscribing to.

Scientific or technical literature

Analysts covering this market

Experts (blogs, newsfeeds)

Influencers (blogs, newsfeeds)

News sources

Data

3 State of the market: Market players and influencers

Use this section to define who operates in this market (e.g. who researches in the target technology, who is a competitor, who is in the supply chain for component parts, who is in distribution, which VC companies have invested in this area?)

You may want to fill out parts of section 4 while completing this section.

Universities / Institutions	Universities / Researchers	Inventors / Innovators

Competitive Environment: who are the competitors in this area?

Suppliers of components	Distribution / channel partners	VC organizations investing

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4 State of the market: Research, market size, investment

In this section, a note can be made of research projects, market sizes and recent VC investment activity – this could be used to assess, for example, a market readiness score. When evaluating the sources for market size estimates, you may wish to consider Section 7 of this framework at the same time.

Research projects

Institution	Project	Stage (early, mid, late)

Market Sizes

Source	Estimated market size	Geography (e.g. global)

VC investment

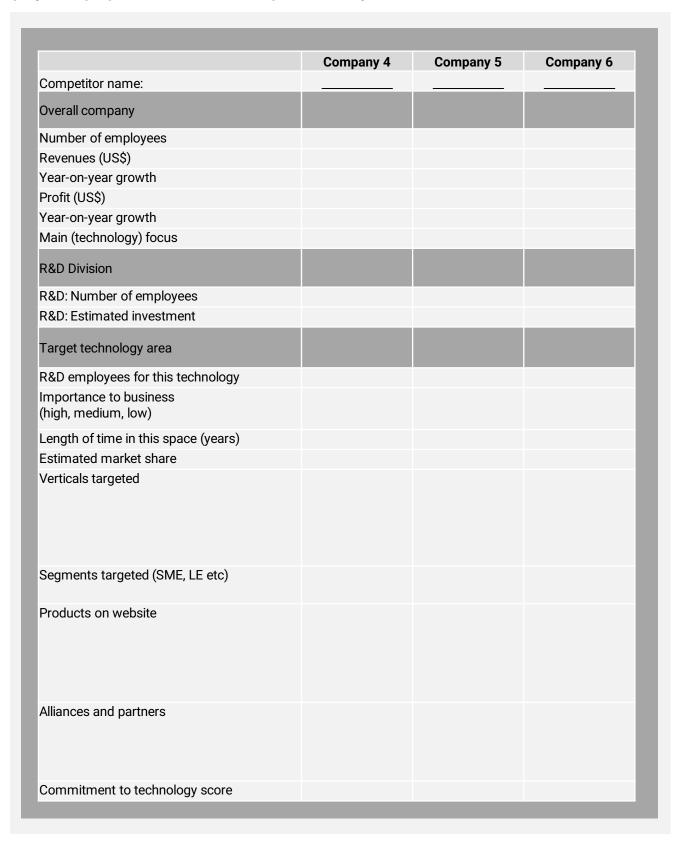| Geography	Investor	Amount

5 Competitive Environment

Based on the competitors identified in section 3, each can be taken in turn and assessed for its level of commitment to the new target technology. You may wish to complete this activity directly in Excel, if you wanted to give a weighting to each data point and establish a competitor strength score.

	Company 1	Company 2	Company 3
Competitor name:	_____	_____	_____
Overall company			
Number of employees			
Revenues (US$)			
Year-on-year growth			
Profit (US$)			
Year-on-year growth			
Main (technology) focus			
R&D Division			
R&D: Number of employees			
R&D: Estimated investment			
Target technology area			
R&D employees for this technology			
Importance to business (high, medium, low)			
Length of time in this space (years)			
Estimated market share			
Verticals targeted			
Segments targeted (SME, LE etc)			
Products on website			
Alliances and partners			
Commitment to technology score			

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	Company 4	Company 5	Company 6
Competitor name:	_____	_____	_____
Overall company			
Number of employees			
Revenues (US$)			
Year-on-year growth			
Profit (US$)			
Year-on-year growth			
Main (technology) focus			
R&D Division			
R&D: Number of employees			
R&D: Estimated investment			
Target technology area			
R&D employees for this technology			
Importance to business (high, medium, low)			
Length of time in this space (years)			
Estimated market share			
Verticals targeted			
Segments targeted (SME, LE etc)			
Products on website			
Alliances and partners			
Commitment to technology score			

6 Forecasting: Adjacent technology areas

In this section, record notes on how the same target technology might be used in conjunction with
other technologies, or applied in new sectors, outside the core area of application. If the information is
available, make a note of the size of adjacent markets to consider which might be most attractive.

Adjacent technologies

Adjacent technology or vertical application	Projected market size, growth

7 Forecasting: Market forecasts based on analyst estimates

Find out any publicly released data that provides a forecast for a market. Make a note of the analyst,
the market technology, whether the forecast is global, regional or country level, and the average growth
rate predicted for the forecast period. Also note the forecast period years, when does it start and end?

Analyst / source	Market / technology area & geography	Forecast period (start year/end year)	Forecast market estimate by end of forecast period	Growth forecast (CAGR)

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8 Forecasting: Market forecasts based on trend analysis

Articles, reports and databases, such as PatSnap Insights or Discovery, also provide other data points based on recorded market activities. This data can be used to give more direction for a market forecast. What growth has been seen, and is the growth rate accelerating (positive) or decelerating (higher risk)?

Trend	Unit	Market / technology area and geography	Start year value	End year value	Growth	Prediction

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9 Forecasting: Market positives and negatives

This section can be used to record any anecdotal information from specific sources or about certain actors, which can be grouped into what can be considered positive or negative influences on opportunities for growth. Examples are given below.

POSITIVES	NEGATIVES
Science and technical literature	
Analyst predictions	
Influencers	
News	
Market forecasts, company data, data	

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	POSITIVES	NEGATIVES
Manufacturers and suppliers		
Routes to market		
Government / legislation / regulatory		

10 Market readiness assessment: summary

Based on the information recorded throughout this exercise, how would you now rate the opportunity for growth and the level of risk as found primarily in non-patent literature?

Opportunity for growth

0	1	2	3	4	5	6	7	8	9	10

Level of risk

0	1	2	3	4	5	6	7	8	9	10