

Get In Touch With Our Expert Team



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Competitive Benchmarking

An IP Competitive Benchmarking exercise provides organisations with valuable insights into the IP landscape within their market. Whether launching a new product or entering a new market, it is crucial to understand your competitive position, particularly in terms of intellectual property. By leveraging extensive patent and commercial intelligence, we uncover key insights into the technologies your competitors have developed and protected, and how your IP measures up. This analysis identifies opportunities for innovation, gaps in IP protection, and areas where technology development should be prioritised (the so-called "whitespaces"). It also informs decisions on whether to pursue technology or IP acquisitions to strengthen your position.

Benefits

IP Competitive Benchmarking is a vital step in an organisation's technology development process, helping shape R&D priorities and business growth investments by providing clarity on key factors such as the design of a new product, the level of IP protection required, the market territories to focus on, and any additional technology components that may need to be licensed.

Use Cases

- **New Product Launch:** Evaluate the IP landscape to ensure strong protection for new product offerings and identify potential risks or opportunities.
- **Market Expansion:** Gain a clear understanding of the IP environment in new markets to secure a competitive advantage and identify required protections.
- **Defensive Positioning:** Strengthen defensive positioning against potential litigation by assessing competitors' patents and identifying vulnerabilities.
- **Transaction Readiness:** Support sell-side readiness with strong IP positioning, enhancing the value proposition in mergers, acquisitions, or other transactions.
- **Fundraising Support:** Provide detailed insights into your IP portfolio to bolster investor confidence and support fundraising efforts.