



IP PRAGMATICS

# Business Development Support for Cleantech Technologies

## Background:

IP Pragmatics has worked with a leading Northern Irish University to develop commercialisation road maps and strategic plans for a number of novel cleantech/green technologies. IP Pragmatics has provided competitive intelligence and business development support to assist with the commercialisation of the University's cleantech products.

## Objectives:

The University required comprehensive reports that outlined the potential routes to market for the cleantech technologies being developed. Each report was required to include:

- Background to the technology and the underlying research behind it.
- Intellectual Property analysis highlighting key issues related to strengthening the IP position as part of a strategy to increase value of the technology.
- A detailed Market Analysis including industry needs analysis, any regulatory issues, size and complexity of the market and anticipated market changes/trends.
- Competitive and/or Partnering Landscape to identify key companies to consider as potential partners or competitors in the market.
- Evaluation of potential players, partners, investors and licensees.
- Barriers to Entry.
- Route, time, and cost to market and any potential sources of funding.

## Approach:

IP Pragmatics utilised a combination of desk research (i.e. public records, news reports, subscription competitive intelligence tools, subscription patent searching & mapping tool), existing knowledge of the cleantech industry and dialogue with relevant companies and industry leaders to create a relevant and practical route-to-market strategy.

Using IP Pragmatics' extensive, existing company and cleantech investor networks, market interest was assessed and the technologies were promoted.

## Result:

High-level documents providing realistic overviews of the cleantech opportunities, market analyses and commercialisation plans were submitted to the University for review. A series of next steps were discussed with the inventors and University's technology transfer team with IP Pragmatics proposing different exploitation options and routes to market.

Through discussions with many of IP Pragmatics' contacts in the green industry and investor networks, IP Pragmatics was able to initiate interest in the technologies and arrange for the companies to meet with the inventors.