



WHITE SPACE ANALYSIS

SPECIFICATIONS

Description: Ideal for professionals who need to generate ideas and identify technology opportunities within their own business arena. This report provides valuable, integrated analysis of targeted business and technical data, applicable to the client's specific interests and capabilities. This research process exposes new technology ideas, potential strategic business relationships and trends difficult to uncover through examining single patent or disparate marketing documents.

The Report: Guided by a client's distinct project needs and objectives, a Nerac Analyst merges applicable expertise with relevant research findings to produce this custom report. Principal components of the report typically include:

Executive Summary

Synopsis of research conducted and significant revelations contained in the report

Nerac Methodology

Details regarding Nerac's distinctive analytical approach to custom research

Corporate and Industry Review

A review of competitors, customers, market positions, R&D considerations and the market outlook

Technology Overview

Snapshot of current technologies as well as a glimpse at some of the emerging technologies within the industry

Matrix Comparisons

Graphical display of strengths, weaknesses, opportunities and threats (SWOT) discovered

Market Opportunities

Identification of potential opportunities missed by competitors or trends to capitalize on in the near future

Marketplace Threats

Ranking of each of the threats defined based on existing and emerging products and companies

Internal Corporate Patent Metrics

Summary of key metrics, including patent filing activity over time, patent pipeline activity (application through granted or expired/lapsed stage), per-country protection span, top inventors and citation analysis (forward and backward). Review of the driving components of the internal patent portfolio

External Competitive Metrics

Summary of key metrics for each comparative company or technology of interest presented in tables and graphs for easy review

Competitive Analysis

Review and description of the driving components of external patent portfolios



Overall Portfolio Characterization

All-inclusive review by a Nerac Analyst, including corporate and competitor patents, value considerations (legal, technical and business), strengths, potential gaps, strategic improvement options (offensive, defensive and licensing opportunities) and cost-savings considerations

Technology Opportunities Relative to Business and Patent Considerations

Outline of generated ideas and feasible strategic choices based on a corporate, strategic mission merged with identified gaps and strengths

Nerac Analyst Insight

Views and commentary presented by the Nerac Analyst based on expertise, the relevant findings discovered throughout the course of research and potential implications for the client

