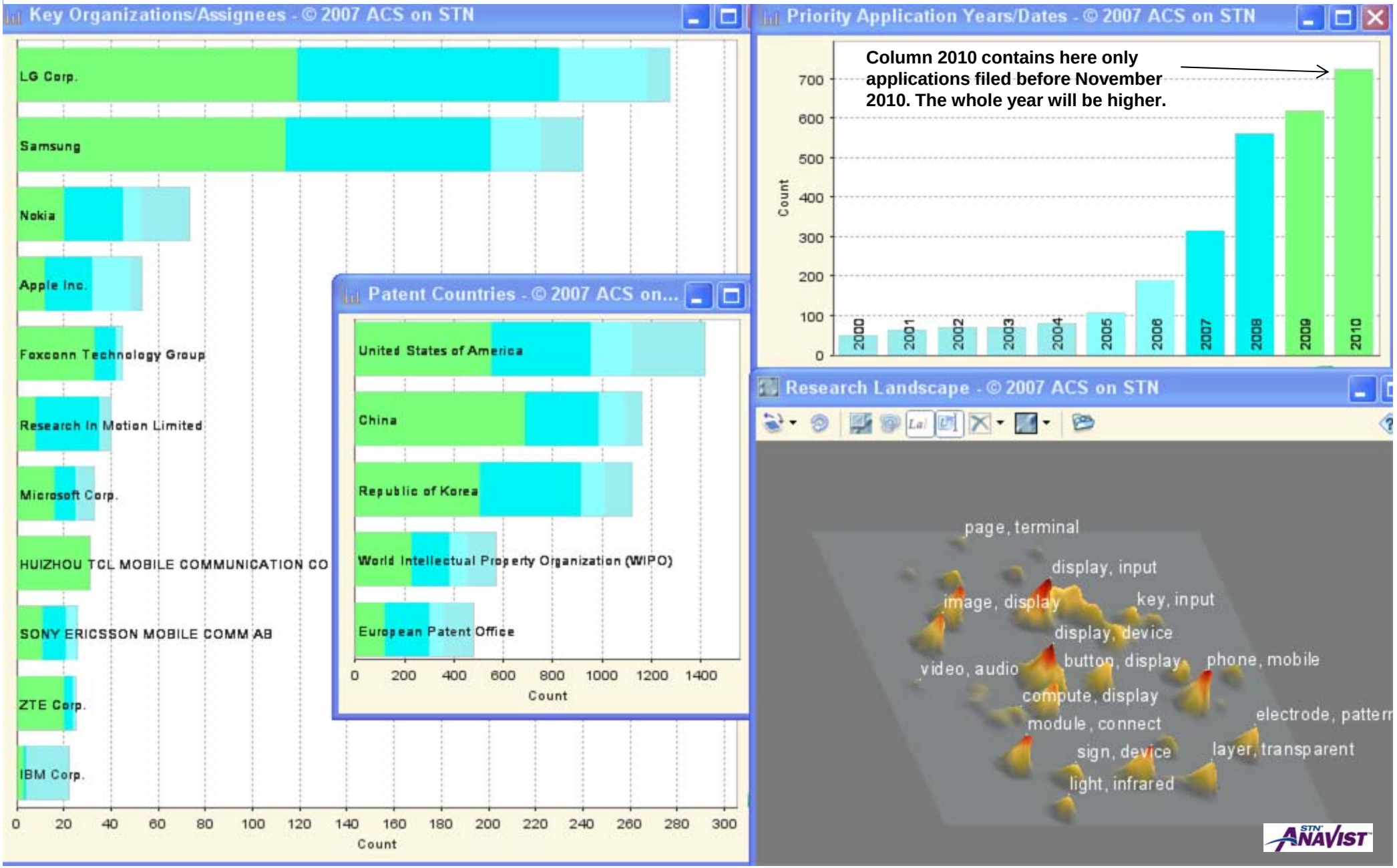
Innovation landscapes for technology and business intelligence

- **Study of a technology field**
  - Main players, technology sectors, and trends
  - Emerging technologies
  - State-of-art and white space analysis
- **Looking for potential partners, licensees, and competitors**
- **Evaluation of specific companies/organizations**
  - Technologies and trends, key researchers, research groups, cooperation partners, patenting strategies
- **Comparison of patent portfolios of companies/ organizations**
  - For finding common areas for collaboration
  - For attracting interest in the meeting
  - Before mergers and aquisitions
- **Evaluation of your own technology portfolio**

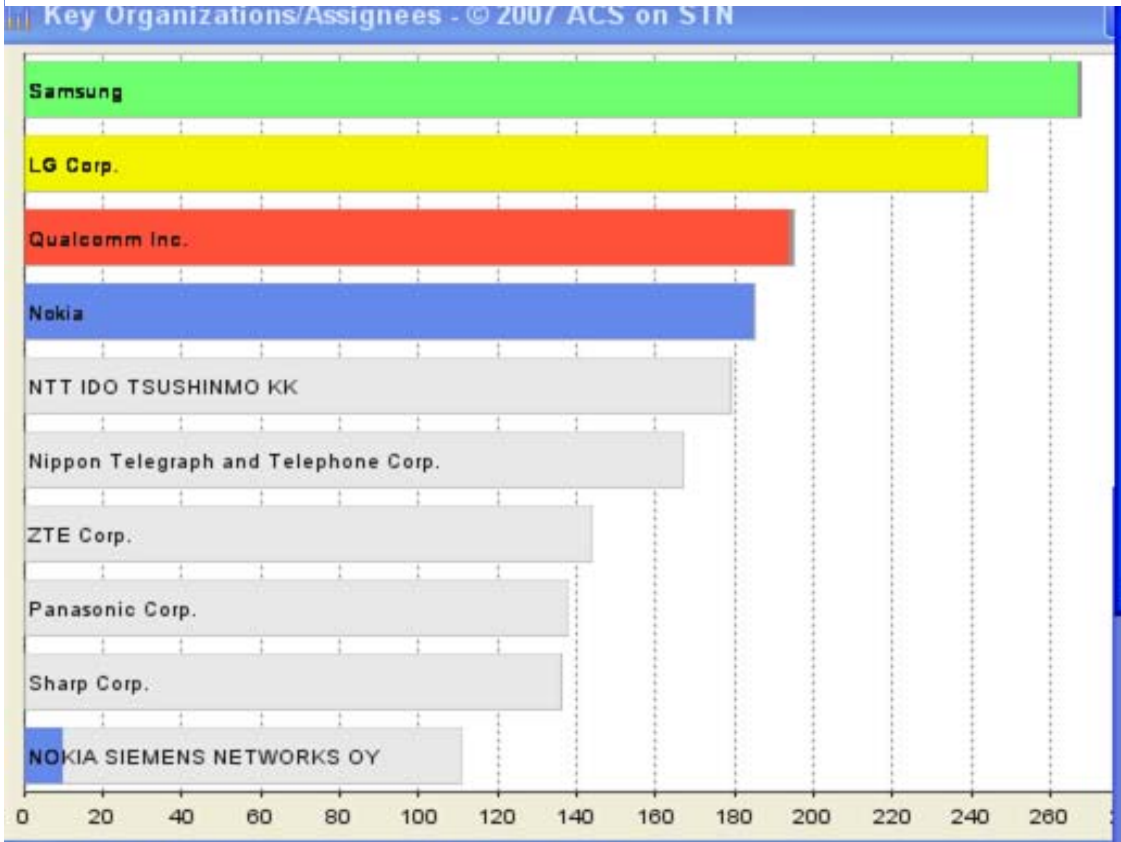
Landscape is based on patent information and optionally also on scitech information.
Innovation landscape and market information from business sources complement each other

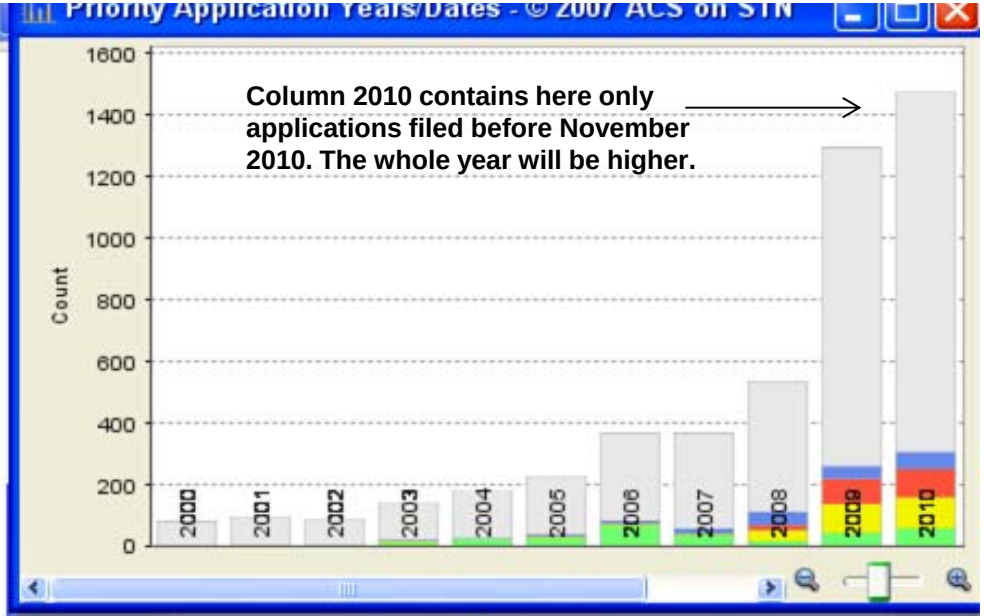
Technology trends– Mobile Touch Screen (coloured by years)

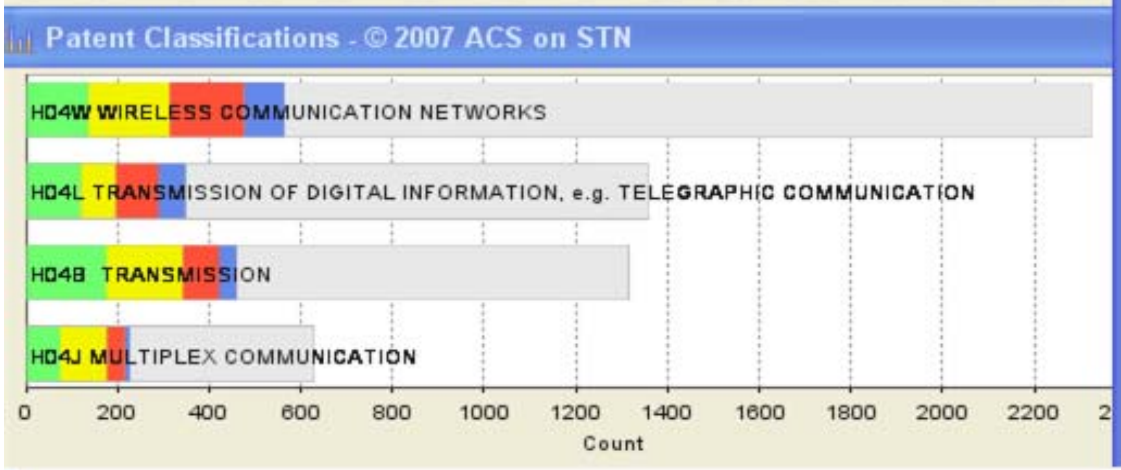


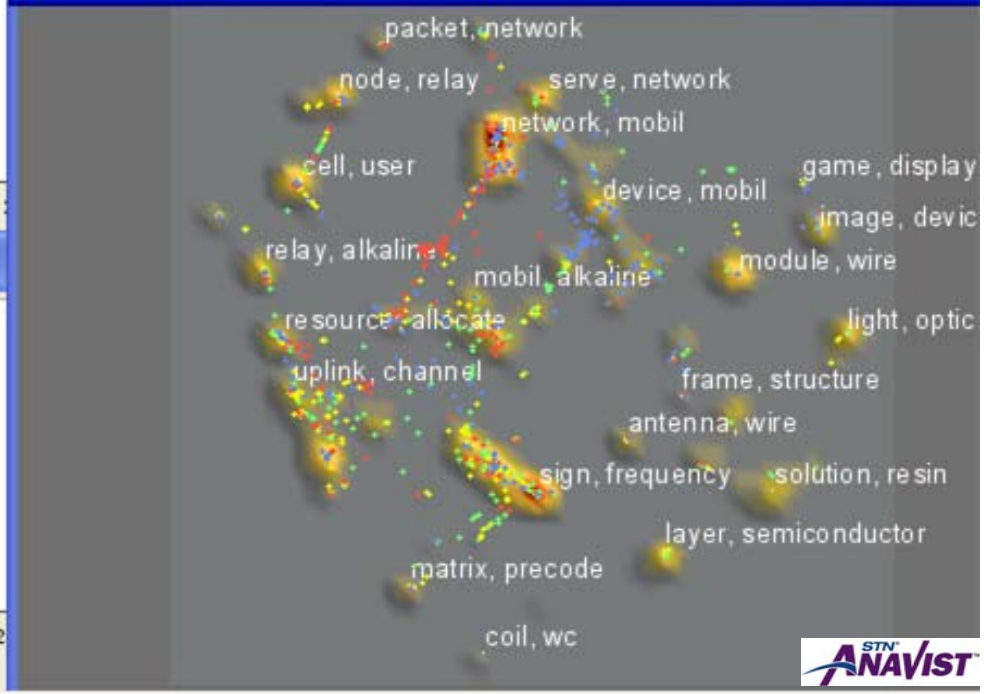
STN and STN AnaVist are registered trademarks of the American Chemical Society

Technology trends – 4G (coloured by companies)





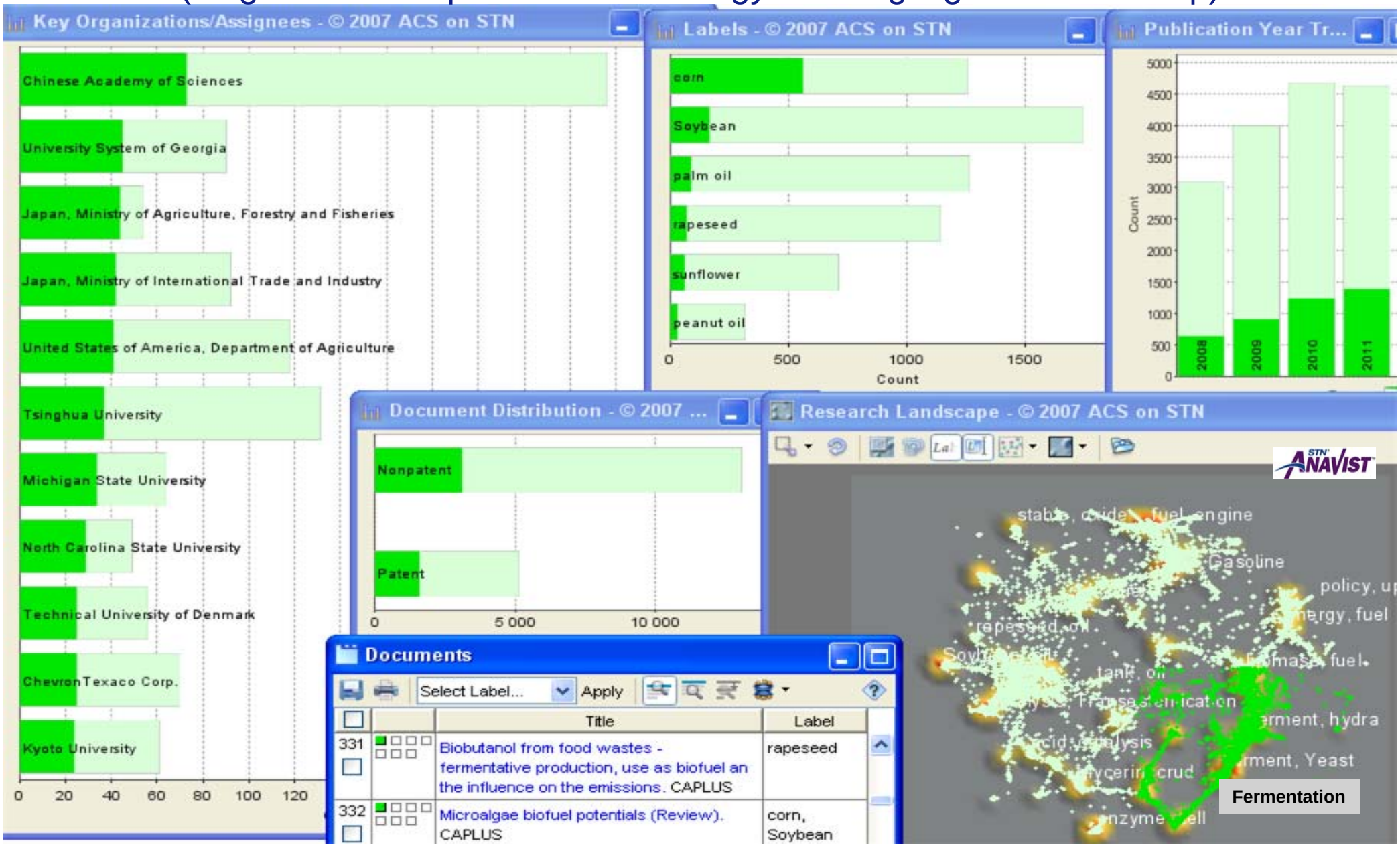




STN and STN AnaVist are registered trademarks of the American Chemical Society

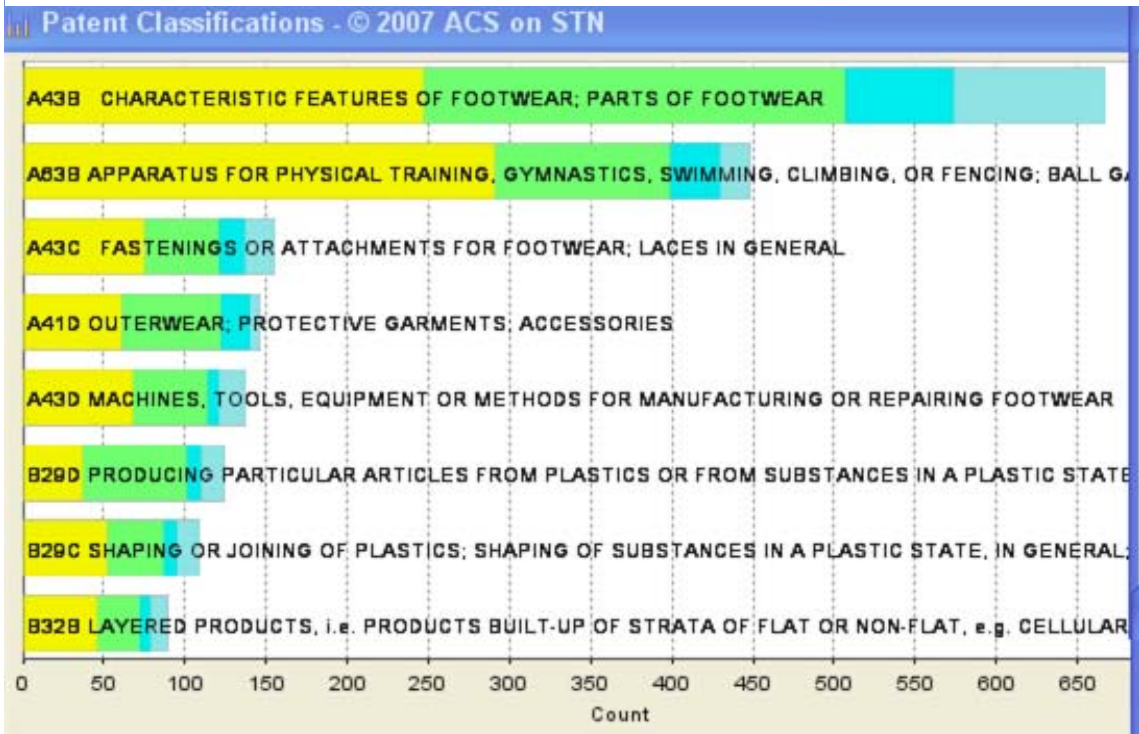
Search for potential customers, partners, competitors – Biofuel

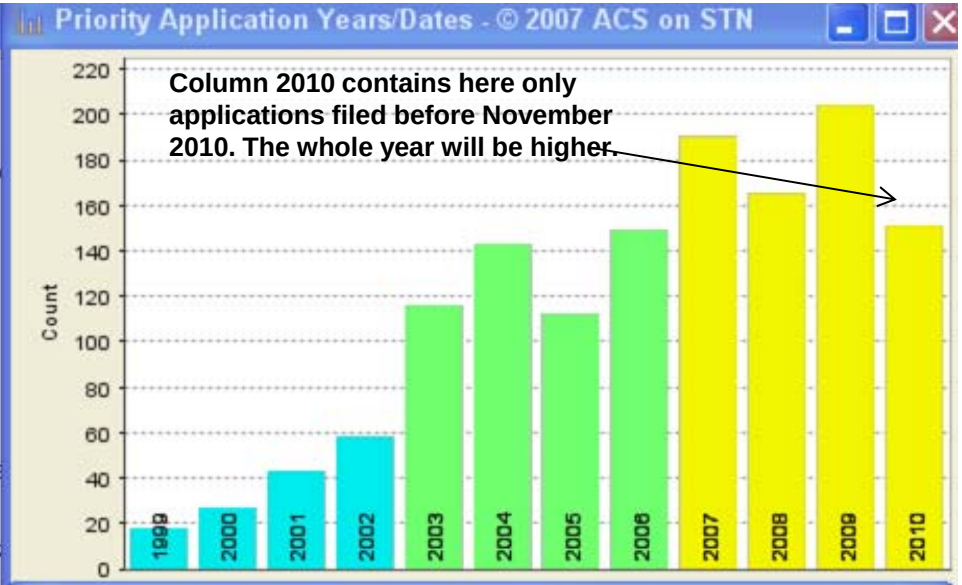
(diagrams correspond the technology area highlighted in the map)

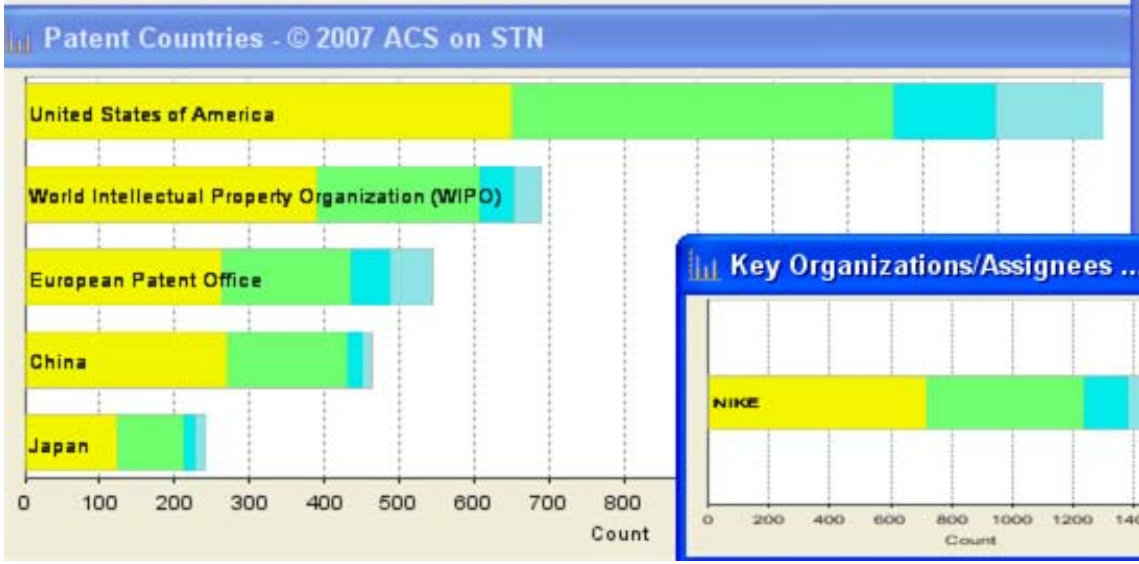


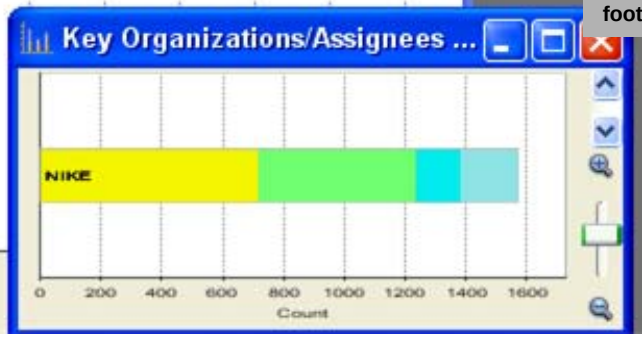
STN and STN AnaVist are registered trademarks of the American Chemical Society

Company/organization analysis – Nike (coloured by years)



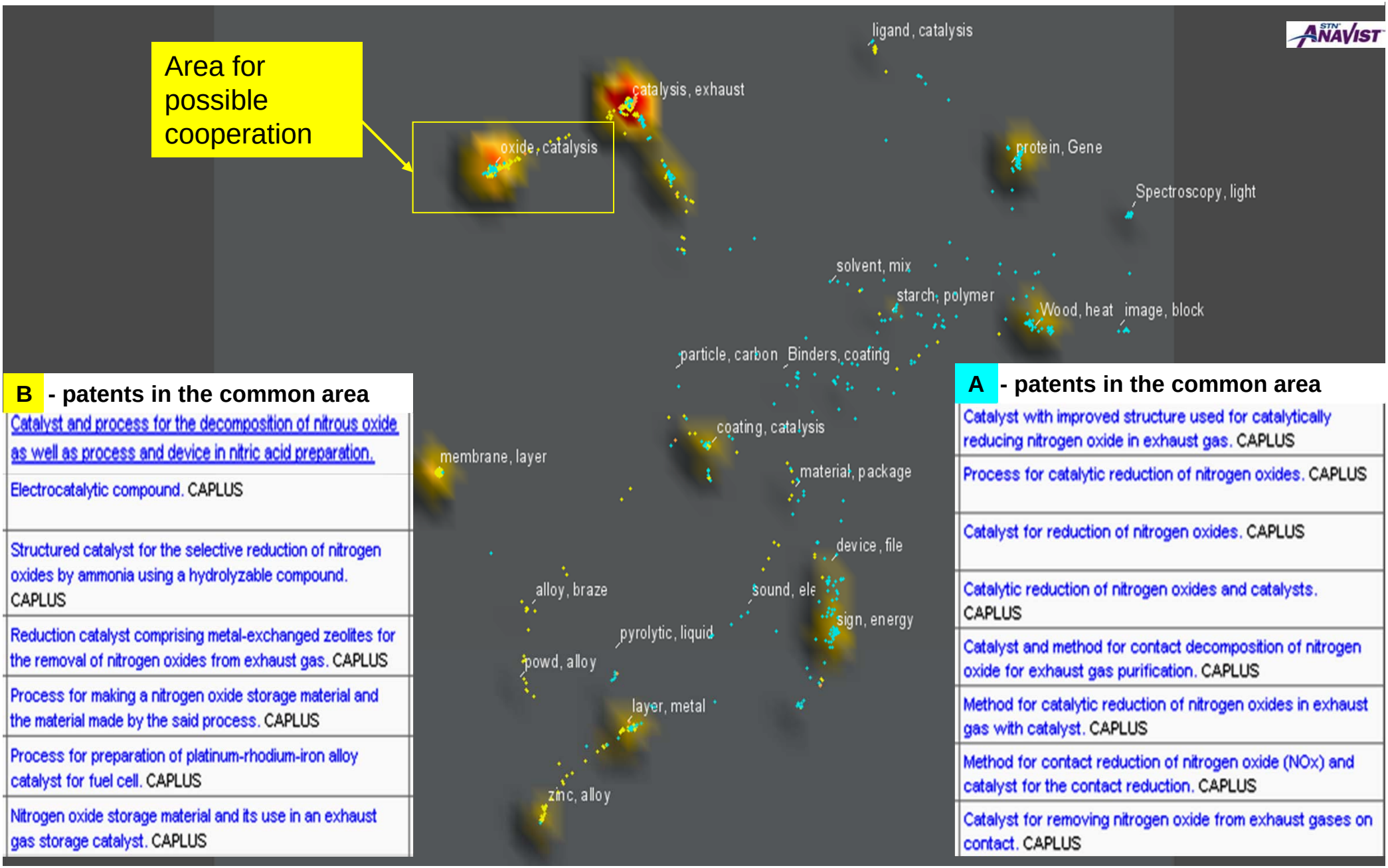






STN and STN AnaVist are registered trademarks of the American Chemical Society

Comparison of patent portfolios of two companies (different colours for companies)



B - patents in the common area

Catalyst and process for the decomposition of nitrous oxide as well as process and device in nitric acid preparation.
Electrocatalytic compound. CAPLUS
Structured catalyst for the selective reduction of nitrogen oxides by ammonia using a hydrolyzable compound. CAPLUS
Reduction catalyst comprising metal-exchanged zeolites for the removal of nitrogen oxides from exhaust gas. CAPLUS
Process for making a nitrogen oxide storage material and the material made by the said process. CAPLUS
Process for preparation of platinum-rhodium-iron alloy catalyst for fuel cell. CAPLUS
Nitrogen oxide storage material and its use in an exhaust gas storage catalyst. CAPLUS

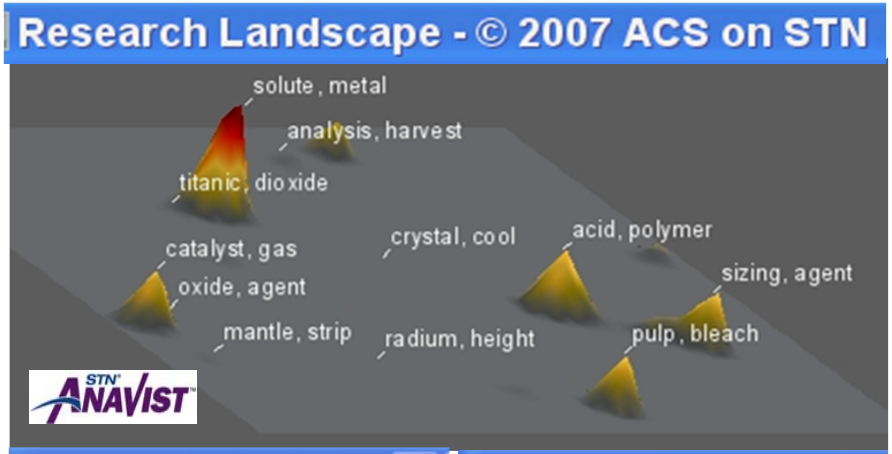
A - patents in the common area

Catalyst with improved structure used for catalytically reducing nitrogen oxide in exhaust gas. CAPLUS
Process for catalytic reduction of nitrogen oxides. CAPLUS
Catalyst for reduction of nitrogen oxides. CAPLUS
Catalytic reduction of nitrogen oxides and catalysts. CAPLUS
Catalyst and method for contact decomposition of nitrogen oxide for exhaust gas purification. CAPLUS
Method for catalytic reduction of nitrogen oxides in exhaust gas with catalyst. CAPLUS
Method for contact reduction of nitrogen oxide (NOx) and catalyst for the contact reduction. CAPLUS
Catalyst for removing nitrogen oxide from exhaust gases on contact. CAPLUS

STN and STN AnaVist are registered trademarks of the American Chemical Society

Innovation landscapes - STN AnaVist

- Text/data mining and visualization software
- Map
  - The tool gathers similar patent documents into clusters. The similarity is decided on how many similar terms are used in the documents
  - The two words next to each cluster show the two most frequent words in the documents
  - The closer two clusters or documents are the more similar the contents of them are
  - Colors indicate the size of the cluster, the more red the color the bigger the cluster is (and the more documents are included in the cluster).
- Diagrams
  - Main players, technology indicators, publication years, patent countries …
- Matrices
  - Trends of main players, technology indicators…
- Map, diagrams and matrices are interactive and dynamic



Technology Indicators by Publication Year

	2007	2006	2005	2004	2003	2002
Cellulose pulp	30	38	13	32	22	16
Enzymes	26	29	15	23	18	13
Paper	9	14	6	14	7	8
Protein sequences	7	19	5	8	3	10
Bleaching	2	3	4	3	7	2
Gene	6	13	4	8	4	5
Molecular cloning	8	13	5	8	5	8
Detergents	6	17	4	6	3	7
DNA sequences	4	14	3	7	5	9
Textiles	8	8	5	7	4	7
Fermentation	10	13	4	7	2	8

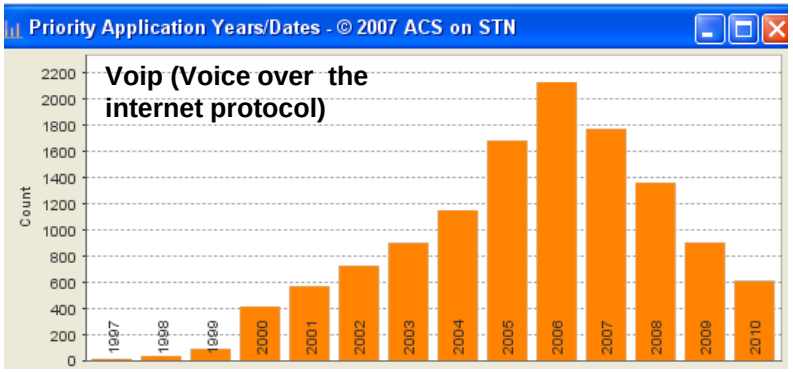
STN is a database host for professional searches and analysis with 200 databases on technical and scientific information, e.g. value-added patent databases. Training and help desk in Finland: VTT's Knowledge Solutions - Riitta Metsäkoivu & Riitta Housh

Innovation landscapes from VTT's Knowledge Solutions

- Biotechnology, medicine, food etc.
  - Anu Saloheimo, tel. +358 20 722 4434
- Chemistry, materials, food etc.
  - Riitta Housh, tel. +358 20 722 4381
  - Marja Kettunen, tel. +358 20 722 4392
  - Pertti Vastamäki, tel. +358 20 722 5374
- Printing and paper technology etc.
  - Helena Turkka, tel. +358 40 015 4836
- Electronics, measuring techniques etc.
  - Riitta Metsäkoivu, tel. +358 20 722 4372
- ICT, software etc.
  - Minna Suovirta, tel. +358 20 722 7066
- Additional information Timo Kopranen, tel. +358 20 722 4368

Learn to make landscapes yourself!

- STN training and help desk
  - Riitta Metsäkoivu
  - Riitta Housh
- http://www.vtt.fi/service/inf/stn.jsp?lang=fi



Do not invest in a declining technology!

Email addresses: firstname.lastname@vtt.fi. VTT, Knowledge Solutions, Tekniikantie 4, P.O.Box 1000, FI-02044 VTT

Our patent information services: http://www.vtt.fi/service/inf/patentlandscapes.jsp?lang=en
Landscape report example: http://www.vtt.fi/files/services/inf/Ubicom_innovaatiomaisema_uusi_2012.pdf