

2017 Strategic Technology & Innovation Management Programme

Intellectual Property (IP) Roadmapping

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Industrial / managerial need addressed

IP system can be valuable management resources in technology-based industries. It is important that IP is effectively created, properly protected and utilized on the market. However, the management of IP is not implemented well in real business situation because IP and strategy are not well aligned in many companies. This project aims to develop a framework and a process in order to integrate IP into technology and business strategies via roadmapping.

Expected deliverables

There will be three phases for this project, each of which will have different deliverables.

- Phase 1: IP strategy menu which is used for managers to select relevant IP management
- Phase 2: preliminary IP roadmap framework
- Phase 3: IP roadmapping process

Engagement opportunities

- I'm looking for: interviews with IP and roadmapping experts, and case studies.
- I can offer: prototyping of tool(s).

Approach

Firstly, the IP strategy menu will be designed for managers to select suitable IP management elements that they want to focus on. Secondly, the patent informatics will be used to provide quantitative data for the roadmapping process.

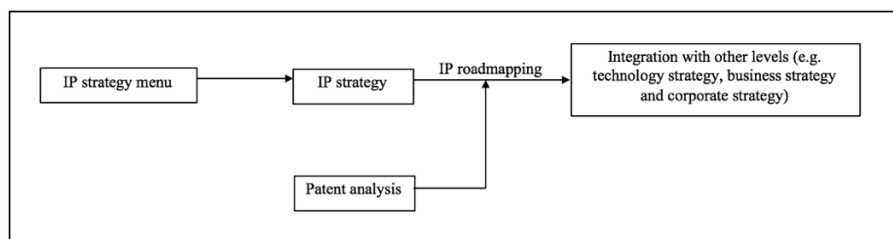


Fig. 1 – IP Roadmapping Development Process