Decision tools for formulating IP strategies

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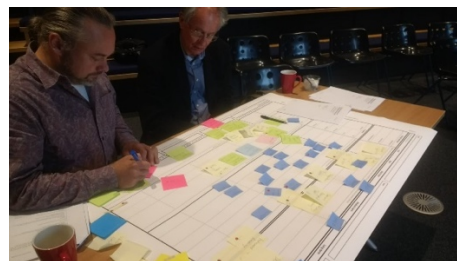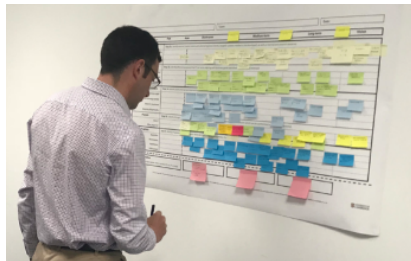Graham Bell, graham@cubicibuc.com, +44 (0) 7817 754276

Industrial / managerial need addressed

IP management lacks established approaches for formulating IP strategies. This project aims at developing toolkits for use in IP strategy development, analysis and planning. Of particular interest to this project is how strategic thinking of IP informs and is informed by the wider strategy of the organisation and how IP strategies can be aligned with business, innovation and technology strategies.

Expected deliverables

The IP aspects of strategy come into play at a number of different touch points which will be explored by this project. We aim to identify and adopt tools for use in defining IP strategy for key use cases. The project is based on the roadmapping approach, which has been developed at the CTM since many years. A number of successful workshops have been conducted already in 2017 and 2018 using roadmapping for IP strategy formulation. This project looks to refine that approach to provide a framework for industrial members to deploy in a strategic setting.

Engagement opportunities

We are looking for companies that we can visit and run workshops with to test and refine the IP roadmapping tool (i.e. roadmapping approach for IP strategy development) and develop complementary tools for effective IP strategy formulation. Companies will gain exclusive insights into the approach and we like to collect feedback on the process and framework to refine and improve the tool.

Approach

We plan to run a number of meetings along the STIM schedule in 2019 to provide input on the use of management tools for IP strategy making. We are also interested to discuss novel technologies for IP management, such as AI and Digital Ledger Technologies (e.g. Blockchain). We plan to working with STIM companies on bilateral case studies and run training workshops to gather input for improving this particular tool, but also explore other complementary tools.

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