

## Strategic Technology and Innovation Management Programme 2019

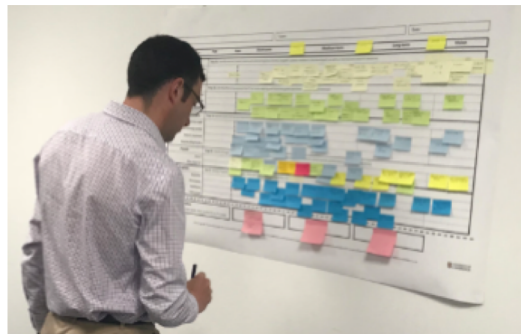
# Decision tools for formulating IP strategies

Dr Frank Tietze  
ft263@cam.ac.uk

Graham Bell  
gb633@cam.ac.uk

## Aims

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.



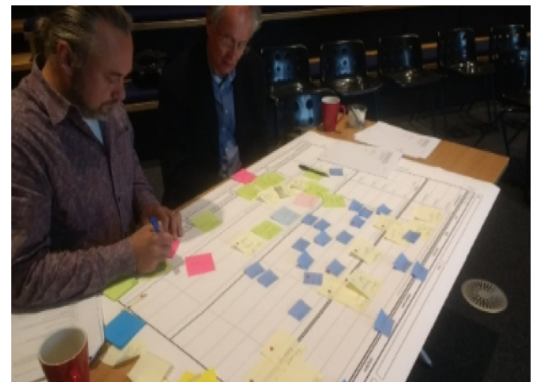
## Approach

A number of meetings have been held in 2019 to provide input on the use of management tools for IP strategy making. Novel technologies for IP management have been explored, such as AI and Digital Ledger Technologies (e.g. Blockchain), with case studies and training workshops run to gather input for improving this particular tool, but also explore other complementary tools.

## Engagement

As part of an ongoing research theme, we continue to engage with 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 gain exclusive insights into the approach, providing feedback on the process and framework to refine and improve the tool.



## Deliverables

A refined process and set of tools have been developed for IP strategy formulation, integrated with roadmapping to establish IP strategy that is aligned with business and technology strategy.