

WE OFFER CREATIVE RESEARCH SOLUTIONS,
FROM CONCEPT TO MARKET LAUNCH

DAY-TO-DAY ANSWERS

- > R&D Solutions
- > Competitive Review
- > Patentability Investigation
- > Vendor Research



VIABLE MARKET OPPORTUNITIES

- > Market Assessment
- > Technology SWOT Analysis
- > White Space Analysis
- > Patent Portfolio Analysis
- > Commercialization Strategy



IP & TECHNOLOGY ANALYSIS

- > Technical Feasibility Evaluation
- > Competitive Analysis
- > Market Landscape Report
- > Patent Invalidation Research
- > Specialty Services



1

DAY-TO-DAY ANSWERS

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IDEAL FOR

Business and research professionals who need answers to challenging problems or require targeted research critical to moving projects forward.

VALUE

Nerac Analysts work with your research team to help meet deadlines, stay informed on critical areas and ensure day-to-day workflow stays on track. Research findings, summaries and alerts are delivered through electronic reports and verbal collaboration.

R&D Solutions - Solve the various challenges faced during all stages of innovation, from concept to product completion. Reports are custom created to respond to a variety of inquiries. For example, our analysts will help you:

- Identify alternative methods and strategies to apply to current research and development practice
- Monitor technologies, regulatory changes and industry developments
- Compare new advancements and developments that help benchmark your technology or ideas
- Gather information on government regulations and review current protocols to ensure guidelines are being met

Competitive Review - Stay informed on competitor activity through investigative reports and ongoing alerts that help you to:

- Identify competitors, existing market size, trends, products and trademark activity
- Monitor key players, industry developments, websites, announcements, pricing and news

Patentability Investigation - Determine the patentability of your technology. Offerings include:

- Summary of prior art found in international patent authority databases and technical and business literature
- Citation information from literature and patent references
- Automated alerts of new or competing patent activity
- Access to full-image patents

Vendor Research - Expedite the process for locating new vendors or suppliers. This report contains:

- Complete contact information for potential vendors and suppliers
- Summary of capabilities and pre-qualification information for products and services



CRITICAL RESEARCH, PATENTS & ALERTS

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2 IP & TECHNOLOGY ANALYSIS

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IDEAL FOR

Professionals who need a high-level view of the market related to technology, competitors or intellectual property, but don't have the time or resources to conduct research on their own.

VALUE

Analysts work closely with R&D, IP and business professionals to lend strategic assistance for new market initiatives, technology research and product or process development. Nerac Analysts focus on providing practical analysis that helps support or reject a theory, or offers an alternative solution.

Technical Feasibility Evaluation - Determine the technical merit of an invention or concept. Your Nerac Analyst delivers:

- Summaries of feasibility interpretations based on a study of published works and known scientific and engineering principles
- Feasibility scorecard based on pre-established scale

Competitive Analysis - Review competitors to reveal details on critical activity. Your Nerac Analyst delivers:

- Profile of emerging and successful players in the space and their product offerings
- Tabular comparison of companies based on key attributes (employee count, revenues, geographic presence, product type and intellectual property)

Market Landscape Report - Assess the landscape to evaluate your current positioning and potential opportunities. Your Nerac Analyst delivers:

- Profile of top players in the space and their product and service offerings
- In-depth analysis of market size, trends, opportunities and products or services

Patent Invalidation Research - Determine the presence of art prior to the application date of a granted patent. Your Nerac Analyst delivers:

- Citations and a review of the essential technical, business and patent publications
- Key patents and articles that can help invalidate a patent

Specialty Services - Outsource specialty research to save time and increase in-house productivity.

Offerings include:

- Bio-Sequence Searching
- Chemical Substructure Searching
- Comprehensive Trademark Research (including international)
- Graphical mapping of patent data



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3

VIABLE MARKET OPPORTUNITIES

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IDEAL FOR

Professionals who require extensive analysis and a fresh perspective on business opportunities and potential impediments to growth.

VALUE

Your organization partners with a Nerac Lead Analyst (or team of analysts) to explore untapped market opportunities, develop effective business strategies and leverage intellectual property. Through collaboration, Nerac and your team will champion your organization's critical business decisions and future ventures.

Market Assessment – Take a strategic view of the market prior to developing a new product or entering a new space. Team up with a Nerac Lead Analyst to:

- Identify key partnerships, business strategies and distribution models
- Develop or confirm initiatives based on in-depth analytics of market size, trends, opportunities and emerging players

Technology SWOT Analysis - Deconstruct all impacts on the potential success of a technology and develop go-forward plans. Team up with a Nerac Lead Analyst to:

- Evaluate the internal implications for your technology (Strengths and Weaknesses)
- Explore external forces (Opportunities and Threats) within the market place, including potential advantages, vulnerabilities, market position and competing technologies

White Space Analysis - Expand the business or a product line through investigation of unknown opportunities. Team up with a Nerac Lead Analyst to:

- Identify potential strategic relationships and trends through an exhaustive review of the patent landscape
- Support key business decisions based on visual mapping of relevant art (or lack thereof)

Patent Portfolio Analysis - Leverage proprietary technology by capitalizing on untapped opportunities. Team up with a Nerac Lead Analyst to:

- Build a portfolio tree of your company's patents
- Obtain a complete U.S. patent citation analysis and graphical report for IP references and key patents
- Identify high and low value patent assets by examining licensing potential
- Conduct a business target analysis that details a competitor's employee count, revenues, geographic presence, product type, intellectual property and technical capabilities

Commercialization Strategy - Formulate a sound strategy before diving into key areas of commercialization. Team up with a Nerac Lead Analyst to:

- Review the technical capabilities of your organization through examination of intellectual property and apply to a strategic technical itinerary
- Obtain references to high quality in-licensing and out-licensing opportunities
- Uncover potential partners in regard to manufacturing, regulatory consultancy and product distribution



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MONITORING SOLUTIONS

Real-time

Analyzed



A Nerac Analyst constructs a targeted strategy to dynamically track:

- > Publications
- > Competitors
- > Technologies
- > Inventors
- > Websites
- > News

A Nerac Analyst distills and compiles findings into a practical report for easy review. Topic categories include: competitors, technologies, IP and market intelligence.

COMPONENTS:

- > Executive summary
- > Abstracts and references to publications, patents, news, websites, promotional activity and consumer-generated media
- > Interpretation of findings by the analyst (when applicable)